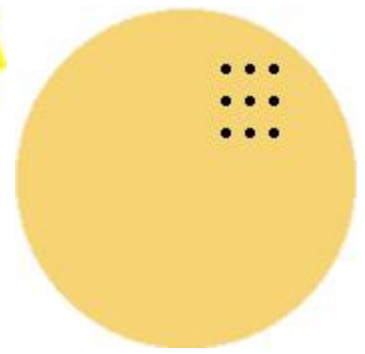


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Latest news about [Audio-Visual-Presentations\(AVP\)](#)

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 presents you with latest news from the data- and video projection / presentation.

1) **viscom Italia 2009: Europe's biggest exhibition for visual communication**

With just a few weeks to go, the countdown to viscom 2009 has begun, with a whole host of new features on the way for an edition designed to turn the classic trade fair concept on its head, offering visitors a three-day live experience packed with contacts, opportunities to share ideas and learn more and to establish face-to-face relationships.

The top international trade fair and conference on visual communication and event support services to be held from 5th to 7th November 2009 in the Fiera Milano exhibition centre in Rho, which attracted 600 suppliers and 21,000 visitors to its 40,000 qm space in 2008 – will be presenting a cutting-edge 21st edition, the central feature of which will be face-to-face contact. "In a scenario where everything appears uniform, face-to-face communication is the key that makes the difference and opens doors in the world of business – says Brigitte Hunt, the director of the exhibition. Viscom is an event that offers a 360° overview of visual communication. How will visual communication change in the future? What are the emerging technologies and which applications can already be integrated? An answer to all of these questions can be found in the new Digital Signage by Viscom area. Digital Signage is a means of communication, a marketing and promotion device and a CRM tool. It is a combination of the most advanced technologies that are often integrated with more classic tools to form a mix that is changing the face of visual communication.

More: <http://www.visualcommunication.it>



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Enjoy reading !

Yours Kai Kröger

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2) Minicom: DS-Tour at Siel-Satis, Paris
Minicom Digital Signage, the leader in "last mile" player-to-screen connectivity platforms for the Digital Signage marketplace, and the SIEL SATIS RADIO, announced this week the bringing of the successful "Digital Signage Experts Tour" to Siel Satis Radio, held in Paris. The Digital Signage Expert Tour is an educational framework, helping visitors understand and experience the full digital out-of-home application on the show floor. The "tour" is a free service during the show, October 20th to 22nd, Paris, Porte de Versailles, building 7.3.
More: www.minicomdigitalsignage.com

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3) viscom duesseldorf: 10.900 trade visitors

"In a generally difficult economic environment, viscom was able to demonstrate its strength as a positive impulse giver", Hans-Joachim Erbel, Managing Director of Reed Exhibitions Deutschland GmbH, remarked at the close of the three-day event. With more than 10,900 trade visitors, viscom succeeded in growing by more than 22 percent compared to the previous event in Düsseldorf (2007: 8,900), again exceeding last year's top result in Frankfurt. Growth was generated equally at home and abroad. "Our exhibitors' innovative capacity beats the crisis", is how viscom Director Petra Lassahn delightedly sums up the course of the three fair days. This is also evident from the results of the business barometer, a survey taken at viscom by an independent research institute. According to this survey, more than 80 percent of the companies interviewed expect a positive trend in business, with only one in six expecting the economic situation to deteriorate further.

More: <http://www.viscom-messe.com>

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4) Da-Lite: Angles of Reflection articles introduced

Da-Lite Screen Company, Inc. is proud to introduce an educational series of articles entitled Angles of Reflection. Angles of Reflection is designed to be a series of articles which will review many of the guidelines we use today to create accurate visual displays. In it, we will look at how these guidelines should be applied to advances in technology over the past few years as well as those moving forward. The author of this series is Adam Teevan, Da-Lite's Director of International Sales. A graduate of Indiana University, Adam has worked at Da-Lite since 2005 in various roles.

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



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5) Euroscreen: New innovative technology

The popular recessed projection screen Sesame from Euroscreen has been upgraded for an even easier and quicker installation. A major modification is the cassette's removable end flange, which makes above/under access of a fixed or suspended ceiling very simple. This new feature, together with new especially developed brackets, provides a trouble-free installation of the case in a prepared ceiling cut-out later during the construction process. Furthermore, the Sesame 2.0 case is now even more stylish in its appearance: the tilt function of the case is concealed, and the external flange profiles are integrated with the cassette. Along with the already smart design of the bottom bar which creates a nice closure of the cassette's gap when screen is retracted, this is an appreciated aesthetical improvement. The Sesame 2.0 is also equipped with a rigid bottom bar with more space for weight when required.

More: <http://www.bjurab.se>

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6) **dnp denmark: The beauty of video-conferencing**

The global economic crisis has brought the time and cost involved in physical meetings into focus like never before, accelerating a trend towards virtual meetings which was already underway before the so-called 'credit crunch' began. At the same time, reducing carbon footprint has become a priority for multinationals. Since emissions from aviation (domestic and international) currently account for between 1.9 and 2.4% of total global CO2 emissions, cutting down on flights is quite simply, one of the easiest ways for companies to clean up their act. Happily, these days the combination of increased bandwidth and improved image compression software has greatly improved the video-conferencing experience. It is now possible to transmit a good quality, live video signal. And with the emergence of optical bright room projection displays, an entire meeting and all its participants can be seen clearly, all at once. The components of a video-conferencing system are either an integrated VC-solution or a PC with video-conferencing software installed, broadband internet connection, a microphone, a dedicated video-conferencing camera and a screen. Being the focal point of the system, the screen is arguably its most important element. dnp optical projection screens enhance the image by focusing and concentrating the projected light. Thanks to their advanced optical lens system it's possible to get high quality images, even in brightly-lit environments.



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

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7) **eyevis: Rear Projection Cube with LED Light Source**

With the new EC-LED cube series, eyevis presents a revolution in the fields of modular video walls. The displays are available in different sizes and resolutions. Besides native HD-resolution (1,920 x 1,080 px) and SXGA+ (1,400 x 1,050 px), this new technology will also be available in WUXGA resolution (1,920 x 1,200 px) in 16:10 image format. With this rear-projection cube with LED light source, eyevis has set a milestone. The cube is designed for sophisticated 24/7 applications. The technology is based on the DLP (Digital Light Processing)-technology by Texas Instruments. This display technology allows the display of high-resolution images in best image quality. The cubes were developed according to the requirements in areas with difficult lighting conditions and other security relevant conditions. The MTBF of the LED's averages 55,000 hours according to the manufacturer.

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

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8) **X2O: New Feature to display SharePoint Content**

In its continued efforts to streamline the content creation workflow for digital signage network deployers, X2O Media, a provider of technology, network management, and content services, announced a new feature for its Xpresenter platform that allows users to leverage Microsoft SharePoint content for digital signage displays. Using X2O Media's professionally designed smart templates, SharePoint content can now be quickly and easily displayed as broadcast-quality graphics without the need to duplicate the content creation effort, saving companies both time and resources. Widely adopted by a variety of companies to meet their internal communication needs, Microsoft's SharePoint is an integrated suite of server capabilities that can help improve organizational effectiveness by providing comprehensive content management and enterprise search, accelerating shared business processes, and facilitating information sharing for better business insight. To improve internal communications for digital signage deployers without adding costs, X2O Media has created a link to SharePoint in its Xpresenter platform, allowing the program's content to be used as source material for digital signage screens.

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

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9) **Minicom Digital Signage: AVDS Remote Long Distribution solution**

Minicom Digital Signage announced the expansion of their Audio Video Display System (AVDS) product line with the addition of the AVDS Remote Long. The success of the DS vision 3000, which offers an ultimate audio-video and serial solution to the Digital Signage world, and Minicom Digital Signage's long-standing commitment to offering its customers the most versatile Digital Signage Last Mile solutions, led to the development of the AVDS Remote Long – an audio and video distribution system with more than 100,000 displays attached to around the globe. Powered by technology derived from Minicom Digital Signage's best-in-class commercial Audio Video Display System, AVDS Remote Long delivers a cost-effective solution for applications requiring point-to-multi point distribution of Audio and Video over longer distances up to 250m/825ft from the player to display devices, while supporting resolutions of up to 1080p - Full HD, at an economical cost, with integrated skew correction, a secure Locking power connector and built-in mounting brackets.

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

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10) Bitlogix: New SDS5110N Serial to Ethernet Device Server

Bitlogix Software LLC announces the SDS5110N serial device server for LAN/WAN room control applications, remote monitoring and maintenance of audio visual equipment such as DLP and LCD projectors, flat panel displays, switchers, document cameras, and other equipment controlled through RS232 ports. The SDS5110N is equipped with a RJ45 10/100Mbit/s Ethernet port and one 9-pin D-Sub serial port for easy network integration into new or existing room control installations. The Ethernet converter has a web-based management interface for server settings, SNMP email notifications, serial port setup, and can also be configured via telnet or a free device setup software. The SDS5110N provides strong security features such as password protected access and IP filtering. In combination with the optional NetControl projector control and management software the SDS5110N can be used for event scheduling, projector theft warning, projector lamp and filter status reporting, e-mail notifications, and direct device control. NetControl is designed for Windows 2000/XP/2003/Vista systems. The newest version of NetControl software supports over 675 different projector models.

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

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11) Gefen: Gefen's DVI-1600HD Extender

Gefen's newest fiber optic extender, the DVI-1600HD, truly goes the distance, delivering high resolution video with audio and RS-232 control up to two kilometers in length. The sender/receiver system supports the extension of one flat panel display or projector using either the DVI or HDMI (with adapter) format along with both digital (S/PDIF, Toslink) and analog (L/R) audio and RS-232 signals. Ideal for managing remote digital signage installations through touch panel controls, the DVI-1600HD supports 1080p full HD resolutions in the HDMI format with HDCP compliance up to 1000 feet (300m) or 1920x1200 resolutions in the DVI format up to 6600 feet (2km). Users select their video mode using a switch on the front panel of the sender unit. Four strands of either single- or multi-mode fiber optic cabling connects local and remote locations, offering immunity from any EMI (electromagnetic interference) in the viewing environment. A green feature of the DVI-1600HD is its lower power consumption requirements, just 8.2 watts per unit. Rack mountable sender and receiver units install with plug and play ease.

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

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12) Kramer: VP-420 ProScale Digital PC/HD Scaler introduced

Kramer Electronics announces the introduction of the VP-420 ProScale Digital PC/HD Scaler. The VP-420 is a high-performance digital scaler for computer graphics video, component video and HDTV video signals. It scales the input up or down to a selectable computer graphics video or HDTV output signal on a 15-pin HD connector. Housed in a compact Kramer MegaTOOLS enclosure, the VP-420 supports widescreen resolutions and scales and outputs computer graphics video resolutions from VGA (640 x 480) up to WUXGA (1900 x 1200), component video signals of 480i, 480p, 575i and 576p resolution and HDTV signals of 720p, 1080i and 1080p resolution. The unit is ideal for displaying computer graphics video on displays designed for video use or for displaying HDTV video on displays that only have 15-pin HD connectors available.

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

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13) Analog Way: Converters and switchers at Siel-Satis 09

Analog Way, a leading designer and manufacturer of innovative image converters and presentation switchers, will celebrate in 2009 its 20-year anniversary, and will be present at the trade show Siel-Satis 2009. Analog Way will exhibit its newest products: Opus (Ref OPS300) is a Multi Layer Mixer Scaler Seamless Switcher with Full High Resolution Digital processing. This high grade and easy-to-use solution is particularly adapted to rental and staging and high-end installations. Opus offers 12 direct inputs including 2 fitted with digital DVI and 2 fitted with SDI. Thanks to its full frame and logo memory, Opus can display up to 6 layers: 3 Live Sources, 1 Frame and 2 Logos. Live layers can be customized with various attributes (borders, movements, zoom or transparency). ORCHESTRA (Ref ORC50) is a powerful, intuitive and ergonomic remote controller designed to manage independently or simultaneously, several switchers such as Di-VentiX II as well as the new Opus system, either as stand-alone boxes or as any kind of combination, including Soft Edge Blending. Once connected to the Analog Way switchers, ORCHESTRA can control up to 6 independent screen configurations in different locations (single display or multiple projectors in Soft Edge Blended mode) and store up to 64 presets per screen configuration. [Siel-Satis: booth C12 – www.siel-satis.com](http://www.siel-satis.com)

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

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14) YCD Multimedia: Matrox Graphics Cards at Aroma Cafés

Matrox Graphics announced that YCD Multimedia has chosen the Matrox M9140 graphics cards to drive the YCD MuVi Wall video wall solution at Israel's Aroma cafés. The high impact YCD MuVi Wall uses Matrox M9140 graphics solutions to drive six channels of promotional digital messaging, all from a single PC workstation. YCD Multimedia was hired by Aroma to design a digital signage application within their coffee shops to help retain and expand their customer base. The criteria for the new digital signage solution included the ability to centrally manage all promotional, sales, and marketing content, while incorporating a design that would address the needs of both the quick service and in-café clientele.

More: <http://www.matrox.com/aroma>

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15) Bitlogix: Online projection calculator for the German projector market

Bitlogix Software LLC announces the availability of a free online projection calculator for the Eiki projector brand. The new Bitlogix projection calculator is truly unique because users can determine the most suitable projector and lens choices that best fits their installation perimeters. The user simply enters throw distance, picture width or height and the software does all the work. It automatically recalculates all possible projector models and lenses for the selected screen size and throw distance. The Bitlogix software cuts projection calculation time down to seconds.



More: <http://www.bitlogix.com/projectioncalculator>

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16) Da-Lite: The First Lady of the Silver Screen

Da-Lite celebrates both Adele De Berri, Da-Lite's founder, and their 100th year in business with the publication of the First Lady of the Silver Screen. The legacy left by De Berri and her successors provided a vision that has stood the test of time. A vision that still drives Da-Lite as an innovator in projection screen technology. This happened because of a long history of great people, great vision and strong leadership. De Berri invented the "silver screen" at the company she founded in 1909, De Berri Screen and Scenic Company, later renamed Da-Lite Screen Company. What followed was a true American success story as Da-Lite grew from humble beginnings to the worldwide leader in projection screens. To request a free copy of the First Lady of the Silver Screen, contact Da-Lite.



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

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17) Magenta Research: Videlco Europe Limited as distributor

Magenta Research, a recognised leader in video, audio and control signal distribution over structured cabling, has strengthened its worldwide presence with the addition of Videlco Europe Limited as a distributor. Based in Ratingen, Germany, Videlco will stock, sell, service and provide technical support for Magenta Research's line of Pro AV and digital signage signal extension products in Germany, Switzerland and Austria.

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

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18) Polycom: Telepresence system for Houlihan Lokey

Houlihan Lokey, an international investment firm with services that include mergers and acquisitions, valuations and financial advisement, recently completed a worldwide deployment of Polycom high definition HDX 9004 telepresence systems between offices in New York, London, Paris, Frankfurt, Hong Kong, Los Angeles, Chicago, and Minneapolis. The video systems allow Houlihan Lokey consultants to stay in touch with colleagues and clients around the world regardless of geographical barriers, which allows for real-time communication, reduces the hassles associated with travel for both the firm and its clients, and at the same time, reduces costs. "We chose Polycom because we knew we'd get a standards-based, high-quality HD telepresence solution that's also very cost-effective," said Mr. Louis Chen, senior vice president and chief information officer, Houlihan Lokey. "We looked at all the major vendors, but most offer a closed, proprietary solution and we needed an open system that would allow us to tie in any video conferencing system we want." Among the largest financial restructuring companies in the world, Houlihan Lokey was recently ranked by Thomson Reuters as the top merger and acquisition advisor for U.S. transactions under \$2 billion.

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

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19) Cisco: Offer to acquire TANDBERG

Cisco announced a definitive agreement for Cisco to launch a recommended voluntary cash offer to acquire TANDBERG. TANDBERG, based in Oslo, Norway, and New York, is a global leader in video communications, including a broad range of world-class video endpoint and network infrastructure solutions with intercompany and multi-vendor interoperability. With this proposed acquisition, Cisco will expand its collaboration portfolio to offer more solutions to a greater number of customers, further accelerating market adoption globally. Under the terms of the agreement, Cisco will commence a cash tender offer to purchase all the outstanding shares of TANDBERG for 153.5 Norwegian Kroner per share for an aggregate purchase price of approximately \$3.0 billion. The acquisition is expected to close during the first half of calendar year 2010; however, the close date is subject to customary closing conditions, including regulatory review in the United States and elsewhere. Cisco expects the acquisition to be accretive to Cisco's non-GAAP earnings in fiscal year 2011.

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

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20) Crestron: Northern UK operation expanded

Crestron has further invested in its northern UK operation by installing a brand new training facility at its Doncaster office. The new expansion gives the Northern office capacity to train up to twelve programmers at a time and reinforces Crestron's position as a leading control systems manufacturer in the region, the UK and worldwide. "Due to business growth we'd out-grown our previous training facility," says Sean Cleary, Northern Regional Manager at Crestron. "So this new facility is really going to benefit us and our growing network of systems integrators, custom installers and dealers in the region. We'll be now able to offer bigger training sessions with enhanced content to complement our excellent technical support and top notch after sales service." Located in Yorkshire, the Crestron North UK office provides a geographically convenient sales support and training base for the company's commercial and residential dealers in the region.

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

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21) Analog Way: Franck Facon as Director

In August 2009, Franck Facon was appointed new Worldwide Marketing and Communication / Customer Service Director at Analog Way. Between 2002 and 2008, Franck Facon was Sales Manager for the French market at Analog Way. During this period, he strongly contributed to the expansion of the brand in his territory. Relying on a deep knowledge of the A/V market acquired in the field, he also intervened as Project Manager for different marketing missions. Before joining Analog Way, Facon worked more than 10 years in the audiovisual sector with various sales and marketing functions. As part of his new responsibilities and in collaboration with the General Management of the company, Facon participates in the elaboration of Analog Way's marketing strategy. With the help of his marketing and communication team, he is in charge of implementing the defined strategy to develop and promote Analog Way products, and maximize the company's visibility worldwide. Also at the head of the technical support teams of the group and its subsidiaries in the US and Asia, Facon's mission is to establish a new performing and innovative Customer Service department to better support Analog Way's customers and partners.



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

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