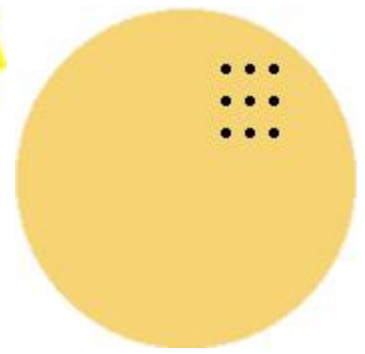




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The free of charge service for data- and video-projection and presentation



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[To the table of contents](#)

Dear newsletter readers!

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

1) IFA 2009: The industries' global trend indicator

From 4 to 9 September 1,164 exhibitors will be represented on the Berlin Exhibition Grounds at the world's largest trade fair for consumer electronics and electrical home appliances. 121,000 square metres of display space have been rented out, maintaining the record levels achieved last year. In a year dominated by recession IFA has proved itself to be a trade fair of exceptional standing worldwide and a premium event. Regular participation by leading CE companies and the growing numbers of home appliance manufacturers in attendance reflect IFA's success and stability.

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



[Top](#)

2) IBC 2009: 11 to 15 September in Amsterdam, NL

The broadcast and electronic media industry is turning its attention to IBC2009, looking forward to a lively and successful event. IBC is an important industry meeting place, combining a comprehensive exhibition, thought leadership in its conference and unrivalled networking opportunities. IBC2009 is set to be no exception. The exhibition will welcome more than 1000 exhibitors, including more than 100 companies who have never appeared at IBC before, filling 12 halls plus outdoor exhibits. The new conference structure tackles three key issues: advances in technology, creative innovation and the business of broadcasting. Innovations this year include the Production Village (Hall 9), which combines unrivalled opportunities to compare cameras, free technical and production training, demonstrations and a networking bar. The IBC Big Screen once more presents the state of the art in digital cinema and stereoscopic 3D presentation, including the chance to enjoy a couple of movies such as Monsters vs Aliens in 3D (courtesy of Dreamworks animation). The IBC conference runs from 10 to 14 September, the exhibition from 11 to 15 September, at the RAI in Amsterdam.

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



[Top](#)

Enjoy reading !

Yours Kai Kröger

- 1) IFA 2009: The industries' global trend indicator
- 2) IBC 2009: 11 to 15 September in Amsterdam, NL
- 3) viscom with Digital Signage World from 1 - 3 October 2009
- 4) Minicom Digital Signage: The Digital Signage Experts Tour
- 5) Vogel: New 8000 Series at IFA 2009
- 6) Chief: Thinstall Mounting Kits
- 7) Media Vision: MIS 70 - Fully interactive system
- 8) Kinoton: New Litefast 360° Digital Signage Display
- 9) 3M: First Aid Kiosk benefits from 3M's rugged touch technology
- 10) BrightSign: Live Video Module in IBC Digital Signage Village
- 11) Gefen: New HDMI v1.3 to 3G SDI Converter
- 12) Analog Way: Opus - Seamless Switcher with 3 Scalers
- 13) Kramer: New 8x8 Universal Matrix Switcher
- 14) Crestron and Texas Instruments collaborate
- 15) Elber and Adtec Digital expand digital television delivery
- 16) RGB Spectrum: SuperView 5000 - The next Generation
- 17) Aethra: Advanced Media Design as new distributor
- 18) SmartAVI, Inc. and Action Distribution, Ltd. enter Partnership
- 19) projectiondesign makes headline news at Aragón Televisión

3) viscom with Digital Signage World from 1 - 3 October 2009

The next viscom, International Trade Fair for Visual Communication with the Digital Signage World, will be held from 1 to 3 October 2009 at the Düsseldorf Exhibition Centre. 350 exhibitors from more than 30 countries and more than 10,000 visitors are expected. The Digital Signage World at viscom consists of an extensive exhibition area, the presentation of the nominees for the Digital Signage Best Practice Awards and hence a large presentation of projects in Europe, and the two Digital Signage Days.

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

[Top](#)

Alphabetical index of companies:

[3M \(9\)](#), [Aethra \(17\)](#), [Analog Way \(13\)](#), [BrightSign \(10\)](#), [Chief \(6\)](#), [Crestron/Texas Instruments \(14\)](#), [Elber/Adtec Digital \(15\)](#), [Gefen \(11\)](#), [IBC 2009 \(2\)](#), [IFA 2009 \(1\)](#), [Kinoton \(8\)](#), [Kramer \(12\)](#), [Media Vision \(7\)](#), [Minicom \(4\)](#), [projectiondesign \(19\)](#), [RGB \(16\)](#), [SmartAVI/Action Distribution \(18\)](#), [viscom duesseldorf \(3\)](#), [Vogel's \(5\)](#)

4) Minicom Digital Signage: The Digital Signage Experts Tour

Minicom Digital Signage, a leader in "last mile" player-to-screen connectivity platforms for the Digital Signage marketplace, and Reed Exhibitions Germany, the organizers of the viscom exhibition series, announced the bringing of the successful "Digital Signage Expert Tour" to viscom düsseldorf 09. 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 1st to 3rd, Exhibition Centre Düsseldorf, Germany. In addition, Minicom Digital Signage is launching for the first time an innovative communication method, allowing participants to listen to the tour guide's explanations without surrounding interferences. This method utilizes a ListenTech tour audio system and ensures that listeners hear comprehensively, without interruption. The "tours" start at the hall 8a stand No. K 21.

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

[Top](#)

5) Vogel: New 8000 Series at IFA 2009

Featuring three distinctive product categories (Motion+, Motion and SuperFlat), in four different sizes to ensure maximum compatibility, the 8000 Series offers retailers up to 11 different wall mounts and a floor stand to choose from. IFA Highlights: 8000 Series – Complete range which features SuperFlat and ultra flexible Motion+ and Motion wall mounts with matching accessories; Motion+ and Motion (8000 Series) – Flexible wall mounts for the ultimate home movie experience with a maximum turning range of 150° (Motion+) or 90° (Motion); SuperFlat (8000 Series) – Discreet mounts that hang TV's just 20mm from the wall; Floor Stand (8000 Series) – Offering flexibility with a 60° turning range; Vogel's in-store POS materials – an extensive array of in-store communication and trade marketing tools to support sales teams will be on show. **IFA 2009: Hall 25, Booth 137**

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

[Top](#)

6) Chief: Thinstall Mounting Kits

Chief Manufacturing, an industry leader in projector, monitor and flat panel TV mounting solutions, is now shipping the ultra-low profile Thinstall fixed and tilt mounts as mounting kits, complete with in-wall boxes. The new kit is a complete solution, including a Flat Panel Pre-Wire In-Wall Box (PAC520). This innovative In-Wall Box simplifies installation by providing an organized, recessed space for routing excess cables, and for attaching surge protectors and power conditioners. The box easily installs horizontally between 16" centers or vertically on a single stud. It's an ideal solution for new construction. Due to the low-profile design of the new Thinstall mounts, an in-wall box is recommended to assist in storing cables and for outlet installation.

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

[Top](#)

7) **Media Vision: MIS 70 - Fully interactive system**

Media Vision MIS 70 (Interactive Magic System) offers an interactive fascination that captivates every day: just a unique experience for event, lounge, pool bar, POS and foyer. The Interactive Media Vision Magic System works with virtually any PC game's new generation of video input. MIS 70 is supplied with a special camera and an infrared Flooter include software package, including three software applications (and two flower Virtual-Pool/Fische applications). The projection on the ground on the wall or ceiling can be done with any standard projector. With a simple gesture, or by moving people create amazing image and sound fascinations. In the background can be easily implemented an advertising message via Photoshop and share at any time.

More: <http://www.media-vision.de>

[Top](#)

8) **Kinoton: New Litefast 360° Digital Signage Display**

The German manufacturer Kinoton GmbH has added a new model to the large range of Litefast 360° Displays. The new Litefast MOTION 100 SL 360° LED video display is designed especially for graphics, stills and videos in portrait format. This makes Litefast MOTION 100 SL perfect for presenting lists of information, such as stock exchange or currency rates, flight information, timetables or agendas. Fashion advertising is another interesting application for the new "portrait format" Litefast display as it can easily picture even the most long-legged model beauty. Moreover, the large color space and high color intensity provided by the sophisticated Litefast LED technology nicely accentuates any vogue motif while the fine two-millimeter LED pixel pitch guarantees sharp high-contrast images. In addition to the new Litefast MOTION 100 SL, Kinoton will exhibit a completely transparent Digital Signage Display, the large Litefast MAGIC video display and the compact Litefast MINI desktop models. **IBC 2009: Hall 6, Booth 6.A10**

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

[Top](#)

9) **3M: First Aid Kiosk benefits from 3M's rugged touch technology**

3M Touch Systems announced the incorporation of its rugged touch system in the award-winning first aid kiosk from POWER Products. The self-service kiosk, named Hawk Healthcare, is designed to offer special emergency assistance to the public in indoor and outdoor environments such as shopping centres, train and bus stations, libraries and government offices. 3M's rugged surface capacitive touch screen technology was chosen as the touch-interface for its fast accurate response and robust construction. The kiosk uses a 17-inch MicroTouch SCT7650EX surface capacitive touch system with a USB controller from 3M. With its conductive, adhesive-bonded flexible circuit tail, the touch sensor facilitates a superior liquid and dust seal between the sensor and display bezel. Furthermore, the 4mm optically-clear laminated glass-on-glass construction provides 86.5 per cent light transmission for brighter, crisper display images.

More: <http://www.3M.co.uk/touch>

[Top](#)

10) **BrightSign: Live Video Module in IBC Digital Signage Village**

BrightSign is demonstrating a new live video support module for its range of low cost, high definition, solid state, digital signage players, at the Digital Signage Zone at IBC. In addition, BrightSign recently signed a partnership with Frame Media to make its Internet broadcast SignChannel content such as news, weather and more available on BrightSign players. The new Live Video Module enables live video such as broadcast TV to be played back on BrightSign and mixed with recorded BrightSign content including video, still images and animations. The live video playback can also be mixed with other broadcast content sources including Internet broadcast content and SD flash card content. Live video can be displayed in full screen or within a zone display while other content sources play around it. Brightness, contrast, saturation and hue of the input video are all adjustable. BrightSign users can now access SignChannel content from Frame Media service to give a complete, ready to implement digital signage solution. SignChannel is a low cost content service that allows a business to display timely messages, products, and services at any Internet-enabled location around the world.

IBC 2009: stand DS5, Digital Signage Zone

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

[Top](#)

11) **Gefen: New HDMI v1.3 to 3G SDI Converter**

Connectivity solutions provider Gefen announced the availability of its HDMI v1.3 to 3G SDI Converter. This standards converter provides a simple yet quality method of integrating consumer video sources using the HDMI v1.3 format and professional 3G SDI displays. A plug and play methodology makes this solution valuable to anyone seeking to connect pro and consumer video equipment while supporting the most current formats and high definition video. Interconnecting different formats also allows broadcasters can save on studio equipment costs. The Gefen HDMI v1.3 to 3G SDI Converter works with all high definition audio/video devices including

set-top boxes, gaming consoles and Blu-ray players, but will not convert HDCP compliant video as per HDCP specifications. It does support all HDMI v1.3 features including deep color in its transition to the 3G SDI format at resolutions to 1080p full HD. Displays can be using the standard, high or 3G SDI format. Audio is output alongside in two-channel L/R analog audio for signal monitoring. The Gefen HDMI v1.3 to 3G SDI Converter comes with one HDMI input, and two 3G SDI outputs for displaying video in mirrored mode. A tiny switch on the underside of the unit allows users to control features and test performance with 3G mapping levels, testing patterns and RGB ranges.

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

[Top](#)

12) Analog Way: Opus - Seamless Switcher with 3 Scalers

Analog Way has announced a new release to its Seamless Switchers range: Opus (Ref. OPS300) by Analog Way is a Multi Layer Hi-Resolution Mixer Seamless Switcher with 3 Scalers. Opus by Analog Way is a Multi Layer Mixer Scaler Seamless Switcher with Universal Analog and Digital input/output and Full High Resolution Digital Processing. This high-grade easy to use A/V Presentation Mixer Switcher is particularly adapted to rental and staging and high-end installations due to its excellent versatility. It offers numerous Live effects including Keying and Moving PIP as well as 2 different operation modes: Multi Layer Mixer and 12 by 2 Seamless Native Matrix. In Multi Layer Mixer Mode, Opus uses one output as a Preview and the other, the Main output, for the audience. 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 by the users with various attributes: Borders, Movements, Zoom or Transparency. In Seamless Native Matrix Mode, Opus offers a 12 x 2 scaled native matrix with true seamless switching. The switch between any of the 12 inputs can be in cut or fade and synchronized on the 2 outputs.

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

[Top](#)

13) Kramer: New 8x8 Universal Matrix Switcher

Kramer Electronics announced the introduction of the VS-88HCB 8x8 Component/Video/Audio Matrix Switcher for presentation, production and residential applications. The VS-88HCB is a universal matrix switcher that switches composite video, s-Video, component video (Y, Cb/Pb and Cr/Pr), balanced stereo audio and S/PDIF digital audio signals. It can route any or all of its eight inputs to any or all of its eight outputs simultaneously, and can work with a mix of all video formats supported. In a mixed signal application, all the signals connected to an input are switched simultaneously to an output of the same signal configuration. The new switcher features a high bandwidth of 300MHz (-3dB) fully loaded, and it is HDTV compatible. The VS-88HCB 8x8 Component/Video/Audio Matrix Switcher is available through authorized Kramer Electronics resellers worldwide.

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

[Top](#)

14) Crestron and Texas Instruments collaborate

Crestron Electronics and Texas Instruments (TI) DLP products, have joined efforts to further interactivity by directly connecting and controlling DLP projectors via the LAN using RoomView Express software. The latest projectors built on DLP technology offer standard Ethernet connectivity, and Crestron RoomView provides the power and flexibility of complete management and control of all projectors remotely and globally on the network. Crestron control is built into DLP projectors to deliver direct network management without a control system or programming. Owners of Crestron "direct connect" DLP projectors from brands such as Dell, BenQ, 3M and many more, simply register and download the free RoomView software to get real time, enterprise-wide monitoring and control of up to 250 projectors, with instant status and control notifications, including projector presence, power status and lamp life.

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

[Top](#)

15) Elber and Adtec Digital expand digital television delivery

Italian microwave link provider Elber S.r.l. and Adtec Digital have formed a strategic partnership to expand digital television delivery over DVB-T, IP and DVB-S networks. Elber is using Adtec Digital's equipment for digital compression of SDI video and audio feeds internationally over their microwave links. "Elber's partnership with Adtec Digital represents an added value for the ambitions of our company. In this way our product range is integrated with professional headend solutions and offers support for the emerging IP technology," said Edoardo Bernardi, General Director for Elber. Elber uses Adtec Digital's encoders, the edge5110-RM for standard definition and mediaHUB-HD Pro for high definition, along with Adtec's DTA3050-ASI multiplexer to create a multiple program transport stream for transmission at the remote antennas for distribution to major regional, national and international carriers, particularly in South America and Africa.

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

[Top](#)

16) RGB Spectrum: SuperView 5000 - The next Generation

RGB Spectrum is pleased to announce the latest in the SuperView family of multi-viewers, the model 5000, offering real time performance with up to 12 windows. The SV5000, housed within a 3RU enclosure, is ideal for any application requiring high fidelity display of multiple images on a monitor or projector. The SuperView 5000 offers a scalable system which can be expanded to as many as 12 inputs. Input alternatives include RGB/DVI, analog video and HD-SDI. Each input can be sized and positioned anywhere on the screen, as well as panned and zoomed to emphasize areas of particular interest. Display alternatives are virtually infinite, and include quad split, side-by-side, picture-in-picture, and overlapping windows. Graphics signals are selectable up to 1920 x 1200 pixels and HD inputs up to 1920 x 1080p. Standard video inputs may be composite, component or S-Video. Background images can be loaded from compact flash cards or over a network is available as an option.

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

[Top](#)

17) Aethra: Advanced Media Design as new distributor

Advanced Media Design (AMD), developer of the award-winning AV-over-IP collaboration technology MediaPOINTE, is announcing a value added distribution relationship with Aethra, a global leader in videoconferencing solutions. Advanced Media Design now distributes the entire Aethra video communication suite of products, including the high definition range: Athena, the rollabout system unique for its original modular and customizable features; Electra, the rollabout for telepresence; and the new 1080p Xtreme X3 set-top, as well as the popular Maia XC Top videophone, a truly innovative all-in-one solution created expressly by Aethra for SOHO and small and medium-sized businesses, that offers professional video communications, IP telephony, Internet and email access, Instant Messaging and photo image management.

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

[Top](#)

18) SmartAVI, Inc. and Action Distribution, Ltd. enter Partnership

SmartAVI, Inc., a world-leading innovator in the fields of digital content creation, management and delivery solutions through hardware and software, announced that it has partnered with Action Distribution, Ltd. in the United Kingdom in a deal that will push its digital signage products as well as A/V matrix units strongly within the British marketplace. This new partnership with ADL further places SmartAVI and its products solidly within the UK market, which is exploding with the demand for digital signage technology. Already known throughout the global market, SmartAVI sees this new partnership as a critical step in increasing both visibility and sales.

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

[Top](#)

19) projectiondesign makes headline news at Aragón Televisión

Norway's projectiondesign has supplied their 3-chip DLP F80 1080 projector to Spain's Aragón Televisión for use in the station's recently upgraded live news studio. Based in Zaragoza, Aragón Televisión is owned by Televisión Autonómica de Aragón S.A and broadcasts daily to over a million people in the Spanish autonomous community of Aragón, with many more viewing over satellite and the internet. When the station decided to overhaul the look and feel of its newsroom, it began to explore rear-projection as a means of increasing the visual appeal of the studio's output. The final projection system was specified, designed and installed in custom furniture so that it complements the Aragón Televisión newsroom design by Arquitectura Audiovisual. Jesús Matute, Commercial Director of local systems integrator Arquitectura Audiovisual, takes up the story: "Initially, Aragón Televisión were looking for the widescreen display primarily for studio presenter support as well as to augment the presentation of live on-location camera footage from reporters, studio graphics, weather reports and forecasts." "The F80 1080 is equipped with an SDI-HDSI input and projects on to a 2.80 x 1.6 metre rear projection widescreen to show video images from various newsroom sources including graphics images for weather reports, direct outdoor connections with external reporters, and all the other video signal types you would expect to see in a television studio such as 1080p, SDI, VGA and composite video," Matute adds. "It's a tribute to the quality and versatility of the projector that it is capable of showing all these with outstanding colorimetry, high resolution, superb brightness, clarity, performance and consistency - all important qualities in studio lighting conditions."

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

[Top](#)

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