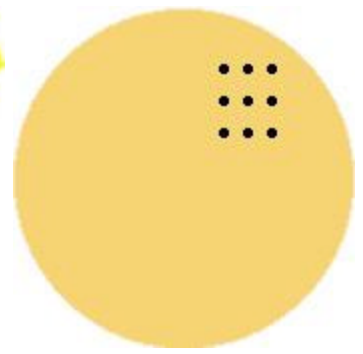




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The free of charge service for data- and video-projection and presentation



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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) Prolight+Sound: 24 to 27 March 2010 in Frankfurt/Main

Prolight + Sound from 24 to 27 March 2010 will present products and services from the fields of event technology, audio-visual production and entertainment and be held parallel to Media Systems Prolight + Sound, International Fair and Congress for Media Technology and Systems Integration. For four days, the two fairs will be the sector's most important meeting place for exhibitors, dealers, distributors, as well as international trade visitors and professional users from all over the world. In 2010, Prolight + Sound and Media Systems Prolight +Sound will be distinguished by a completely new layout at Frankfurt Fair and Exhibition Centre.

More: <http://www.prolight-sound.com>



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2) Screen Media Expo 2010: Updates and Speakers announced

Screen Events Ltd announced updates to the education programme and confirmed speakers for Screen Media Expo Europe, taking place at London's Earls Court, 5-6 May 2010. Devised in partnership with the Imperative Group, the two-day free learning programme is in full swing with a stellar line-up of industry experts confirmed and only a few slots left to fill. Associated forums with Media Week, The Screen Forum and Strategy Institute are also taking shape as key topics and featured speakers are unveiled. Additional workshops on Digital Signage in Banking and Building Next Generation Retail Media Networks have also been added to the show floor.

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

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Enjoy reading!

Yours Kai Kröger

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3) Future Source: 1 million Interactive Whiteboards in 2010

The Interactive Whiteboard (IWB) phenomenon continues to take hold, with nearly 750,000 boards sold worldwide in 2009 and the market on track to top 1 million sales in 2010, according to a new strategic report from Futuresource Consulting. "All regions experienced major growth last year, spread across multiple countries rather than localised hotspots," says Colin Messenger, Senior Consultant, Futuresource. "Back in 2005 only three countries sold more than 10,000 IWBs; last year we saw 12 countries hit this level. Driven by continued technological developments, our projections show that one in six classrooms will have an Interactive Whiteboard by 2012. There is a justifiably strong mood of optimism amongst manufacturers." In the 66 countries covered within the Futuresource report, Messenger calculates there are over 31 million classrooms, a huge market potential for companies operating within this sector.

More: <http://www.futuresource-consulting.com>

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4) ISE 2010: Record-breaking ISE 2010 wows AV industry

Achieving the highest attendee total in the event's seven-year history, Integrated Systems Europe 2010 attracted 28,489 attendees to the Amsterdam RAI between 2–4 February, organiser Integrated Systems Events has announced. The total represents a 14.4% increase from last year's total of 24,912, which was itself a record. Those attendees saw products from 640 exhibitors – up from 564 in 2009 and another record for the show. Digital signage, professional audio, collaborative conferencing, LED technology and building automation all contributed to the growth in exhibitor numbers, confirming ISE's position as the undisputed No.1

show for professional AV and electronic systems integration in the EMEA region. The exhibitor rebooking process began on the second day of this year's show, and by the close, over 83% of the space for ISE 2011 had already been booked – up from 71% at the equivalent time a year ago. Integrated Systems Europe 2011 will take place at the Amsterdam RAI, Netherlands, from 1–3 February 2011.

More: <http://www.iseurope.org>



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5) Sharp: 3D ready with five new projectors

Three-dimensional projection: With five new 1 Chip DLP projectors Sharp becomes "3D Ready". Sharp presented its new line-up of 3D-compliant projectors for the first time at the "Paperworld 2010". With built-in DLP-link technology (TI) and interface to a 3D shutter glass system, these models provide consummate 3D film viewing pleasure. The use of BrilliantColor technology (TI) guarantees detailed high-resolution picture quality that can also be adjusted to personal requirements. The bright new design of the projectors will look perfectly in place in both home and office. A key precondition for this system is the 120-Hz technology used by Sharp projectors. In combination with the shutter glasses, which consist of two liquid crystal displays that are synchronized with the output signal to switch over between transparent image transmission and occluding (darkening), the individual fields are displayed alternately in rapid sequence at a frequency of 60 Hz for each eye. In this way, the left eye always sees only the left view (field), and the right eye sees only the right field. The brain of the viewer automatically integrates these separate views, so that they are perceived as a single true-to-life three-dimensional image.

More: <http://www.sharp.eu>

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6) **NEC Display Solutions and SMART combine products for education**

NEC Display Solutions Europe and SMART Technologies announced a working agreement to offer education customers across EMEA (Europe, Middle East and Africa) better teaching and learning solutions. NEC Display Solutions Europe and SMART unveiled a collaborative visual learning product combination at the Integrated Systems Europe (ISE). Collaborative visual learning combines the latest NEC NP610S short-throw projector and one of three projector-mounting options with either the SMART Board 680 interactive whiteboard or SMART Board V280 interactive whiteboard and SMART Notebook collaborative learning software. Together these products offer a powerful and affordable interactive display solution for the education market, in which both companies have extensive experience and brand recognition. With the integration of a category-leading interactive whiteboard and high-quality NEC projector, NEC Display Solutions Europe and SMART are offering the simple integration of a combined product that provides optimal performance with minimal setup. Customers will be able to purchase the complete solution from select NEC Display Solutions Europe and SMART resellers. Both NEC Display Solutions Europe and SMART have demonstrated strengths in the education market that provide both companies with significant advantages in working together. Their arrangement does not alter existing agreements with distributors for either company.

More: <http://www.smarttech.com> and <http://www.nec-displays.com>

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7) **WolfVision: Visualizers VZ-P18 and VZ-P38 in a new design**

For more than 2 decades WolfVision's Professional Visualizers have been regarded as the ultimate high-end units on the market. Now in the 22nd year of its success story, the latest models VZ-P18 and VZ-P38 have a completely redesigned housing adapted to the "look and feel" of the new decade. An outstanding new feature is a touch screen remote control with integrated live image preview monitor, and a "digital laser pointer" which can be adapted in size and colour. A second touch screen LCD monitor can be found on the head of the unit. For ease of use, the operational concept and functionality of both monitors are completely identical. Collaboration with Power Point is as professional as never before. The integrated Seamless Switch



allows for fade-over effects between Visualizer and Power Point images, and the new "picture in picture" function also merges both medias perfectly. The new WolfVision Visualizers add the missing live image to Power Point, along with flexibility and spontaneity. Both new Visualizers offer native SXGA, WXGA and 720p resolution with 30 frames per second and sRGB colour precision. The VZ-P18 achieves perfect picture quality with a 1-CCD camera, while the VZ-P38 is equipped with a 3-CCD camera.

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

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8) **projectiondesign: ProNet 2.0 management software**

The very first edition of projectiondesign's upgraded ProNet 2.0 scalable network asset management software was shown on the projectiondesign stand at IS Europe 2010. The new software is designed for managing an unlimited number of projectors from a single site, using standard TCP/IP or RS232 communication. It includes tools for accurate colour calibration, efficient network-based management and also pixel-perfect blending and geometry correction when used with the company's Multi-image Processing System (MIPS). ProNet 2.0 is compatible with the entire range of projectiondesign projectors and MIPS processors, and includes management features which will maximise their use, minimize downtime, and therefore increase the return on investment, all without unnecessary wiring, additional hardware or programming. ProNet 2.0 is available in four configurations.

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

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9) **DNP: DNP and Partners reap the benefits of ISE**

Optical screen manufacturer, dnp Denmark, report an overwhelming response to their portfolio of displays at the recent ISE 2010 in Amsterdam, where German distributors, COMM-TEC and Paradigm AV from the UK were able to demonstrate the clear advantages of their groundbreaking technology. Global sales manager, Søren Kraemmergaard, described the decision to allow their key resellers to represent the company's range in their own specialist sectors as a complete success. "We noticed the favourable response, not only at these booths but also those of OEM partners such as Christie and Eyevis," he said. Kraemmergaard added that although the general traffic appeared reduced this year, dnp were excited by the quality of visitor, and the potential of the follow-ups that this has generated. While the market was clearly getting more competitive, dnp seemed largely unaffected. "Generally we saw more 'white screen' manufacturers of primarily front projections rather than so called optical projection screens, similar to those produced by dnp — which is good for our market segment."

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

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10) Da-Lite: Acclaimed JKP Affinity Screen Series expanded

In response to the unprecedented demand for the JKP Affinity Screen series for post production, home theater and commercial applications, Da-Lite and Joe Kane Productions are launching the new JKP Affinity 1.1 gain screen material. The new JKP Affinity Screen is designed for use in larger venues in combination with high lumen output HD projectors. The new HD Progressive 1.1 gain projection screen retains all of the product features that have made the JKP Affinity Screen series one of the most award winning in Da-Lite's history."



Although the JKP Affinity Screen series was first introduced less than two years ago, we were experiencing demand for a wider selection of HD Progressive fabrics across all market segments," stated Wendy Long, Da-Lite's Vice President of Marketing. "The system integrators and AV consultants in the Pro AV market are seeing the same improvement in flat field uniformity, clarity and contrast that the post production and home theater dealers experienced with HD Progressive 0.6 and 0.9 gain screens." The new HD Progressive projection screens are available in seamless heights up to 16 feet and in fixed frame or electric screen versions.

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

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11) beyerdynamic: Conference business in Amsterdam

The highlight from beyerdynamic at the ISE was the encrypted wireless boundary microphone from their Stegos product line. The main application for this encrypted system is speech transfer in video conferences. A single receiver can accommodate signals from up to four microphones. The system offers exceptional usability with a battery life of up to 14 hours; a programmable microphone button which can be used, for example, to mute all the microphones simultaneously; and the facility to monitor the system from a PC or touch screen. The versatile range of microphone units for the MCS-Digital wired conferencing system is to be expanded further with brand new integrated units featuring Revoluto technology. These units can be concealed in the table and opened out as required. This is made possible by the patented Revoluto technology, which removes the need for gooseneck microphones. Featuring a high quality Nextel dark-black coating, the units can be integrated aesthetically into desktops of varying materials. If required, the cover can be finished with a special veneer to match the table surface, allowing the technology to be integrated discreetly in any conference table. The latest addition to the MCS 20 system is the MCS 263 unit for mounting under the table allowing flexible and discreet installations. It provides a 5-pin XLR connection for microphones and phantom power.

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

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12) Minicom Digital Signage and AOpen America announce Partnership

Minicom Digital Signage and AOpen America announced a partnership in the field of Digital Signage Players using video distribution and extension over CAT5 cable. In the past months successful experiments have taken place to combine Minicom Digital Signage's DS Vision 3000 product with AOpen America's Digital Engine and Media Servers. The distribution of high definition signals over long distances between player and display can be difficult. Sometimes, while it may seem more economical to place a small form factor player behind a screen, the placing of players in accessible, environmentally controlled and secure environments will actually save money over the life of the network. "AOpen America is thrilled to find a partner in Minicom Digital Signage who provides a plug and play solution to transfer high quality HD signals more than 200 meters using simple CAT5 cable. This way, our players can be located in a controlled room in our DS Engine Station, where they are accessible, secured and protected", says Dale Tsai, President at AOpen America.

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

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13) Magenta: Alliance with Maverick

Magenta Research, a global leader of high quality Matrix switchers and high definition video extension solutions, has announced a newly established pan-European alliance with Maverick to distribute its Cyan extension range. Maverick, pan-European AV distributor, has established a reputation for high levels of customer service and specialist technical support over its 12 year history. The company is currently constructing the widest range of Digital Signage products, as well as a team of dedicated support specialists located in the UK, Spain, and Portugal. Full roll out to 16 countries throughout Europe will take place over the next 12 months.

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

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14) Da-Lite: InfoComm International Emerald AVSP Level Designation

Da-Lite Screen Company has qualified as an InfoComm International Emerald Audio Visual Solutions Provider (AVSP). This designation recognizes that a percentage of the company's sales, customer service and technical staff have achieved and maintained individual InfoComm Certification and have completed relevant course work from the InfoComm Academy. InfoComm awards individual Certification to audio visual professionals who have demonstrated knowledge and comprehension of the science and technology used in communications including audio, video, display and systems. Technicians, engineers, designers, salespeople, customer service personnel, managers and executives are eligible to take the individual certification test. "An AVSP designation gives AV companies a competitive advantage in the marketplace," said Randal A. Lemke, Ph.D., InfoComm International's executive director. "Customers of audio visual communications and presentation systems can be confident of professionalism and an aspiration to excellence when working with these companies that have invested in education and training to stay current on the latest AV technologies and techniques."



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

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15) Paradigm AV: Jeffreys prepares for InfoComm presidency

While Paradigm AV founder Greg Jeffreys prepares to take over the important role of President of InfoComm in 2012, new appointments have been announced to the board of his premier engineering and distribution company. Paradigm report that Sales Manager Mick Perrone and Operations Manager, Steve Pratt have joined the main board with immediate effect and are appointed as Directors. This expands the working board, led by Managing Director Paul Wood to five members. Greg Jeffreys remains Chairman and Polly Whittaker as Finance Director. At the same time Ross Hugo has been appointed as a non-executive director.

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

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16) TLS GmbH: John Dodson as Business Development Manager

The media technology manufacturer TLS is now providing closer customer support in the Middle East. John Dodson's appointment will strengthen TLS' sales support and presence in the region. He will continue to be based in Dubai, United Arab Emirates. Dodson has an in-depth industry know-how, and a long experience in the AV business. He has previously spent 23 years with Bose Corporation where his positions included UK National Sales Manager and Middle East and Africa General Manager.

More: <http://www.tls-gmbh.com>

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17) TV One: Distributor of the Year titles at ISE 2010

TV One celebrates Distributor's accomplishments over the previous year by awarding 2009 Distributor of the Year titles at the recent ISE 2010 Exhibition held in Amsterdam. "2009 was a successful year in regards to product sales across the world and in particular the EMEA region", comments Steven Mattingly, Managing Director of TV One. "Much of this achievement is a result of the ongoing support and partnership between TV One and our valued Distributors and we wished to reflect on this by awarding those who had made a tremendous impact in 2009." Mike Waldeyer of Videlco Europe (Germany) was there to collect the award for Best Overall Sales 2009 with recognition also being paid to FVS (France) and Michel Perin for outstanding contribution throughout the year. Victor Garcia Duffo of DIMASA (Spain) collected the award for Best Increased Sales 2009 with a mention to Markertek (UK) as close runner up. The last award was accepted by Richard Barnes of TADCO Pty Ltd (South Africa) for Best New Distributor Sales 2009 with Giorgio Pausini of AVComm-Tec SRL (Italy) receiving acknowledgement for their accomplishment also.

More: <http://www.tvone.eu>

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