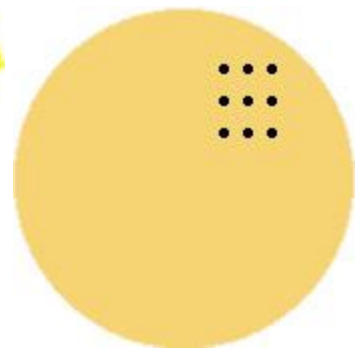


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## Latest news about [Audio-Visual-Presentations\(AVP\)](#)

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



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

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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) **InfoComm: 32,002 AV professionals from 90 countries**

InfoComm International announced that InfoComm 2010, the annual conference and exhibition for professional audiovisual buyers and sellers worldwide held June 9-11 in Las Vegas, Nevada, was the second largest commercial AV show ever held, with 32,002 AV professionals attending from more than 90 countries. "InfoComm continues to be the one tradeshow where most professional AV service providers make their important buying decisions for the year," said Randal A. Lemke, Ph.D., Executive Director & CEO, InfoComm International. "The AV marketplace has enthusiastically embraced InfoComm as the place to make their purchasing choices, network with product and service providers, and enhance skills through our robust educational program." Registrations for InfoComm Academy educational courses totaled 6,587 for 2010. Super Tuesday, a full-day of advanced instruction for AV pros, attracted 593 registrants in 2010. The Institute of Professional Development (IPD) attracted 463 registrants. This year, 116 AV professionals took the Certified Technology Specialist (CTS) exam at a local testing center. There were 925 exhibitors participating at InfoComm this year, up from 832 at InfoComm 09. Exhibitors occupied more than 475,000 net square feet of exhibit and special events space.

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

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### 2) **ISE 2011 adds extra hall to keep pace with exhibitor demand**

With bookings for the 2011 edition of Integrated Systems Europe running at 90% of available space, organiser Integrated Systems Events has announced that the show will occupy an additional hall at the Amsterdam RAI. The opening of the RAI's Hall 9 gives ISE the chance to accommodate the varying needs of exhibitors who want to increase the amount of space they occupied in 2010, as well as companies who will be new to the event next year. Mike Blackman, Managing Director, Integrated Systems Events, explains: "Four months after ISE 2010 closed its doors, we continue to be approached by exhibitors who would like to take larger stands than they had this year. Some of these requests were impossible for us to accommodate within our existing floorplan and this, combined with continuing high levels of bookings from new exhibitors, has prompted us to open up Hall 9 for ISE 2011." Integrated Systems Europe 2011 will take place at the Amsterdam RAI, Netherlands, from 1-3 February 2011.

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

**Integrated  
Systems  
Europe**

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Enjoy reading! Yours Kai Kröger

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**3) viscom wants to continue its success story**  
 "Full of innovations", "remarkable visitor record", "a very well organised, extensive supporting programme": the reactions of the experts to viscom düsseldorf 2009 were unequivocal. In spite of the gloomy economic forecasts, organiser Reed Exhibitions Deutschland continued on seamlessly from the great success of viscom 2008: with almost 11,000 trade visitors, the visitor record achieved in Frankfurt in 2008 was once again exceeded in the Rhine metropolis. This means a solid 22 percent increase in visitor numbers compared to viscom düsseldorf 2007 (8,900). A success Which the trade fair organisers from the Rhine obviously want to continue on the banks of the Main. This is where viscom frankfurt will be held from 4 to 6 November. 300 exhibitors from more than 30 countries are expected at the International Trade Fair for Visual Communication.  
**More: <http://www.viscom-messe.com>**

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#### **4) IS Russia: New conference and show-floor initiatives**

In the middle of an exciting year for the professional AV and electronic systems integration market in Russia, co-organisers Integrated Systems Events and MidExpo have unveiled a string of new initiatives to ensure that ISR 2010, which runs from 7-9 December 2010 at Moscow's Gostiny Dvor exhibition centre, is the most successful event in the show's history. Focusing on opportunities presented by the 2013 Universiade (Student Games) in Kazan and the 2014 Winter Olympics in Sochi, the next Integrated Systems Russia will host an international forum titled 'Innovative Technologies For Sport Facilities'. Scheduled for the day before ISR 2010 tradeshow commences, the forum will take place at Moscow's President Hotel and is being supported by the Russian Association of Sport Facilities and the Green Building Council of Russia, among other bodies. The sport facilities event is expected to draw additional integrator attendance to the ISR 2010 tradeshow, and the organisers are undertaking a number of other initiatives to drive visitor growth. These include targeted marketing to Russia's live events community, an enlargement of the ProIntegration Awards programme which was launched to great acclaim in 2009, a Digital Education conference on the first day of the show, and on-site seminars for architects and interior designers.

**More: <http://www.isrussia.ru>**

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#### **5) Christie: Two new projectors at InfoComm**

Christie is pleased to add two new LCD projectors to its extensive product line-up, the Christie LWU420 and the Christie LW555. The LWU420 targets professional users demanding WUXGA high resolution and the LW555 fills the need for an affordable WXGA high brightness widescreen projector. The Christie LWU420 is a 4200 lumens projector with WUXGA (1920 x 1200) resolution, making it ideal for small to medium-sized venues including video conference rooms, meeting rooms and training rooms. Answering the market need for an affordable and portable WUXGA projector in the 4000+ lumens category, the LWU420 delivers full HD capability, auto H/V digital keystone, vertical and horizontal lens shift, 10-bit image processing for superior grey scaling, 1000:1 contrast ratio and a 2x zoom lens. Christie also welcomes the LW555 to its widescreen format line-up. The 5500 lumens Christie LW555 projector features native WXGA resolution (1280 x 800), centre lens design with a fully motorised lens shift, inorganic LCD panels, top loading lamp for easy access, 10-bit image processing, and 3D Keystone technology.

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

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#### 6) **Sharp: New ultra thin bezel monitor**

At this year's InfoComm show in Las Vegas Sharp celebrated the premiere of a new top model among the professional LCD displays. The PN-V601 has been designed for video walls, is therefore equipped with an extremely thin bezel and has a 152-centimetre (60-inch) screen diagonal. The appliance's full-screen LED backlight ensures uniform light distribution and particularly vibrant pictures. Sharp exhibited one of the highlights of the show: an LCD split wall with 3x3 screens using the new PN-V601 model series. The nine-screen formation means that the displays achieve a total screen diagonal of no less than 4.6 metres (180 inches). The narrow bezel is a mere 6.5 millimetres wide, so the screen area is not broken up by large transitions. The bezelless monitors can be added to at will and can be positioned in a horizontal or vertical configuration to form a single surface.

**More:** <http://www.sharp-eu.com>

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#### 7) **NEC Display Solutions: NEC MultiSync P551**

The 55" NEC MultiSync P551 widescreen LCD display from NEC Display Solutions is to be launched in July 2010. Due to its high refresh rate, the public display with 120 Hz technology and a professional panel is the perfect solution for displaying fast-moving images. The narrow bezel monitor with a maximum brightness of 700cd/qm is ideally suited for high-quality retail signage, as an information board for public transport, or for use in conference centers and control rooms. With a refresh rate of 120 Hz, the P551 displays even fast-moving objects with clear contours. This is especially noticeable with sports broadcasts, fast-moving news tickers and animated digital signage. All images are represented in sharp detail and brilliant color without motion blur. The LAN interface allows the MultiSync P551 to be integrated into an SNMP environment for central control and monitoring.

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

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#### 8) **Screen NT: New DAYLIGHT display**

The German sunreadable display specialist SCREEN New Technologies GmbH has introduced a new member to their SUNLIGHT sunreadable LCD family, the DAYLIGHT display. The DAYLIGHT displays incorporate SCREEN's award winning transfective technology to make the display perfectly readable in bright light surroundings. This transfective technology harnesses the power of the sun to brighten the display picture - the brighter the surrounding light, the brighter the display. The new DAYLIGHT displays are have been streamlined, lightened in weight and aesthetically improved to blend in to modern interior and shop window environments, providing an affordable sunreadable replacement to standard professional displays. With a bezel of just 1,5cm and a thickness of only 12cm, the display's full metal housing is hardly noticeable around and behind its incredibly bright picture. The 42" DAYLIGHT displays can be mounted in portrait or landscape mode and support Full HD resolution via various industry standard video inputs.

**More:** <http://www.screen-nt.de>

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#### 9) **eyevis: The EYE-PxP pixelprocessor**

The EYE-PxP alignment tool features a comprehensive toolset for calibration of single- or multi channel display systems, also LCD monitors, which require color and brightness correction of the projection channels due to the deviations of the projection devices. Additional functionalities, such as color shading, alpha masks and pixel accurate blending make the system a first choice solution for professional multichannel projections to achieve optimal color and brightness uniformity. The EYE-PxP provides an easy-to-use GUI which enables comfortable configuration for one or multiple channels. Of course, the EYE-PxP provides best compatibility with all visual display solutions from eyevis, but it can also be used with products from other manufacturers. It comes with a comfortable gamma correction through a 24 bit LookUpTable (LUT) for gamma correction. For each colour (red, green and blue) an individual LUT can be uploaded. The input and output is a singlelink DVI-D for resolutions up to WUXGA (1920x1200@60Hz) or 2k (2048x1080@60Hz).

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

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### 10) Da-Lite: Easy to use Online Screen Designer

With the move to larger custom projection screen installations, Da-Lite has responded to the market with a new online Screen Designer program that makes specifying a custom Da-Lite screen as easy as following the prompts in the new program. Select screen type, screen size and the screen surface that matches the installation needs. The new Screen Designer helps select the correct size screen for the room with an easy to use application that is designed to eliminate screen sizes that are either too small or too big for the installation. The Screen Designer also helps determine the need for additional screen drop and the distance from the first viewer to the screen as added features of the program. "Da-Lite's new online Screen Designer makes it easier for our dealers and integrators to determine the proper screen sizes and accessories along with the correct fabric for any installation," stated Wendy Long, Da-Lite Vice President of Marketing.



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

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### 11) Chief: New Certified Partner Program

Chief Manufacturing is excited to announce the launch of the industry's first certification program for mount solutions. The Certified Partner Program offers interactive product and installation training to improve customers' business results, differentiate their business and improve overall mount product knowledge. Customers completing the course will receive exclusive benefits from Chief as well as earn InfoComm CTS RUs and CEDIA CEUs. With over 3500 development hours invested, the program features over 13 hours of content and 46 videos featuring Chief products and installation solutions divided into two tracks, one for those who install or deal with technical aspects, and one for dealers or sales people focusing on configuring solutions or selling product. Each track is focused on their specific needs and walks them through scenarios in common applications, such as home theaters, classrooms, hotel lobbies, corporate offices, etc.

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

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### 12) Kramer: PT-571/72 twisted pair transmitter and receiver

The PT-571 and PT-572 can transmit HDMI signals directly over a single CAT 5/6 cable (shielded twisted pair cables are recommended). The PT-571 and PT-572 offer an extremely compact solution for HDMI signal transmission over long distances and are ideal for any application where long distance signal distribution is required. The PT-571 converts an HDMI signal into a signal that can be run over shielded twisted pair CAT 5/6 cables. An HDMI signal can be transmitted up to 295ft. (90 meters) at 1080i resolution and up to 98ft. (30 meters) at 1080p resolution when using Kramer shielded BC-DGKat524 cable. When using Kramer BC-DGKat623 cable the 1080p distance capability increases to 230ft. (70 meters). The PT-572 receiver then converts the signal back to an HDMI signal. The units offer up to 1.65Gbps bandwidth and are HDCP compliant and HDTV compatible. The PT-571 and PT-572 are housed in ultra-compact Pico TOOLS enclosures. They are currently in stock and available from Kramer Electronics sales companies around the world.

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

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### 13) Gefen: New USB to DVI HD

Tapped out of video ports but want to add a new display? Gefen makes it easy with its just released USB to DVI HD. This tiny adapter comes equipped with one USB input and one DVI output. Any USB port on the computer can be used to connect a digital display using the DVI, VGA or HDMI format. This enables laptops and computers with limited display ports to handle multiple displays without a dedicated DVI port. For professionals wanting an extended desktop environment, the USB to DVI HD offers plug and play connectivity with support for resolutions up to 1920x1200, 1080p and 2k. Users have the option to select an extended desktop or have the USB-connected display mirror the main display's content. Multiple adapters can also be connected to the same computer system, including six USB to DVI HDs for a PC and four USB to DVI HDs for a Mac.

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

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#### 14) dnp: Four GWA Screens tell the Story of Denmark

dnp denmark is a major sponsor of the Danish Pavilion at World Expo 2010 in Shanghai — contributing four massive dnp Giant Wide Angle (GWA) Screens. Each is displaying Welfairytales, which presents new stories from Hans Christian Andersen's native country and forms the centerpiece of the Danish Expo concept. Designed by the Bjarke Ingels Group (BIG), the Pavilion, with its double-loop structure, is designed to give visitors an idea of what it is like to be in a Danish city with cyclists and pedestrians and other integrated sustainable elements. It includes a cycle park on the roof, containing 300 free bikes for visitors, and features a pool overlooked by the Little Mermaid statue from Copenhagen, specially imported for the Expo, where visitors can swim as well as interact with some of Copenhagen's other attractions such as a harbour bath, playground settings and a picnic on the roof garden. Welfairytales (a convolution of 'Welfare' and 'Fairy Tales'), consists of a series of stories about modern Denmark and Danish companies' innovative and humanistic ability to create sustainable, holistic and coherent urban development and welfare solutions. The moving images are relayed courtesy of dnp's four large 150" rear projection screens, installed individually along the Pavilion's spiral-shaped route. It relates the fairy tale in three chapters, with the dnp screens designed to make the Danish exhibition look like an unfolding living story in a tapestry of art, images, film, words and sound. The four screens are rear projected by Christie Roadster HD18K DLP 18,000 ANSI lumens projectors.

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

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#### 15) Barco: Suomen Videoviestintä chooses Barco technology

Suomen Videoviestintä (SVV), AV technology provider in Finland, has selected Barco's renowned events projector series for the Finnish pavilion during the Shanghai World Expo. In total, eleven FLM HD14 and three RLM W6 projectors are responsible for all video projections inside the pavilion. The Finnish pavilion at the Shanghai World Expo 2010 is called "Kirnu" (Giant's Kettle). Its gorge-like shape reminds visitors of ravines found in Lapland and leads them through a peaceful visual, illuminated and aural experience, disconnecting them from the hectic expo environment. The pavilion is a miniature city, presenting both Finland and its society to the world. The virtual guide is one of the technological highlights of the pavilion. Various virtual guides are projected on huge animated screens to help the guests understand the themes and stories by playfully interacting with screen contents, without speaking. SVV is responsible for supplying all audiovisual equipment for the Finnish pavilion. They chose Barco's FLM HD14 to create the various virtual guides on seven meter high HD projection screens.



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

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#### 16) Dataton: Brazilian Soccer Museum is top of the league

Sixty years after it hosted six games in the 1950 soccer World Cup, the Pacaembu stadium in São Paulo, Brazil, has become known for more than just its place in history, thanks in part to groundbreaking multimedia technology from Swedish specialist Dataton. Inaugurated in April 1940, the Estádio Municipal Paulo Machado de Carvalho (colloquially known as 'Pacaembu') has been transformed by the addition of a new Museu do Futebol (Soccer Museum) which covers 6,900 square meters yet has been built without any alteration to the classical design of the arena's exterior. The museum's 17 rooms of exhibits tell the story of soccer in Brazil, from its early days as a pastime for the educated elite to its contemporary status as a multi-million dollar industry. Video plays a key role in demonstrating both extremes, with footage of classic games and modern heroes contrasting with clips of youngsters kicking a ball around on improvised playing surfaces in backyards and wastelands. The museum's video playback devices are as varied as its content. There are 117 flat-screen monitors from 15 to 60 inches in size, and some 55 projectors, from 2,000 to 15,000 lumens in brightness. Dataton's long-term partner in Brazil, KJPL Arbyte, acted as systems integrator for the project and used over 9,000 meters of video and data cable to connect everything together.

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

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#### 17) BrightSign puts Fun into Learning for Visitors to Bristol Zoo Gardens

BrightSign announced that its digital sign players have been installed at Bristol Zoo Gardens located in Bristol, UK, to deliver dynamic messages about wildlife, conservation and upcoming events. Founded in 1836, Bristol Zoo is the fifth oldest zoo in the world and is recognised nationally for the conservation and education work it does. The project's integrator, Audionation-UK Ltd., recommended BrightSign HD110 controllers to drive the Zoo's ten digital signs because they deliver high video and image quality, are exceptionally easy to use and affordably priced. "Bristol Zoo wanted to replace their light boxes with digital displays that give visitors an entertaining zoo experience that makes their messages more memorable," explained Andy Phillips, Technical

Sales and Director at Audionation. "They needed a reliable signage solution that their marketing and education departments could manage and update without requiring the assistance of an IT person or special training. We've found that BrightSign controllers meet all these requirements, so we felt comfortable recommending them." Bristol Zoo has already replaced 10 lightboxes with BrightSign-driven digital displays and will soon have 11. It also plans to continue expanding the digital signage program.

**More:** <http://www.brightsign.biz>

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### **18) Minicom DS: Bell Micro as pan European distributor**

Bell Micro has announced it has signed a pan European distribution agreement with Minicom Digital Signage (Minicom DS). Bell Micro will distribute and support a wide range of Minicom DS products, services and solutions and will specialize in providing end-to-end Digital Signage solutions to its European sales channels. Bell Micro is an experienced value added integrator and hardware distributor offering storage, server and computer components to its customers. Bell Micro made a strategic decision to enter the growing Digital Signage market over 3 years ago. In order to strengthen its portfolio, Bell Micro contracted alliances with various Digital Signage industry vendors such as screens, players and software vendors. Bell Micro is now able to offer a complete Digital Signage solution fully complemented by Minicom DS's media infrastructure solutions.

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

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