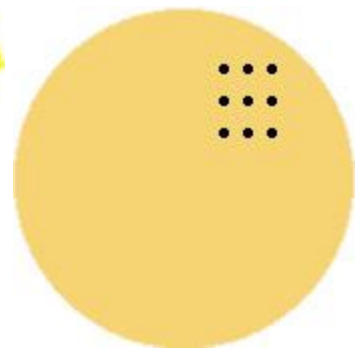




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## Latest news about [Audio-Visual-Presentations\(AVP\)](#)

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



[\(AVP-Newsletter.de\)](http://AVP-Newsletter.de)

Publisher: CREAT K G, Hamburg, Editor in chief: Kai Kröger

Saturday, 31. July 2010

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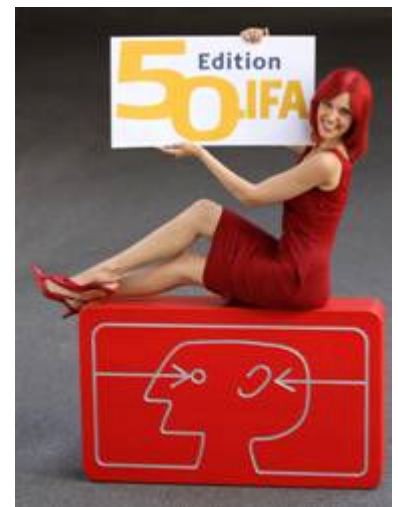
Dear newsletter readers!

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) IFA: From 3 – 8 September 2010 in Berlin

IFA's organisers expect all areas at this year's 50th IFA edition to experience further significant growth. Messe Berlin is to announce a list of leading exhibitors with major new names. IFA is the global stage for showcasing product firsts. The organisers expect a high level of demand from the industry and retailers at IFA that will match last year's performance. Dr. Christian Göke, Chief Operating Officer, Messe Berlin: "With IFA taking place for the fiftieth time this year we have every reason to celebrate. The level of bookings to date indicates that IFA's success as the world's leading industry event is set to continue and that it will expand even further. This year's IFA will be a stronger and more global event than ever before." Two new theme areas, IFA iZone and IFA eLibrary, are attracting large numbers of exhibitors. "This year's IFA is taking new product worlds on board yet again. The amount of industry and media attention they have attracted is a positive surprise. These new sections will be very popular with the general public", said IFA Director Jens Heithecker. IFA iZone has the entire range of Apple products and Mac applications on display. New media worlds featuring eBooks and tablet PCs will be on show at IFA eLibrary. Located centrally in Hall 8.1 this year, IFA TecWatch represents an interface between public research institutions and the industry, and puts a focus on universities, joint projects and standards organisations at IFA grounds. IFA TecWatch topics include 3D TV, interactivity, green technologies and E-Haus 2.0 from ZVEH. This project demonstrates a fully networked home, which features a heating system with an integrated TV screen, as well as solar roof panels and a charging station for an electrically powered Tesla Roadster in the garage. A special show entitled "das E-Haus" will demonstrate how a 2.0 version of the home works.

More: <http://www.ifa-berlin.de>



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Enjoy reading!

Yours Kai Kröger

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## 2) Projectiondesign: F32 projector now shipping

Updating its recognised industry-standard F32 series of projectors to a class-leading 8000 lumens, projectiondesign has now made the model available for immediate delivery. With comprehensive changes to optics and color processing, the updated F32 series now delivers up to an unprecedented 8000 lumens brightness on select models. Available in a wide range of application specific configurations, and in both WUXGA, 1080p, and SXGA+ resolutions, the F32 series is considered by many as one of the most configurable installation projector available anywhere.

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

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## 3) Eyevis: New 24/7 Displays

Eyevis introduced their new display versions EYE-LCD-4200-24NB and EYE-LCD-4700-24-NB. Both displays come with various features enabling their use in 24/7 operation. The displays have a narrow bezel of only 15 mm and a robust aluminium chassis, which makes them a first choice for stable installation in modular video wall arrays. The monitors have native FullHD resolution and a size of 42" for the EYE-LCD-4200-24NB and 47" for the EYE-LCD-4700-24NB. They are equipped with various input possibilities for video and data signals. In total the displays provide 2x Scart, for video 3x Cinch, 1x Mini-DIN, for audio 4x Cinch, for PC 15 pin HD-Sub, serial 9 Pin HD-Sub, Digital PC/video interface 2x HDMI (DVI-D), PC Audio input 2x Cinch, audio output 4x Cinch. The simple video setup is guaranteed by an internal scaler with a matrix function for predefined clusters like 2x2, 3x2, 3x2, 3x3, 3x4, 4x3 and 4x4. The displays can be used in landscape or portrait mode. The displays can be operated in 24/7 operations when observing certain prescriptive limits and when using them within recommended operating conditions.

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

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## 4) Conrac: Vibrant advertising at the Square Shopping Centre

CBS Outdoor, a leading out of home media company, has launched the first Mall Digital formats in the Rep. of Ireland. The new state-of-the art digital panels have been rolled out in The Square Town Centre in Tallaght, just outside Dublin city, Ireland. In all, there are a total of 30 Digital Escalator Panels leading from the Central Plaza to the top level of the Centre, split between 20 on the travelator and 10 on the escalator. Five 57" LCD screens complete the digital offering in the Central Plaza of the Centre. The technology was provided by CONRAC GmbH and DisplayLite Ltd for the LCD displays, by dZine for the software and media players and by EUROTEK Ltd for the installation, support and maintenance. The system has been running successfully since March 2010.

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

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## 5) SpinetiX: Technology relationship with Texas Instruments

SpinetiX is delighted to announce a new business relationship with Texas Instruments (TI). SpinetiX currently uses Texas Instruments' DaVinci video processors in its dedicated digital signage appliance, the HMP100 Hyper Media Player. The processor performs real-time video decoding and high-definition scene composition, enabling customers to meet the requirements of changing standards in video codecs and provide software updates and new features to field-deployed units. Now the two companies are taking their partnership further, with TI's ready-to-incorporate SpinetiX technology into its microprocessor chips for third-party LCD panels and projectors, tailored to digital signage applications.

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

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#### 6) **Da-Lite: Da-Lite YouTube Channel**

Da-Lite Screen Company announced an expansion of their online presence with the introduction of a Da-Lite YouTube channel. The new YouTube resource is part of the ongoing expansion into the realm of social media, which began with the Da-Lite Blog and the creation of Da-Lite pages on LinkedIn, Facebook, Twitter and Plaxo. Da-Lite's goal is to be active on the same social networks that their customers and partners use in order to expand on the relationships they have built in their 100 plus years in the audio visual industry.



**More:** <http://www.da-lite.com> and <http://www.youtube.com/dalitescreen>

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#### 7) **projecta: Da-Plex and Rear Projection Module**

For 2010, Projecta is pleased to introduce Da-Plex, a rigid rear projection acrylic screen offering high resolution diffusive reflection for permanent installations. Da-Plex features a microscopic thin diffusion coating which is permanently bonded to the acrylic substrate and cannot peel off like laminated film or vinyl based diffusion screens. Diffusion coatings ensure uniformity and a wide viewing angle, suitable for today's high output digital projectors. The optical diffusion coating does not exceed 1 mm in thickness. Da-Plex is available in standard sizes up to 251 cm high and 427 cm wide and has a gain of 1.0 with a full viewing angle of 70 degrees. Larger sizes and custom formats are available upon request. Also available is the Projecta Rear Projection Module in either a single or double mirror configurations. All mirrors are first surface glass to ensure the best possible transmission of projected light.

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

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#### 8) **Futuresource: Visualiser market in USA and Western Europe**

The visualiser continues to excel as a teaching tool in classrooms and training rooms across the world. This device for projecting small objects onto a screen is forecast to reach a value of almost \$200m across USA and Western Europe in 2010, according to new research from Futuresource Consulting. "Next year, more visualisers will be sold in the USA than Interactive Whiteboards," says Colin Messenger, Senior Consultant at Futuresource. "And although one out of every eight classrooms in the US already has a visualiser, we're going to see that figure skyrocket to one in three by 2011. This technology is really beginning to take a foothold in the schools ICT marketplace". Futuresource Consulting's new annual visualiser market report is now available, covering the USA, UK and Western Europe. The report provides product and regional overviews, brands analysis, types of visualisers and their applications, classroom penetration and case studies.

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

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#### 9) **Wolfvision: Two years extra warranty**

WolfVision is renowned worldwide as high-end manufacturer of Visualizers. As they are convinced about the longevity of their products, they have now introduced the possibility, after registration, to extend the warranty period from the standard three years to five. The warranty extension is only valid for units which have been purchased as from the 1st July 2010 onwards (Customers in USA and Canada can register units purchased after 1st January 2010, as this system has been introduced earlier in North America). In order to benefit from this warranty extension, it is essential that the official registration, including the required end-user details, is within three months of the effective purchase date.

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

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#### 10) **HELVAR: New LED Solutions**

The first in a line of LED product developments expected this year, Helvar's new constant current converters (LL-U-CC) provide power to LED applications with a high level of efficiency (>0.8). The driver's dual current output (350mA / 700mA) and universal power supply ensures adaptability for different applications and geographic areas. The LED products, designed to provide sustainable and future proof lighting solutions, combine with Helvar's system solutions to provide easy switching control via relay control units and simple to use Helvar button panels and TouchPanel applications. As well as the new driver, other LED products will be introduced to the Helvar range, providing concept solutions for ambience and decorative lighting, dynamic lighting to stimulate health and well-being, as well as energy saving, to meet the need for green building credentials. The new LED drivers from Helvar are perfectly suited for use in lobbies, corridors and entrances using LED downlighters, as well as for spotlighting applications in the retail sector and emergency lighting.

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

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### **11) The international media festival**

The international media festival at the "Neue Tonhalle" in Villingen-Schwenningen will take place from 1st - 3rd April 2011. The 3-day event will be held for the 6th time, with special focus on HD-media. A highlight will be the HDAV productions by education, amateur and professional producers which can be submitted from all over the world, this giving everyone who is enthusiastic about media the possibility to present their skills to a wide audience. Informative workshops and seminars within the scope of the digital media are offered. Visitors will extend their knowledge in digital imaging, learn new technologies in the digital photograph or get know more about the newest hdav-production platforms. As referents the organizer will welcome Rüdiger Nehberg with the current report about his life as fighter of human rights as well as David Hettich with fascinating pictures from the oceans of the world, which he will present in the panoramic format 3:1. The unbelievable 18 x 6 m screen and the newest technology ensure the best projection. Parallel to the media program a media fair will take place.

**More:** <http://medienfestival.net>

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### **12) ARAM: Lubuskie Province Day 2010**

The event under the name of the Lubuskie Province Day 2010, organized by Lubustkiego Marshal's Office and the Regional Centre for Cultural Animation in Zielona Gora, was held on 27 June 2010. It was accompanied by a variety of activities aimed at building and strengthening the integrity of the region's identity Lubuszan. The main of them is a gala concert taking place in the Amphitheatre Zielona. ARAM was responsible for media for the aforementioned concert. Delivered 85 qm LED Curtain LED Fourlight Grid, which is very original and attractive way, combined with a huge LED screen Fourlight SMD10 an area of nearly 50qm, filled the amphitheater stage in the project thought of Michael Białousz. ARAM Multimedia is a one of the largest Polish provider of audio-visual services for events, conferences, concerts, trade fair stands and TV shows. They provide comprehensive event engineering services to assume all of the organizer's tasks related to technical support or selected services, such as the delivery and operation of visual and lighting systems.

**More:** <http://www.aram.pl>

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### **13) Minicom Digital Signage signs Partnership with Venco**

Minicom Digital Signage announced that it has signed a distributor agreement with Venco Electronica, S.A., the first local distributor of electronic components and Digital Signage solutions in Spain. Venco is a project based company which has been formed by several companies specialized in electronic equipments. It has been offering electronic components since its creation, in 1983. Today, Venco wants to strategically position itself on the Digital Signage market by offering all the components of a Digital Signage system. In this context, Minicom DS is strengthening Venco's portfolio by providing the missing link between Venco's electronic hardware and its full Digital Signage solution.

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

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### **14) Analog Way: Direct office in Italy**

Analog Way pursues its regional development strategy with the opening of Analog Way Italia, a new direct sales office based in Milan and serving the Italian market. Analog Way Italia started operations on July 1st and will offer sales operations for Analog Way's lines of products for the territory, as well as training facilities and first level technical support. Demetrio Faroldi, who joined Analog Way in September 2009 as Area Sales Manager, will be in charge of the office. "The Italian Pro A/V market is amongst the most important in the EMEA region and offers great opportunities. With the opening of Analog Way Italia, we want to build strong and direct relationships with our customers who deserve close attention", comments Demetrio Faroldi. Analog Way's products will also be available through the distributor Av COMM-TEC. "Av COMM-TEC has been our distributor in Italy for several years now. We are pleased to pursue a close collaboration with them," explains Demetrio.

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

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### 15) Paradigm: Gareth Houghton as sales specialist

Paradigm Audio Visual have wasted no time in delineating the four newly-created divisions of the company, streamlining internal responsibilities and appointing specialists in each sector to create focus and momentum. This strategic change has seen the arrival at the company of Gareth Houghton as sales specialist for the dnp Supernova front projection screens. A self-confessed gadgets and new technology fan, Houghton, 38, joins having returned from two years in Australia, after previously working in the print industry. "All the core skills I acquired in that industry are transferable," he said. "I will be building up customer relations in this market, demonstrating to them the huge potential of the Supernova platform, and proving it to be the most superior front projection solution in the industry."



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

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### 16) ISE: Keith Watson joins ISE Board of Directors

Integrated Systems Events is delighted to announce that Keith Watson has joined its Board of Directors. Watson, who is Marketing Director – Mixing for Harman's mixer business, Soundcraft Studer, joined ISE's Advisory Committee in 2009 and attended his first meeting of the Board of Directors during InfoComm last month. The Board maintains three positions for representatives of ISE's exhibitors, each of whom serves a three-year period of office. Watson replaces Tim Penn of AMX, whose three-year term expired last month. Penn will retain direct involvement with ISE by remaining on its Advisory Committee. Integrated Systems Europe 2011 will take place at the Amsterdam RAI, Netherlands, from 1–3 February 2011.



Left to right:  
Tim Penn (AMX), Mike Blackman (ISE) and Keith Watson (Harman)

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

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Good bye, see you next month - Yours AVP-Newsletter editorial team

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