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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 KG, Linau, Editor in chief: Kai Kröger

Friday, 28. March 2008

[To the table of contents](#)

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) **Light+Building: 6 to 11 April 2008 in Frankfurt/Main**

Light+Building, International Trade Fair for Architecture and Technology, will be held at an almost fully booked out Exhibition Centre (230,000 square metres (gross) in Frankfurt am Main from 6 to 11 April 2008. In 18 exhibition halls, over 2,100 exhibitors will show innovations and numerous energy-efficient systems from the interrelated fields of lighting, electrical engineering and house and building automation. But how can exhibitors find what they are looking for among this huge variety of products? Thanks to the clearly structured product groups, this is not difficult. The three main sections, lighting, electrical engineering and house and building automation, offer an initial overview.

**More:** <http://www.light-building.de>

**light+building**

[Top](#)

## 2) **KIOSK EUROPE EXPO 2008 and DIGITAL SIGNAGE EXPO 2008**

KIOSK EUROPE EXPO 2008 and DIGITAL SIGNAGE EXPO 2008 have announced a stellar list of new exhibitors for both shows. Many major companies have also reconfirmed their participation. Each event will stage four major attractions: the exhibitions themselves; free-to-attend forums, where the focus will be on education and information; interactive workshop sessions with independent panels of experts, and finally, two separate 'demonstration' areas. At KIOSK EUROPE EXPO 2008, the Futures Parlour will showcase new and innovative interactive technologies and solutions, while DIGITAL SIGNAGE EXPO 2008 will host the Content Centre, where visitors can view some of the latest developments in digital media, from advertising campaigns to best practices. The events will be held on 6, 7, 8 May 2008 in Messe Essen, Essen, Germany, and entrance is free for pre-registered visitors.

**More:** <http://www.kioskeurope-expo.com> or <http://www.digitalsignageexpo.eu>

[Top](#)

Enjoy reading !

Yours Kai Kröger

- 1) Light+Building: 6 to 11 April 2008 in Frankfurt/Main
- 2) KIOSK EUROPE EXPO 2008 and DIGITAL SIGNAGE EXPO 2008
- 3) Mitsubishi Electric: FL7000U
- 4) Christie: 3-chip LCD projector Christie LX900
- 5) Toshiba: Mobile Multi-Talent sp1
- 6) NEC Display Solutions: New NEC NP100 and NEC NP200 projectors
- 7) AV Stumpfl: Extraordinary and impressive images
- 8) Sharp: E-signage in a new dimension
- 9) ict: Seamless FlatScreen MIS-4230
- 10) Chief introduces LCD stands for command and control
- 11) Da-Lite: Silent Motor is standard on the Tensioned Advantage Electrol
- 12) dnp releases enhanced Supernova Flex Screen
- 13) beyerdynamic: Revoluto fold-away microphone unit with Rosenthal Design
- 14) Marantz Professional adds Network Compact Flash Recorder to PMD Range
- 15) COMM-TEC: Wireless transmission of PC-signals
- 16) Gefen Adapter gives HD Access through USB Port
- 17) Sierra Video: Expansion to Ponderosa Family
- 18) BMB Electronics: Wireless Keypad Remote Control from URC
- 19) RGB: New Automatic Backup Capability for DGy
- 20) G+B pronova: Spero Lucem - HoloSign Artwork in Cologne
- 21) CT Germany presented 3D LED Display NOVA
- 22) Barco display system enhances decision-making at Google
- 23) projectiondesign: Projecting the universe
- 24) Gefen Distribution GmbH services 20 European Countries
- 25) Barco: Technology Roadshow
- 26) Aethra at Wainhouse Research Collaboration Summit Berlin 2008
- 27) Listen Technologies hires additional Sales Manager
- 28) projectiondesign: Chris Axford to drive International Sales and Marketing division
- 29) Musikmesse and Prolight + Sound Final report 2008
- 30) EuroShop 2008 exceeds optimistic expectations

### 3) Mitsubishi Electric: FL7000U

Mitsubishi Electric has launched the FL7000U, its first presentation projector with full HD resolution. Thanks to its native resolution of 1920 x 1080 pixels, a brightness of 5,000 ANSI lumens, a whisper-silent operation and many user-friendly functions, this high-performance projector is destined for presentations of the utmost perfection. Even under daylight conditions, the FL7000U delivers clear definition and contrast-rich projections. And its exceptionally low operating noise for a high-performance projector of this class (29 dB in Low Mode) makes it all the more attractive. The projector lamp is rated for a service life of up to 4000 hours (in Low Mode) – that helps keep operating and maintenance costs reasonable.

**More:** <http://www.mitsubishi-evs.de/en/home.asp>

[Top](#)

#### Alphabetical index of companies:

[Aethra \(26\)](#), [AV Stumpfl \(7\)](#), [Barco \(22\) \(25\)](#), [beyerdynamic \(13\)](#), [BMB Electronics \(18\)](#), [Chief \(10\)](#), [Comm-Tec \(15\)](#), [CT Germany \(21\)](#), [Da-Lite \(11\)](#), [dnp denmark \(12\)](#), [EuroShop \(30\)](#), [Gefen \(16\) \(24\)](#), [ict \(9\)](#), [Kiosk Europe Expo/Digital Signage Expo 2008 \(2\)](#), [Light+Building \(1\)](#), [Listen Technologies \(27\)](#), [Marantz \(14\)](#), [Mitsubishi Electric \(3\)](#), [Musikmesse/Prolight+Sound \(29\)](#), [NEC Display Solutions \(6\)](#), [projectiondesign \(23\) \(28\)](#), [RGB \(19\)](#), [Sharp \(8\)](#), [Sierra Video \(17\)](#), [Toshiba \(5\)](#)

### 4) Christie: 3-chip LCD projector Christie LX900

Christie introduced the new Christie LX900. Part of Christie's line of inorganic 3-chip LCD projectors, it features a powerful 9,000 ANSI lumens of brightness and a 2,000:1 contrast ratio from a dual lamp, optical engine. Featuring the latest inorganic 3-chip LCD technology, the Christie LX900 provides richer black levels and sharper detail, particularly for video sources. Combined with enhanced 10-bit video processing, presentations have natural colour tone reproduction, greater picture stability without image noise, and smooth video playback. The Christie LX900 also utilises a new AutoFilter system, featuring a long lasting cartridge filter that automatically rotates to a new section every 1,000 hours. With a life of up to 10,000 hours under normal conditions, service and maintenance intervals are extended, reducing the total cost of ownership. The length of time between filter rotations can also be set to shorter intervals to accommodate environmental conditions.

**More:** <http://www.christiedigital.co.uk>

[Top](#)

### 5) Toshiba: Mobile Multi-Talent sp1

Toshiba's new sp1 is a highly versatile SVGA projector that is as comfortable with home cinema as with business applications. Offering outstanding value for money, the sp1 features 800x600-pixel resolution, brightness of 2,000 ANSI lumens and a contrast ratio of 2,000:1, making it ideal for a broad range of uses. And weighing in at a mere 2 kg, the sp1 is the perfect choice for mobile applications. The projector's SVGA image has a native format of 4:3 with 16:9 conversion option, and colours are lifelike and brilliant thanks to Texas Instruments' BrilliantColor technology. The sp1 is the perfect companion for a wide range of uses from everyday business applications to home cinema. In addition to RGB input (D-sub15), it includes S-Video and Composite Video (RCA) inputs and processes signals in colour standards NTSC, PAL and SECAM. The sp1 easily handles resolutions of 480i, 480p, 576i, 576p, 720p, and 1,080i plus PC formats VGA and SVGA and compressed XGA and SXGA.

**More:** <http://www.toshiba-projectors.com>



[Top](#)

#### 6) NEC Display Solutions: New NEC NP100 and NEC NP200 projectors

NEC Display Solutions presents its two DLP projector models, the NEC NP100 and NEC NP200, which have been designed specifically with the requirements of small to medium-sized enterprises as well as the education sector. The NEC NP100 and NEC NP200 guarantee the best image quality in bright ambient surroundings, whether in meeting rooms and classrooms or in smaller offices. This is due to their 2,000 ANSI lumens (NP100) and 2,100 ANSI lumens (NP200) brightness, SVGA and XGA resolutions, as well as contrast ratios of 1,200:1 and 1,300:1. They can also project images to distances ranging from 1.2 metres to 12 metres away. A colour wheel with five (NP100) and six segments (NP200) also ensures brilliant colour reproduction. NEC Display Solutions has equipped the models of their entry series with a set of practical features to ensure maximum comfort and ease of operation.

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

[Top](#)

#### 7) AV Stumpfl: Extraordinary and impressive images

AV Stumpfl was presenting itself successfully at this year's prolight+sound in Frankfurt (Germany) from 12th to 15th March. Extraordinary and impressive images were projected with 14 projectors on custom made VARIO Screens from AV Stumpfl - two megascreens with 30 x 4m (14x Sanyo PCL-XF47 each 15.000 ANSI Lumen). Wings Platinum 3.5 was running the two multidisplay projections, a "plasma mountain" with four different plasma



displays and further demo projections reliably. "The world of images under one roof" characterises the lucky concept of a joint exhibition stand and was realised by Publitec. The visitor was attracted by having the best products of several areas together. At the upcoming light+building in Frankfurt/Main AV Stumpfl will show its SC TouchControl, a software-based overall concept for media control and building automation which is suitable both for installations and mobile applications. This software runs on virtually all Windows-based user terminals.

**light+building:** Hall 9.1, Stand C87

**More:** <http://www.avstumpfl.com/PRO>

[Top](#)

#### 8) Sharp: E-signage in a new dimension

At the EuroShop, Sharp presented its larger-than-life product representing the world's largest liquid crystal display. With a screen diagonal size of 2.75 metres (108 inches), the Japanese displays specialist has now overtaken the dimensional range of current citylight posters. Full HD resolution and its static contrast of 1200:1 also ensure brilliant image reproduction from all sides. As thanks to Sharp's own in-house developed Advanced Super View (ASV) technology, these 108-inch displays offer an extremely wide viewing angle of 176° in all directions. The backlight unit offers a long service life and is particularly easy to replace, thus keeping both system and maintenance costs low. With the introduction of the 108-inch screen, Sharp is further extending its strong position in the rapidly growing e-signage market. The product portfolio now includes displays with 46-, 52-, 65- and 108-inch screen diagonals, with full HD resolution.

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

[Top](#)

#### 9) ict: Seamless FlatScreen MIS-4230

The new ict Seamless FlatScreen MIS-4230 offers probably the most forceful counter-argument regarding the burn-in effect thus representing fantastic technological progress.

The new integrated Burn-In-Compensation („BIC“) means that the clearly visible burn-in effects have become a thing of the past. This new „BIC“-Technology“ automatically compensates the luminance of the individual pixels depending on how long the image has been displayed. Furthermore, BIC compensates the varying ageing of the RGB light sources which results in a distinctly higher long-term stability of the color settings. This ultimately results in longer operating life, reduced service costs and a generally broader scope of applications for the ict Seamless FlatScreens MIS-4230.



The display of static images for example in control rooms, airports or train stations, which up to now has been the domain of other technologies, can now be covered by this technology in the usual high image quality of plasma and with a clearly shallower installation space (e.g. compared to cubes). Consequently, the ict Seamless FlatScreen MIS-4230 is the ideal medium for professional Digital Signage Solutions.

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

[Top](#)

### 10) Chief introduces LCD stands for command and control

From its vast range of flat-screen and projector mounting solutions, Chief Manufacturing, is highlighting its selection of stands for the discreet positioning of multiple monitors in command and control security and surveillance applications. The company makes many ranges of multiple monitor mounts, for example: model FTP220, which holds two LCD monitors side by side, and the FTP440, which allows up to four monitors to be stacked in a 2 by 2 configuration. The FTP multi-monitor series can also be expanded up to a configuration of nine monitors. Made from the strongest quality materials, all products are designed to provide a rock-solid, free-standing solution for anyone who commonly works with multiple small flat-panel screens. They can be positioned either on a desktop or from a ceiling in front of operators and have 360-degree rotation. All models offer built-in cable management and use Chief's patented Centris pivot/tilt mechanism to provide a smooth range of fingertip position adjustments for each individual monitor. The FTP440 has already been supplied to a number of airport control-room towers in France following a strict evaluation process, and Melinda von Horvath says that further such installations are in the pipeline, as more and more security-industry customers recognise the benefits of a Chief mounting solution.

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

[Top](#)

### 11) Da-Lite: Silent Motor is standard on the Tensioned Advantage Electrol

Da-Lite Screen Company is pleased to announce that the Silent Motor is now a standard feature on the Tensioned Advantage Electrol screen line. This motor is virtually silent and offers over a 30% reduction in sound versus standard motors. The Tensioned Advantage Electrol is an aluminum cased screen with a trim flange designed for a concealed in the ceiling installation. The handsome finished white case provides a clean look and allows easy installation of ceiling tiles. The Silent Motor is standard on all sizes up to 9' x 12'. The Silent Motor with built-in Low Voltage Control option is also available.

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



[Top](#)

### 12) dnp releases enhanced Supernova Flex Screen

dnp denmark announced the release of the latest version of its acclaimed Supernova Flex Screen - a retractable, motorized screen that blends seamlessly into any environment and disappears into a stylish wall mounted enclosure when not in use. At the touch of a button, the Supernova Flex rolls up into its elegant housing, out of the way but readily available for its next use. New features include a three-level speed control that substantially reduces noise levels and a programmable universal IR remote control that will operate all commonly used A/V devices, and makes it easy to install, program, calibrate and control the screen right out of the box. The Supernova Flex Screen is designed for projection in brightly lit environments. Supernova technology incorporates a proprietary high-contrast filter system that allows the projected image to be reflected with utmost contrast, detail and colour accuracy while at the same time effectively absorbing incident light from other sources such as windows and room lighting. Supernova screens, with contrast ratios exceeding 15:1, are the first "Eye-gonomic" screens available – a term dnp coined to communicate the science of designing presentation equipment to fit the way the human eye works rather than forcing the viewer to try to accommodate the presentation. The Supernova Flex Screen material is certified by the Imaging Science Foundation (ISF) for its outstanding image quality. Compatible with all standard projectors, the Supernova Flex Screen is available in 4:3 and 16:9 format in sizes up to 100".

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



[Top](#)

### 13) beyerdynamic: Revoluto fold-away microphone unit with Rosenthal Design

The beyerdynamic fold-away microphone unit with Rosenthal design combines furniture and technology to provide new solutions for the conference market. The microphone unit with Revoluto technology in a fold-away design is mounted in a table and can be lifted up when needed. The precious Nextel® finish in "dark black" blends into table tops of different materials. It is available as a simple version with one microphone button or with additional features such as language selector, display and voting. The microphone units are controlled by the MCS-Digital 200 conference system. In addition to the classic functions of a conference system the microphone unit provides interfaces to connect a laptop to a local network and / or video crossbar. beyerdynamic will show this new microphone also at the upcoming [light+building: hall 4.2, Stand G04 \(NewTec\)](#)

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



[Top](#)

#### 14) Marantz Professional adds Network Compact Flash Recorder to PMD Range

DMi D&M Installation has introduced the Marantz Professional PMD580 1U rackmount Compact Flash memory card recorder. A highly versatile solidstate recorder/ player and full-fledged network device, with Ethernet LAN and USB connectivity, the PMD580 is designed for all manner of broadcast, pro-audio and professional AV applications. Drag and drop file transfer and network remote control, via the PC and Mac compatible web-based GUI, are major features allowing users to set menu parameters, schedule recording events, and transfer and archive audio files. The PMD580 has an internal clock for scheduling recording events; multiple events can be scheduled via the web interface and recorded files can then be downloaded to a local PC/ Mac. Professional audio credentials include balanced analogue and digital AES/EBU I/Os on XLR connectors, as well as unbalanced interfaces, and RS232 control.

**More:** <http://www.dm-i.eu>

[Top](#)

#### 15) COMM-TEC: Wireless transmission of PC-signals

COMM-TEC presented at Prolight + Sound the Emerge MPX1000 system which permits wireless transmission of HDMI-, DVI-, VGA- and YUV-signals in HD-resolution including audio signals and Infrared- or RS-232 control signals. The system works with a transmitter- and receiver unit. Thus no software installation is necessary. Emerge MPX1000 is used wherever cables cannot be installed subsequently or can only with a high expense. Users can broadcast videos which are included in PowerPoint slides as well as statical PC graphic signals. It is further possible to reproduce free of bucking HD-video sources with resolutions up to 720p/1080i. The input and output signals can be different. An analog VGA-signal at the transmitter unit can be emitted digitally as DVI-signal at the receiver unit and vice versa. So user can choose flexibly the sources and displays. At the **light+building** COMM-TEC will show the AVIT concept: AVIT offers control system solutions with software and hardware components. The concept behind AVIT is to use TCP/IP as the communication infrastructure for the components in the system. **KNX-Stand, hall 8.0, F98 and WHD-Stand, hall 8.0, J75.**

**More:** <http://www.comm-tec.de>

[Top](#)

#### 16) Gefen Adapter gives HD Access through USB Port

A new USB to DVI Graphics Adapter from Gefen offers a handy way to connect additional displays to all Windows XP and Vista operating systems available today, and now for Mac OS X as well. This tiny adapter allows a plug and play connection of a DVI or VGA display to any USB 2.0 port so user can add digital video displays or projectors to their laptop and personal computer for simultaneous video delivery without needing a DVI port. Output video is delivered in the DVI-I format, allowing for either VGA or DVI display compatibility. The Gefen USB to DVI Graphics Adapter enables users to tweak their video performance, offering a variety of screen resolutions up to 1600x1200. These built-in features ensure video performance is of a similar quality as the main display connected through the DVI port.

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

[Top](#)

#### 17) Sierra Video: Expansion to Ponderosa Family

Sierra Video, a leading provider of high-quality video and audio equipment for the broadcast, government, and professional video marketplaces, announced the expansion of its Ponderosa Multi-Format Routing Switcher family to include I/O sizes up to 128x128, digital-to-analog conversion boards, and analog and digital audio options. The HD-SDI/SDI video routing switcher family is characterized by its fully modular design and wide range of features tailored to applications with critical video needs including critical broadcast, production, and post-production facilities. The Ponderosa Multi-Format Routing Switcher family is a format-flexible line of HD-SDI/SDI routing switchers that can be built up to 64 x 64 in a 4RU frame and now up to 128x128 in 8RU. Populated in increments of 8 inputs or 8 outputs, digital-to-analog (D-to-A) conversion boards may now be employed on the frames' outputs allowing HD-SDI/SDI video routing and SDI signal conversion in a single frame. Internal D-to-A conversion means that while users can output high quality HD or SDI signal to its ultimate destination, an SDI signal can also be converted, and then output, to less expensive analog displays used for monitoring the outgoing video. The Ponderosa Multi-Format Routing Switcher is currently available from the Sierra Video Systems and Kramer Electronics worldwide reseller networks.

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

[Top](#)

### 18) BMB Electronics: Wireless Keypad Remote Control from URC

BMB Electronics BV announced the launch of the innovative KP-900 from Universal Remote Control. The KP-900 Keypad Remote is completely wireless and is powered by four easy-to-replace AAA batteries. It is therefore a true problem solver for installations in Brick or Concrete built homes where running wires is difficult and expensive. It can also be easily removed from the wall bracket for convenient handheld use as an IR and RF remote control. The keypad can be mounted on any surface - brick, sheetrock or plaster - using the four small screws included. Built-in magnets allow it to stick to metal surfaces - even most refrigerators. It features backlit, laser etched buttons and a bright backlit LCD.

**More:** <http://www.bmbelectronics.eu>

[Top](#)

### 19) RGB: New Automatic Backup Capability for DGy

The DGy Models 201x and 401x now offer an optional capability to simultaneously record to the internal hard disk drive and an external network attached storage device. This exclusive dual recording feature provides automatic backup of recordings, offering convenience and peace of mind. The DGy Automatic Backup option also offers the flexibility to take the internal removable hard disk to another DGy unit at a remote location, leaving the first unit with access to the network drive. It is available for DGy 201x and 401x models equipped with the Remote Disk Mount (NFS) option. DGy codecs record, transmit, or stream high scan rate images. Models are available in either single channel or dual channel with or without disk drives. The DGy sets a new standard in terms of image quality, using JPEG 2000 compression to achieve almost lossless recording. This wavelet-based codec provides results superior to the more common DCT based compression schemes.

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

[Top](#)

### 20) G+B pronova: Spero Lucem - HoloSign Artwork in Cologne

State-of-the-art technology in a church – how well these two things can harmonise can be seen in the artwork “Spero Lucem”, which can be admired in St. Agnes’ Church in Cologne. The installation was created by the light artist Michael Bleyenbergh; the technology used by G+B pronova. “Spero Lucem” is a light design in the shape of a cross on a glass screen. This design was created using HoloSign, one of the latest developments from pronova. With HoloSign pictures are not projected from a projector onto a screen but a predetermined motif is “embedded” in the HoloSign screen. A homogenous light source (including the sun) makes this motif glow in intense colours: the white light is separated into its spectral components by holographic optical elements. The colours that result from this change when the light source or the observer move. In the case of the installation at St. Agnes’ Church this means exciting, impressive changes in the perception of the cross of light. Each observer experiences the artwork differently. [light+building: hall 4.2, G50](#)

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

[Top](#)

### 21) CT Germany presented 3D LED Display NOVA

At Prolight+Sound in Frankfurt CT Germany presented numerous creative LED highlights and technical solutions for their next professional installation: NOVA – a 3D LED display as unique 3-dimensional sculpture and as individually designed backdrop with 2-dimensional content; LED Interactive Tile – the modular, interactive LED surface offers interaction with extraordinary effects; STEALTH – the semi-transparent screen in newly-created forms for room installations; Hibino 6mm BLACKFACE LED Modules – impressive LED BLACKFACE technology for high-resolution and high-contrast images and Versa-PIX-MODULE – fascinating, large-scale LED effects as ceiling-, wall- or floor-element. The CT Germany team offers numerous individual, technical solutions for designers, architects and technical planners, professional audio visual equipment at the CT rental park and competent full-service for exclusive projects and productions with media technology – worldwide.

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

[Top](#)

### 22) Barco display system enhances decision-making at Google

Barco recently installed a large-scale, visual decision-making environment in the main auditorium at Google’s Irish headquarters. For years, Google was using complex switching and cabling setups, as well as multiple remotes to connect and operate its projectors in order to show various presentations. Google AV/IT staff found this arrangement costly and time consuming. After an extensive review of display solutions, Google narrowed down its decision to a multi-channel Barco display system. The display wall installed at Google consists of four Barco SXGA+, single-chip DLP SIM 5R projectors, and its award-winning display management system – the XDS-1000. Barco’s XDS-1000 creates a giant desktop environment on the display, and allows users to control the system with mouse and keyboard. Input sources, such as PowerPoint presentations and video content, can be resized, moved or made to overlap anywhere on the screen. Both source and layout selection happen

through Barco software on the desktop. Additionally, the XDS-1000 is fully networked, which enables visualization of local and connected sources on the same screen in real-time. Barco's SIM 5R projectors that drive the display come optimized for multi-channel operation. While linked constant light output (CLO) and DynaColor ensure the same color and brightness quality across the display, soft edge blending eliminates blurry overlap zones where projections converge. The SIM 5R projectors also guarantee a long system lifetime due to their single-chip DLP technology, and boast an improved durability through their sealed optical engine, which prevents dust from entering the projector and degrading its image quality.

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

[Top](#)

### **23) projectiondesign: Projecting the universe**

As part of the dramatic transformation of a Hampshire auditorium into a state-of-the-art planetarium, projectiondesign has supplied six of its F30 sx+ DLP projectors to immersive theatre design and integration specialist, Global Immersion. The projectors are part of the Global Immersion Fidelity Bright fulldome solution, which also integrates a Global Immersion Media Director, Server and Playback system, 8-channel audio system, and a Global Immersion wireless theatre control panel. Located near the historic city of Winchester, the INTECH Science Centre, which aims to inspire and excite young people about science and technology, relocated to a new purpose built, lottery funded building in 2002. The Centre already draws around 90,000 visitors a year and was originally built with a dome structure that was used for science shows and as a corporate and conferencing facility. Last year Phil Winfield, INTECH's Director successfully attracted funding from SEEDA (South East England Development Agency) to upgrade the auditorium into a fully fledged digital planetarium. The project was the first to be won by Global Immersion since its management buyout from systems integrator SEOS in the summer of 2007. The company is currently working on ten other similar theatres around the World.

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

[Top](#)

### **24) Gefen Distribution GmbH services 20 European Countries**

Connectivity solutions provider Gefen announced it has expanded its presence in Europe to better serve the region. Gefen Distribution GmbH, based in Munich, Germany, offers a full-service distribution and storage facility for 20 countries throughout Europe, with possible expansion as necessitated by the industry. With direct shipping and local customs control, Gefen Distribution GmbH enables a timely delivery of audio/video enhancement equipment made by Gefen. Led by Florian Goebel, general manager, the 12-member team services the European region with shipping, warehouse facilities, technical support, sales and marketing services.

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

[Top](#)

### **25) Barco: Technology Roadshow**

Barco takes to the European stage in 2008 with its new line of products. This includes a pre-packaged, single-projector 10 megapixel display system with Windows desktop integration, multi-channel setups for boardrooms and auditoriums, and impressive video processing equipment that delivers a wow effect. Barco's Technology Roadshow will make stops in Paris, London, Stuttgart, Goeteborg and Madrid. The Roadshow presents the latest in advanced visualization aimed at enhancing collaboration in the meeting room, and creating maximum impact in presentations for large audiences. Detailed information can be found on Barco's Website.

**More:** <http://www.barco.com/tradeshows/roadshows/ETRS2008/>

[Top](#)

### **26) Aethra at Wainhouse Research Collaboration Summit Berlin 2008**

Aethra SpA has announced it is taking part as a Gold Sponsor in the Wainhouse Research Collaboration Summit to be held in Berlin from 8-10 April 2008. During the event Aethra presents for the first time at international level, its new Videoconferencing vision. From a new corporate identity and brand image, to a radical and distinctive company philosophy, Aethra intends to revolutionize the perception of video communication on a global scale. Aethra has chosen the Wainhouse Research Collaboration Summit as the event is dedicated to exploring all aspects of conferencing and collaboration technologies and solutions, focusing on new trends and the latest technology on the market. In particular, the 2008 Berlin event focuses on new developments in visual communications, the latest solutions for unified collaborative communications and emerging technologies and solutions in both the product and services space. Detailed information can be found on <http://www.wainhouse.com/berlin08/>.

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

[Top](#)

### 27) Listen Technologies hires additional Sales Manager

Listen Technologies GmbH expands its sales team by industry expert Alexander Bucher. "Alexander is a valuable addition to our strong sales team and brings years of professional audio experience into our distribution channel", says Christian Schiele, Managing Director of Listen Technologies GmbH. "We are experiencing a growing success with our products in all European markets and need to increase our sales resources".

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

[Top](#)

### 28) projectiondesign: Chris Axford to drive International Sales and Marketing division

Norwegian projector manufacturer projectiondesign has appointed Chris Axford to the role of Director of International Sales and Marketing. Chris will be integral in managing and consolidating the company's International sales and marketing efforts. Chris Axford has worked within projectiondesign for two years as Senior Regional Sales Manager, responsible for the UK and Ireland markets. In this role, Chris applied his business skills and knowledge to company-wide sales and marketing related tasks which saw significant market growth. Prior to his working with projectiondesign, he managed the sales and marketing division for UK AV integration company, Reflex Ltd.

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

[Top](#)

### 29) Musikmesse and Prolight + Sound Final report 2008

After four days, the International Musikmesse and the Prolight + Sound trade fair closed their doors after setting a number of new records: "Together, the two leading trade fairs attracted 112,000 visitors, more than ever before", said Detlef Braun, Member of the Board of Management of Messe Frankfurt. "The atmosphere generated by the trade, industry and service sector in Frankfurt was excellent and they have gone away to begin their post-fair business with full address and order books. A high level of satisfaction on both the exhibitor and visitor sides was apparent from the very first day of the fair. With this great echo and a record number of 2,500 exhibitors, the Musikmesse and Prolight + Sound have convincingly demonstrated the correctness of their concepts where it counts – in the market place – in their third and second decades respectively." The 112,000 visitors (2007: 107,600) came from 126 countries. The next international Musikmesse and Prolight + Sound trade fairs will be held in Frankfurt am Main from 1 to 4 April 2009.

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

[Top](#)

### 30) EuroShop 2008 exceeds optimistic expectations

Retail companies and their partners arrived at the industry's premier event, EuroShop in Dueseldorf, feeling optimistic. The positive economic climate suggested the likelihood of increased readiness to invest and justifiably aroused hopes of a good trade fair. Over the five-day run of EuroShop 2008, these high expectations were far exceeded. Wilhelm Niedergoeker, Managing Director of Messe Duesseldorf was delighted with the enthusiastic reception: "With the EuroShop 2008 results, we're above the industry average in the consumer-related segment. When compared to the previous event, the significantly sunnier business climate shines through in the facts and figures: The number of exhibitors climbed by 252 new participants from 1,659 to 1,911 – up by some 15 percent. Rentals of net floor space rose by 13 percent from 94,825 square metres in 2005 to 107,100 square metres. Hailing from more than 90 countries, 104,000 trade visitors attended, equivalent to 14 percent or 13,000 more than three years ago." Among the exhibitors, some 54 percent are based abroad, while 58 percent of visitors arrived from outside Germany. "This is compelling confirmation of EuroShop's leading position on the world market," averred Niedergoeker. The next edition of EuroShop will open its doors from 26 February to 2 March 2011 while EuroCIS will be back already from 10 to 12 February 2009.

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

[Top](#)

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

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