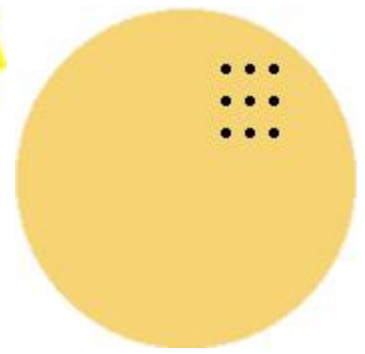




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The free of charge service for data- and video-projection and presentation



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Dear newsletter readers!

This issue of [www.AVP-Newsletter.com](http://www.AVP-Newsletter.com) presents you with latest news from the data- and video projection / presentation.

## 1) **Screen Media Expo 2010: May 5-6, 2010 in London**

Screen Media Expo Europe 2010, incorporating the exclusive DOOH Expo, is on track for its biggest and best year yet. Returning for its 5th anniversary year (5-6 May, Earls Court, London), the expo stands unique in its industry



profile as it seeks to deliver more visitors from end user communities than other European events. Visitor pre-registration is half way to the projected attendance figure of 5,000 and exhibitors are steadily climbing up to the 130 target. The 2010 event has attracted first timers such as Intel while themes including mobile integration and 3D arrive new to the show. The learning programme has been innovatively devised attracting high calibre presenters and more companies are thinking out of the box to get themselves seen and heard.

**More:** <http://www.screenevents.co.uk/screenexpo2010>

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## 2) **InfoComm 2010: June 9-11, 2010 in Las Vegas**

InfoComm International announced a wide range of new events, classes and technology appearing at InfoComm 2010. InfoComm 2010 will feature more than 10,000 new audiovisual products, new 3D Technology Theaters with 3D Comm, an accompanying 3D conference from Insight Media, and a Test & Measurement Showcase, where manufacturers will showcase test and measurement hardware and software tools, focusing on their uses with performance standards. Attendees can also try out various manufacturers' video production cameras for rental, staging and corporate video applications in the new Production Camera Showcase sponsored by VER and Sony. Each year InfoComm expands its educational offerings, and this year is no exception, with 70 percent of all classes at the show being offered for the first time. Special first time offerings include two conferences from InfoComm Academy: Digital Signage 2010 and EdTech Summit @ InfoComm. The EdTech Summit @ InfoComm, sponsored by Tandberg, is designed to help education technology managers and their CIOs develop additional return on campus technology investments.

**More:** <http://www.infocommshow.org>

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Enjoy reading!

Yours Kai Kröger

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### 3) **CEDIA: Conference for Architects**

CEDIA (the Custom Electronic Design & Installation Association) is to host its first-ever "Designing Integrated Future Ready Homes" conference at this year's Home Technology Event (training: 14-17 June 2010, exhibition 15-17 June 2010, ICC London ExCeL). Supported by RIBA (Royal Institute of British Architects), the conference will provide training for architects and design professionals who want to learn more about residential custom installation and the benefits it can bring to their projects. The free half day conference at the Home Technology Event will take place on the afternoon of Wednesday 16th June at the ExCeL London venue, giving architects access to a tailored education programme.

**More:** <http://www.hometechnologyevent.co.uk>

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### 4) **Mitsubishi: Latest signage technology to Screen Media Expo 2010**

The latest professional-grade LCD display in the Mitsubishi range is the L46XM. The ultra-slim bezel LCD display is designed for either standalone operation or as part of a multi-screen display. With its slim profile and front-access option, the L46XM is ideal for applications such as retail where minimal footprint is essential. Up to 25 L46XM panels can be assembled into a single 5 x 5 display wall; the L46XM features the same inboard processing and user-selectable input cards as Mitsubishi's Seventy Series DLP cubes which means sophisticated multi-window displays can be created with no additional hardware. L46XM also uses the same advanced sensing system to ensure multi-screen displays stay perfectly balanced automatically. The Mitsubishi L46XM incorporates a unique screen management facility that allows it to be run in 24/7 applications with no ill effects. The Mitsubishi Electric stand at Screen Media Expo (**Stand G3**) will also feature some of the company's other professional projectors and display's, including its 52" MDT521S slim-bezel LCD monitor, which features a built-in CAT5 receiver and a unique dual light sensor, making it ideal for public display and digital signage applications in retail stores, airports, leisure facilities and public spaces.

**More:** <http://vis.mitsubishielectric.co.uk>

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### 5) **NEC Display Solutions: The new M521 LCD Public Display**

With the new M521 LCD Public Display, NEC Display Solutions is now launching the largest model in the Multeos series. The 52" monitor with full HD resolution (1,920 x 1,080 pixels) combines the attractive design of a TV set with the reliability of professional digital signage displays. It is therefore ideal for use in areas with sophisticated interior design, such as in hotels and restaurants, reception and waiting areas, fitness studios or conference rooms. A raft of configuration and connectivity options ensures seamless integration of the display into any technical environment. Options, such as the media player that enables self-created content to be displayed, significantly extend the range of possible uses for the M521. A restaurant, for instance, can display menus of the day or specials before and after screening a football match.

**More:** <http://www.nec-display-solutions.com>

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#### 6) **eyevis: 3D workstation for high-resolution displays**

The new EWS-200 systems by eyevis are Windows based high-end 3D systems, which were especially designed for the smooth display of 3D processing power and for 3D on display screens with extreme high resolutions, like the EYE-LCD-6400-4K (4096x2160 pixels) or the EYE-LCD-5600-QHD (3840x2160 pixels). Latest Direct X and Open GL make the system ready for sophisticated three-dimensional applications. Latest generation processors and graphic cards guarantee optimal 3D performance for intensive computing on CPU and GPU. The EWS-200 series can be upgraded with additional DVI and video inputs. This allows connecting additional computers and video signals to be shown on the display.

**More:** <http://www.eyevis.de>

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#### 7) **Chief: Extra large projector security enclosure**

Chief Manufacturing announced the latest addition to its line of projector enclosures. The PG3 extra large projector security enclosure is perfect for gymnasiums and auditoriums. It fully encloses larger projectors and the projector mount in a locked steel cage to prevent theft and damage. The PG Series of cages are available in three sizes (PG1A, PG2A and PG3A). These sturdy models are available in both black and white. All enclosures can be installed over pre-existing installations without disturbing current projector settings, and also allows for roll, pitch and yaw adjustments. The PG3 can hold projectors up to 25" wide (63.5 cm) x 25" deep (63.5 cm) x 10.75" high (27.3 cm). A hinged door offers easy projector access and the adjustable front opening accommodates different lens positions. Additional security is available with the addition of padlocks, sold separately.

**More:** <http://www.chiefmfg.com>

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#### 8) **Minicom Digital Signage: RDM Technology at Screen Media Expo**

Minicom Digital Signage (MDS), a leader in media infrastructure solutions for the Digital Signage (DS) marketplace, will demonstrate the first Remote Device Management (RDM) solution with Proof of Performance capabilities at Screen Media Expo 2010 (**booth D5**). The proprietary RDM technology enables reliable remote monitoring and control of display assets of any DS and DooH network, and marks the conceptualization of managed displays. The solution features a unique Media Feedback Mechanism (MFM) for Proof of Performance (POP) so advertisers in DooH networks can validate and audit advertising to ensure both the quantity and quality of the broadcasted ad.

**More:** <http://www.minicomdigitalsignage.com>

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#### 9) **Gefen: Digital Signage Content from Anywhere**

It's never been easier to schedule play lists and select from pre-recorded content for digital signage installations. The new HD Digital Signage Player from Gefen offers a variety of flexible functions that serve both large and small digital signage installations while controlling the content over IP. Users can upload pre-recorded video in multiple formats, background music and scrolling text to customize their content. Play lists can be scheduled to the second using the calendar function, accessed on any computer using Windows XP, Vista or Windows 7 software. The HD Digital Signage Player works with all popular video formats including MPEG1/2, DivX, Xvid, H.264 and WMV9, as well as MP3 audio files. Photos should be in .jpg format. Its small metallic enclosure with built-in mounting brackets allows it to be conveniently mounted behind or near the display(s).

**More:** <http://www.gefen.com>

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#### 10) **X2O Media's David Wilkins at Screen Media Expo Europe 2010**

X2O Media, a full-service provider of software, network management, and content services for professional digital signage applications, announced that David Wilkins, X2O Media President and CEO, will present "Dynamic Digital Signage: It's All About the Content" at Screen Media Expo Europe 2010 in London. In his presentation on May 5 at 11:00 a.m. in Theater 2, Wilkins will go beyond the basics of content strategy, focusing on content development and delivery. He will provide attendees with a practical look at content management by analyzing the target audience and dwell time, existing corporate branding elements, and repurposable content assets already in use by an organization. "In our industry, content is everything. Without strong content, even the best digital signage platform can fail to earn viewers," said Wilkins. "The goal of my presentation is to teach attendees how to develop, manage, and update content that keeps viewers engaged. Using real-life examples, we will discuss different types of content in addition to analyzing the audience and understanding the best content suited for them."

**More:** <http://www.x2omedia.com>

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### **11) SpinetiX Digital Signage features at InfoComm 2010**

The award winning HMP100 Hyper Media Player from Swiss Digital Signage manufacturer, SpinetiX will be demonstrated in a variety of configurations at InfoComm 2010. The company will announce new integration partnerships at the show and are also looking to educate, strengthen and support new and existing specialist representative and distribution relationships. Already providing popular in the US and International markets, the HMP100 has been shortlisted as a finalist in the Best Digital Signage category of the 2010 Rental & Staging Awards Systems / InfoComm Product Awards. Booth N1739 at InfoComm 2010

**More:** <http://www.spinetix.com>

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### **12) Magenta Research: Breakthrough in Fibre-Optics Transmission**

Magenta Research announced its new FiberMax Engine technology which represents a breakthrough in the transmission of bandwidth intensive video, audio, USB and other auxiliary signal types over industry standard fibre optics. Signal distribution products using the FiberMax Engine will enable customers to distribute multi-format high bandwidth signals over fibre at significantly lower costs. The FiberMax Engine is an ultra high-speed data sequencing and streaming engine capable of driving standard SFP optics at maximum efficiency. The resulting benefit is the unique capability of simultaneously transmitting uncompressed 1920x1200 video with HDCP at 60Hz, USB 2.0 at 480Mbps, 8-Channel 24-bit DTS-HD Master Audio, bidirectional RS-232, IR and CEC, all on industry standard SFP optics and cabling. The distance range supported while transmitting all these signal types at their maximum performance is over 6600ft/2KM with multimode optics and 18.75MI/30KM with singlemode optics.

**More:** <http://www.magenta-research.com>

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### **13) Kramer: 4-Channel 3G HD-SDI over Fiber Optic Transmitter/Receiver**

Kramer Electronics announced the introduction of the 673T transmitter and 673R receiver for transmitting four channels of 3G HD-SDI, HD-SDI or SDI serial digital signals over fiber optic cable. The two units are the latest additions to the company's TOOLS line of compact, high-performance signal management solution products. The 673T and 673R are ideal for delivering long-range serial digital signal to live events, studio broadcasts, video production facilities, and any other application that requires the transmission of serial digital signals at ranges of up to 2950 feet (900 meters). The 673T converts up to four channels of incoming serial digital signals on BNC connectors to light pulses that are transmitted over a single fiber optic cable. The 673R converts the pulses back into four serial digital signals.

**More:** <http://www.kramerelectronics.com>

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### **14) RGB Spectrum: Display Walls and Multi-Viewers supporting HDCP**

RGB Spectrum's new MediaWall 4200, MediaWall 4500 and SuperView 5000 display wall processors and multi-viewers are immediately available with high-bandwidth Digital Content Protection (HDCP) support. The deployment potential of MediaWall and SuperView-based solutions is expanded through the support of source and display options that require HDCP. RGB Spectrum is proud to present HDCP-protected content on a multi-screen array. The HDCP option is now available on all new deliveries of the MediaWall 4200, MediaWall 4500 and SuperView 5000 products. Existing systems may be factory upgraded for a fee.

**More:** <http://www.rgb.com>

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### **15) Barco: True Black NX-4 LED tiles in China**

Barco announced that the biggest Chinese audio visual equipment rental company, AV Promotions, has signed a contract with Barco to purchase 500 true black NX-4 LED tiles and will use them in the coming Beijing International Automobile Exhibition and Shanghai EXPO. The quantity of 500 represents a significant quantity in the Chinese, Asia-Pacific and Global markets, once again showing Barco's strength in the visualization industry. "We continually look for the best solutions to meet the growing demand for high-end LED displays in the Chinese domestic and Asia-Pacific markets. We've chosen Barco because we are so impressed by the advanced true black technology," Mr. Elton Wong, Chairman of AV Promotions, explained. "The NX-4 not only has the latest 4mm technology, but also delivers the deepest black levels of any LED product on the market. This uniqueness, together with the advantages in brightness and contrast, strengthens our decision. We also value highly the ease and speed of set-up the NX-4 brings, thanks to its carbon fiber frame. With these advantages, we believe that we will offer better value and performance to our clients in the coming projects."

**More:** <http://www.barco.com>

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#### 16) Da-Lite: iPod Dock accessory to Lectern Line

Da-Lite announced the addition of an iPod dock accessory to its line of Oravisual Lecterns. With the development of new presentation software specifically for the iPod, the iPod and iPhone are now commonly used as the source for presentation materials. Da-Lite is accommodating this new technology by offering a universal dock accessory that is recessed into the reading surface of any Da-Lite lectern. The dock comes standard with a remote control and a cable which includes composite audio video output, USB and a wall outlet adaptor for the USB. Adaptor plates are included to accommodate various iPod and iPhone models.



More: <http://www.da-lite.com>

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#### 17) Calibre: Marketing Specialists, Inc as North American master

Calibre UK has engaged Marketing Specialists, Inc as master representative of its range of digital cinema, broadcast and audio visual products across North America. Marketing Specialists, Inc is a solutions oriented firm providing engineering support and product management in addition to channel building. Products are sold through partners in distribution, integration and rental and staging. Marketing Specialists, Inc is headed by well respected industry veteran, Paul Carey.

More: <http://www.calibreuk.com>

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#### 18) Cisco: TANDBERG offer completed

Cisco announced it has completed its voluntary offer for TANDBERG, a global leader in video communications. The close of this transaction, and the consequent creation of an extensive combined product portfolio, accelerates Cisco's vision of changing the way people communicate and collaborate by delivering simple, unique and interoperable collaboration experiences. "Today we are celebrating a very important step for our customers in the journey to put people at the center of collaboration and change the way we work," said Marthin De Beer, senior vice president, Emerging Technologies Business Group, Cisco. "We strongly believe that telepresence - the next generation of videoconferencing - along with Cisco's entire rich collaboration portfolio, powers this new way of working where everyone, everywhere, can be more productive through the pervasive use of video and face-to-face collaboration."

More: <http://www.cisco.com>

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#### 19) WolfVision Visualizer: Two prestigious design awards

Due to its outstanding and innovative design, the VZ-9plus<sup>3</sup> Visualizer has been honoured by two of the largest and most renowned design competitions in the world. In the Red Dot Award category product design 2010, which attracted record submissions of more than 4,000 products from 57 countries, the jury awarded the highly coveted design seal of quality to only 45 of the submitted products. The VZ-9plus<sup>3</sup> Visualizer is one of the 45 products presented with the Red Dot "Best of the Best" Award for a pioneering design. The WolfVision Visualizer ranks alongside Apple's iPad, the SLS-AMG from Mercedes Benz and the Rolls Royce Ghost, all of which were also marked with this very special accolade. The VZ-9plus<sup>3</sup> Visualizer is renowned as the top of the line unit amongst WolfVision's portable range of desktop Visualizers. With its high resolution 1-CCD camera, integrated LCD preview monitor and synchronized laser markers, the unit sets new standards in its category. A few months ago the VZ-9plus<sup>3</sup> Visualizer was also honoured with the "Good Design Award" in Japan. With these distinctions the unit has now been marked with two of the three most important industrial awards in the world. The European Red Dot "Best of the Best" is of the highest level, and the Japanese "Good Design Award" is almost of equal value.



More: <http://www.wolfvision.com>

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#### 20) projectiondesign: Tim Wood is Sales Manager Middle East

Tim Wood is the latest sales addition to projectiondesign's formidable sales force. The appointment coincides with the opening of the company's first office in the Emirates. Tim started his professional life in retail store management in the UK before moving to Saudi Arabia and then the UAE, and progressing into regional business development with Disney Consumer products throughout the Middle East. In 1999 he became Regional Business Manager for Quadriga EMEA Ltd (entertainment and communications systems for hotels), looking after the Middle East and Turkey. Outside of his work commitments, Tim is chairman of Dubai Dragons Rugby Club, actively involved in the Gulf Rugby community and a passionate follower of the game.

More: <http://www.projectiondesign.com>

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