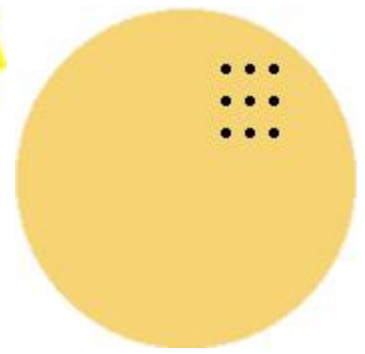




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The free of charge service for data- and video-projection and presentation



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Dear newsletter readers!

This issue of www.AVP-Newsletter.com presents you with latest news from the data- and video projection / presentation.

1) **InfoComm: Connect and Network at InfoComm 2011**

InfoComm 2011 will be filled with valuable networking activities and special events that will provide its projected 32,000 attendees with memorable experiences. The world's largest audiovisual trade show is being held June 11-18, 2011, at the Orange County Convention Center in Orlando, Fla. "Attending InfoComm's tradeshow provides AV professionals and their customers a chance to see the latest in applied AV technologies at the biggest marketplace for commercial AV," said Randal A. Lemke, Ph.D., Executive Director and CEO, InfoComm International. "But is also provides great networking opportunities and a chance to celebrate the resiliency of the industry through challenging times."

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

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2) **SHOWTECH: The World Forum for the Stage in Berlin**

From 7 to 9 June in Germany's cultural and creative capital Berlin, the curtains will be up on SHOWTECH 2011, the trade fair for stage and event technology specialists. As the "World Forum for the Stage", SHOWTECH has been an international market leader in the field of stage technology for 25 years. Furthermore, the trade fair showcases new product developments and refinements in professional lighting technology, audio and media technology, equipment and décor. At SHOWTECH, decision-makers from the technical departments of event locations, event managers and distributors encounter top-level innovations and industry trends every two years in Germany's capital city.

More information: <http://www.showtech.de>

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Enjoy reading!

Yours Kai Kröger

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3) PARADIGM AV: New Simulation Displays

Paradigm AV Ltd., projection, interactivity and bespoke engineering company launched a new Simulation Displays division at the ITEC Show. Simulation Displays will combine world-leading expertise in specifying, creating (and measuring) projected displays with advanced parametric 3D design department and extensive manufacturing and testing facilities. It will become a primary source for the specialist services required by the simulation industry – from components to complete solutions. “Our focus is not on providing turnkey solutions, but more on advanced and flexible project management skills so we meet the specific needs of the project team,” stated Jeffrey, company founder and chairman. Already well known for their advanced CAVES and other displays, Paradigm’s recent R&D has centred on developing breakthrough products and low-cost CAVE and dome alternatives.

More information: <http://www.rearpro.com>

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4) Eyevis: 60-inch quad full HD Display with Direct-LED backlight

With the new EYE-LCD-6000-QHD-LD, eyevis presents the latest high resolution LCD monitor from the EYE-LCD series. The new monitor provides quad full HD resolution with 3,840 x 2,160 pixels on 60“ screen diagonal. The new direct-LED backlight technology guarantees uniform image representation over the entire screen surface. With a brightness level of 500 cd/qm, a contrast ratio of 5,000:1 and a response of only 6 ms, the specifications of the display fulfill all requirements towards modern display technology. The screen is controlled over 4 DVI inputs. A specially developed input controller solution guarantees the perfect display of the connected signals. Thanks to its high resolution and the outstanding image specifications, the display is a first choice wherever highest resolution is required or the display of multiple sources in native quality, for example for eSignage, in control rooms, medical applications, postproduction in broadcast applications, or in design, construction and architecture.

More information: <http://www.eyevis.com>

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5) Projecta: Two In-Ceiling Motorized Projector Lifts

Projecta announced the introduction of two types of concealed motorized projector lifts: the Pro-Lift and the Pro-Lift Pivot. Both universal lifts can be mounted in either a suspended or a drywall ceiling. The Pro-Lift is a vertically raised lift with a heavy duty steel construction using rack and pinion or screw drives instead of chain mechanisms. The Pro-Lift is available in two versions. The Pro-Lift 25 moves 25 cm down from the ceiling and the Pro-Lift 38 moves down 38 cm. Both versions have a load capacity of 18 kg. The Pro-Lift Pivot has a tilting feature with a fixed pivot point to help insure proper projector alignment. The projector lift features a built-in potential free contacts and has an internally mounted control switch for installer friendly operation. The trim flange at the bottom ensures inconspicuous installation in the ceiling. The Pro-Lift Pivot has a load capacity of 11 kg.

More information: <http://www.projectascreens.com>



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6) **dnp: New retractable Supernova Screen at InfoComm**

Not only innovative, high-performance products, but also a commitment to integrating dnp's front and rear projection screens in a variety of vertical markets. dnp is launching a simplified version of its industry-leading Supernova Flex: the retractable dnp Supernova Flex Classic Screen. It features a dark grey drop above the screen instead of wire suspension, which enables significant cost savings. Global Sales & Marketing Manager, Søren Kræmmergaard, explains: "The new screen delivers the same optical performance that earned the Supernova Flex its excellent reputation, but at a lower price point, thanks to the simplified housing and suspension system." InfoComm 2011: booth 3743

More information: <http://www.dnp.dk>

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7) **3M and MediaZest: Rear Projection Film Milestone**

Diversified technology company 3M and creative digital out-of-home (DOOH) specialist MediaZest announced an installation milestone as the number of applications based on 3M Rear Projection Film exceeds 100. The two companies have jointly developed new and inspiring displays for in-store and public space advertising since 2006. With the advent of the virtual mannequin at BETT 2009 a whole world of creative possibilities has opened up for media agencies, brand managers and designers. "Demand for digital screens to produce dynamic in-window advertising displays out-of-home is increasing in a wide variety of sectors and exceeding the 100th installation landmark is testament to this," said Kim Brewer, Marketing Manager, 3M's Commercial Graphics Division. "The revolutionary 3M Rear Projection Film, combined with a rear mounted projector, can transform any window, glass partition or acrylic cut out, of any shape or form into a digital screen. The film's capabilities are truly impressive, combining a wide viewing angle with high contrast and colour resolution to deliver 24/7 performance."

More information: <http://www.mediazest.com> or <http://www.3M.co.uk/graphicsolutions>

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8) **Da-Lite: High Contrast Version of High Power Surface**

In a move to meet the market demand for a screen material that performs well in conditions where ambient light cannot be controlled, Da-Lite has developed a high contrast version of its popular High Power screen surface. The new High Contrast High Power material is a revolutionary screen surface that provides a unique combination of high gain along with contrast enhancement due to its grey base and highly reflective top surface. The result is a screen surface with moderate viewing angles and the ability to reflect light back towards the source. These characteristics make this surface an excellent choice for environments with a moderate amount of ambient light and a projector which is placed on a table top or in the same horizontal viewing plane as the audience. High Contrast High Power is a washable surface with a gain of 2.4 and a 20 degree viewing half angle. The material is available immediately on Da-Lite's electric, manual and fixed frame screen lines.

InfoComm 2011: booth 2501

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



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9) **Gefen: AV Process with built-in amplifier**

Gefen's new AV Conference Room Processor with built-in amplifier connects any type of computer using VGA, DVI or HDMI, and any audio/video device using composite, s-video and component interfaces, scaling all sources to 1080p full HD supporting large-scale projection or plasma/LCD displays. It combines the reliability of a high performance scaler with the ability to supply a 2.1 audio amplifier for conference room and presentation environments. It's ability to easily integrate old and new devices makes it ideal for most professional settings. Video is output in the HDMI format with cinema quality scaling up to 2k or 1080p. Audio is mixed down from 5.1 Dolby surround to two-channel audio with support for a sub woofer. Left/Right analog audio inputs are passed through as is, so both digital and analog audio inputs are delivered in two-channels with 25 watts per channel amplification, ideal for creating high fidelity sound. Two channel speakers may be connected directly to the amplified binding posts for plug and play installation in any conference room, education facility or presentations venue.

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

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10) CRESTRON: onCue Presentation Controller for Classrooms

Crestron has announced the launch of onCue, the latest addition to its affordable line of easy-to-use AV presentation control systems for classrooms and small meeting rooms. The onCue BPC-8 Basic Presentation Controller provides teachers with an intuitive 8-button keypad for simple one-touch control of classroom presentation systems. Each button provides a recognisable pictured icon for power, volume, projector, screen, computer, and DVD control. onCue enables educators to install simple classroom technology that makes teaching easier and improves the learning experience despite tightening school budgets.

More information: <http://www.crestron.co.uk>

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11) RTI: KNX Driver for European Market

Remote Technologies Incorporated (RTI) announced a powerful new solution for control of KNX-compatible devices and systems such as lighting and climate control. Developed by RTI's European distribution partner VIVATEQ (a member of the COMM-TEC group), this two-way integration was created specifically to meet the needs of the European market. Utilizing any of RTI's XP series of control processors, the two-way software driver works together with the CTG-KNX/IP Gateway device to provide seamless integration of all functions and feedback of a KNX system on RTI's two-way-enabled handheld and in-wall controllers. "KNX is a dominant control protocol in Europe, and the new VIVATEQ driver will be a very instrumental and powerful tool for our European dealers," said Pete Baker, vice president of sales and marketing for RTI. "And by utilizing our Integration Designer programming software, installers will be delighted with the ease and efficiency with which they can integrate KNX-compatible devices with any of our XP series processors." InfoComm 2011: booth 3163

More information: <http://www.vivateq.de/en/Home.html> and <http://www.rticorp.com>

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12) TV One acquired by Nortek, Inc.

TV One announces the recent sale of one hundred percent of the Company's stock to a subsidiary of Nortek, Inc., a leading diversified global manufacturer. The sale includes all TV One related, wholly-owned companies in the US, UK, Taiwan and China. TV One will be included in Nortek's Technology Products segment and closely aligned with Magenta Research LTD. The transaction was completed on April 28, 2011. David K. Barnes, TV One CEO, stated, "We recently celebrated our 25th anniversary in the Pro AV industry and have established a record of consistent growth, profitability and product innovation. At the upcoming InfoComm Show, we will launch an entirely new technology and product range that will usher in a new era for TV One. As part of the Nortek family of companies, I look forward to maximizing the opportunities that will take TV One to the next level. I personally look forward to being part of that continuing success." InfoComm: booth 3601

More information: <http://www.tvone.com>

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13) EnQii and Minicom Digital Signage: Merge to Create Full-Service Company

EnQii Holdings and Minicom Digital Signage (MDS) announced the merger of their companies, creating a global leader in multichannel message management. The merged company will offer a seamless platform that provides leadership, simplicity and innovation in a complex marketplace. Jerusalem Venture Partners (JVP) led a growth capital financing round together with other existing shareholders, Wellington Partners, Amadeus Capital Partners and Aviv Ventures, to complete the merger. The new financing will go towards expanding the current solutions portfolio as well as to grant necessary resources for additional acquisitions. Headquartered in New York City, EnQii-MDS will operate from six offices around the world and a global network of dedicated partners that includes 150 worldwide distributors serving thousands of resellers and system integrators.

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

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14) projectiondesign acquires US distributor

projectiondesign announced that they have successfully concluded negotiations on acquiring long-standing partner and distributor projectiondesign LLC, the exclusive distributor in North America since 2004. "North America represents the largest single market for our world-class projection and display technologies and we are consistently impressed at the scale, innovation, and dynamic ways in which they are used by our partners," explains Executive Vice President, Åsmund O. Fodstad who was recently appointed by projectiondesign to drive its global growth. "Increasing our efforts and focus in this market will see a visible increase in presence and strengthen our ambition of being the preferred projector and services supplier. We've got the right mix of technologies and products designed specifically with customer requirements in mind to support this growth, and building confidence with our North American partners is key to the success of our increased efforts."

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

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15) Acer ranks 3rd in WW Projectors Market for Q1 2011

According to the latest data distributed by the analyst firm PMA (Pacific Media Associates) Acer reached the third spot in the worldwide projector market in the first quarter of 2011 and achieved a 7.2% market share. Despite showing a quarter on quarter slowdown (Q42010 vs.Q12011), if we consider the YOY performance, the global projectors market is seeing a growing trend and registers a 13% YOY growth. Acer closed the past year with a 6.4% market share, built on that and increased its share to 7.2% in Q1 2011, with a promising 19% YOY growth, and achieved the third position in the worldwide ranking for the first time. In this scenario, Acer confirmed the solid second place in the EMEA ranking, and registered a performance in line with the market trend. The results, with a 13.8% market share and 4% YOY growth, are boding well. Acer registered a good performance also in the AAP region, where it ranks number four and has a 6.7% market share. Here the YOY growth is 24%, while the QoQ result registered an awesome 68% increase.

More information: <http://www.acer-group.com>

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16) Analog Way appoints new EMEA Sales Director

Analog Way named John De Cet as new EMEA Sales Director in March 2011. He is taking over Alexander Schöpf's position who was promoted VP of American Operations last March. Based in Massy in France, where Analog Way's Headquarters are established, John De Cet will oversee management of sales activities over EMEA territories. He will also lead Analog Way's sales teams in the region, including the company's sales offices Analog Way UK, Analog Way Italia and Analog Way Deutschland. John will report directly to Adrien Corso, Chief Executive Officer at Analog Way.



More information: <http://www.analogway.com>

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