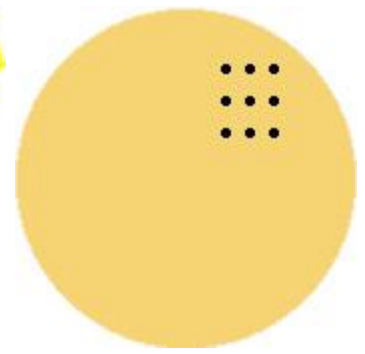




# AVP-Newsletter

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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) EuroShop 2008: 23 to 27 February 2008 in Düsseldorf

The world's No. 1 investment goods fair for the retail trade and its partners is attracting enormous interest. With 1,800 firms more exhibitors have registered than ever (2005: 1,652 exhibitors). 55% of those firms exhibiting come from abroad and 50 countries will be exhibiting in total. This means net exhibition space at EuroShop will also pass the 100,000 qm mark for the first time since the fair's inception about 40 years ago. The ranges exhibited at EuroShop 2008 include the proven quartet of segments: EuroConcept (shop fitting, shop furnishings, lighting, architecture & store design, refrigeration cabinets and cooling logistics), EuroSales (visual marketing, sales promotion and PoS marketing), EuroCIS (information and security technology) and EuroExpo (exhibition stand construction, design and events). Top-notch congresses such as the "retail technology days Europe" and hands-on workshops like the "EuroShop Forum Architecture & Design" accompany Euroshop 2008. Furthermore, the ancillary programme boasts numerous Special Shows such as the "Time Walk", a journey through the history of promotional design in shop windows, the "Digital Signage Plaza", dedicated entirely to the digital in-store media theme or the EHI Retail Institute's Special Show "service@retail" which uses the bank and travel agency of the future to demonstrate the increasingly close relationship between services and retail.



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

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### 2) Prolight + Sound: 12 to 15 March in Frankfurt/Main

The 14th international Prolight + Sound trade fair will present products and services from the fields of event and communication technology, audio-visual production and entertainment from 12 to 15 March 2008 and be the year's most important event for the sector. Over these four days, the fair brings together exhibitors, trade visitors, dealers and professional users. Additionally, for the third year running, exhibitors from the media technology and system integration segments will present their products and services in a separate section called Prolight + Sound Media Systems.



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

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Enjoy reading !

Yours Kai Kröger

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### 3) ISE: Five years of growth

A total of 22,199 attendees (up from 16,269 in 2007) were drawn to 481 exhibiting companies (up from 363 last year) during three hectic and, at times, breathtaking days. If anyone in Europe's AV and electronic systems integration business doubted that ISE was the premier event for their business, then the 2008 edition must surely have silenced them. Huge crowds gathered at the main entrance to the RAI on the opening morning – so much so that the traditional tape-cutting ceremony had to be moved to an adjoining area. The show remained busy right up until the afternoon of the third and final day, with record numbers of AV professionals not just visiting the exhibition space, but attending manufacturer training, taking part in education sessions from ISE's two supporting trade associations, InfoComm International® and CEDIA, and enjoying the many after-show social activities, many of which were over-subscribed. ISE will return to Amsterdam in 2009, in the slightly later time-slot of 3-5 February.

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



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#### 4) Christie: portable Christie LX500 3LCD projector

Christie introduced the Christie LX500, adding to the successful Christie LX380 and LX450 family of projectors. To meet the growing demands of the professional display marketplace for higher brightness at an economical cost, the Christie LX500 outputs a stunning 5,000 ANSI lumens for larger venues such as education, medium to large meeting/conference rooms, and briefing centres. Packaged in a compact chassis, the projector blends seamlessly into its surroundings and incorporates simple maintenance features. Accessing the lens, filter, and lamp has never been easier with a single front access filter, easy rear lamp accessibility, and tool-less access to the lens for easy removal and replacement. Its Pro A/V feature rich connections also make it very flexible and presenter friendly, with a range of inputs to handle multiple video and computer sources including analogue 5xBNC, and digital DVI-D inputs for HDTV standards up to 1080. The projector delivers flawless presentations with 8-bit video processing, XGA resolution and enduring LCD brightness with 2,000 hours standard lamp life, and up to 3,000 hours in eco mode. **Prolight + Sound: hall 8, stand L76**

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

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#### 5) Eiki: network-ready professional EIKI LC-WB40N and LC-XB33N

EIKI has started the new year powerfully by introducing two new network-ready business projectors. The HD-ready LC-WB40N projector featuring 3,700 lumens brightness and WXGA resolution is an ideal partner for presentations with wide format laptops. It also serves as a perfect home cinema solution offering authentic movie theatre atmosphere in the living room. Users preferring XGA resolution will find the EIKI LC-XB33N featuring 3,000 lumens a great device. Both devices project images with a contrast ratio of 500:1. In addition, thanks to an integrated LAN- and W-LAN function these projectors can be used very flexibly. For example, EIKI's new models can be used for data transfer as well as control. Even presentations without PC or notebook are possible, thanks to the integrated SD card slot. Thanks to a digital interface in form of a DVI input featuring HDCP decoder, HDCP secured video signals can be projected easily, if necessary. Thus, both EIKI models are suitable for data- and video projection. Automated signal detection allows for automatic detection of the incoming signal hence facilitating the projector set-up. Furthermore, disassembly is made easier by the integrated, so-called QuickGo function. **Prolight + Sound: hall 8, stand K88**

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

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#### 6) EPSON unveiled ground-breaking projector technologies at ISE

Epson has showcased new projectors at ISE 2008. Epson has launched the EMP-1825, a versatile, easy-to-use, high-end projector with innovative features designed to deliver outstanding functionality and quality. The projector fits seamlessly within any working environment and has been specially engineered alongside Microsoft to offer compatibility with the Windows Vista Network Projector function for easy wireless and wired connectivity. This function ensures the projector can be connected wirelessly within a few seconds from the Windows Vista Start menu without the need to install any software. The robust EMP-6110 is designed to perform completely unhindered in large, dusty and even smoke-clouded environments, utilising unique Epson filtration technology. Incorporating Epson's patented 3LCD technology and a high-brightness 3500 ANSI lumens lamp, the new projector offers excellent picture quality in any light conditions and in even the largest environments. The EMP-6110 boasts an unparalleled lamp-life expectancy of 3500 hours in high-brightness mode, ensuring the product is both easy and economical to maintain. The EMP-400W, an ultra-short throwing distance, compact and light-weight projector ideal for corporate presentations, especially within small meeting areas. The projector is able to deliver a clear and sharp focussed 60 inch picture at just 65cm from the projection surface.

**More: <http://www.epson-europe.com>**

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#### 7) Toshiba leads the EMEA market in short-throw projectors

Toshiba kicks off the New Year on a successful note: in the fourth quarter of 2007, the company registered a 30 percent share (source: DTC) of the short-throw projector market to become market leader in EMEA (Europe, Middle East, Africa). This quarter-on-quarter growth rate of five per cent boosted Toshiba from its previous second place to its current number one status. Short-throw projectors feature ultra-wide-angle lenses, enabling throw distances to be minimized and ensuring successful presentations even in small rooms. Toshiba launched its first short-throw projectors, the et10 and et20 models, in 2006 for the home cinema sector. September 2007 saw the addition of the st20, designed for the education market, followed in October 2007 by the first models for business applications, the ex20 and ew25. These were the products which gave Toshiba the necessary competitive edge to beat its rivals in the last quarter. In addition to the ultra-low throw distance, short-throw projectors have the major advantage of solving two common problems associated with presentations: either the room is too small to allow an optimum image size, or glare from the lamp can shine in the presenter's eyes. Furthermore, the ex20 and ew25 were developed for use with interactive whiteboards. This feature is particularly interesting for the educational sector, opening up countless opportunities to present lively interactive teaching material.



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

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#### 8) NEC Display Solutions at ISE: from digital cinema to digital signage

On their booth at the ISE NEC Display Solutions exhibited new products from their comprehensive range. The booth featured innovations from the desktop LCD monitor segment, among them the NEC MultiSync® LCD3090WQXi as a particular attraction. NEC Display Solutions showed the new 30-inch model before its official market launch. One of the highlights amongst the projectors on the NEC Display Solutions booth at ISE was the NC800 C Digital Cinema Projector. With a weight of 68 kg and very compact dimensions, it is one of the world's smallest and lightest digital cinema projector, and it is particularly suitable for multiplex cinemas. In the education sector, the WT610 projector, including an interactive smart board, was also presented on the booth. Wide format fans will be thrilled by the NP4001 - the first installation projector from NEC Display Solutions featuring a 1,280 x 768 resolution (WXGA) at a brightness of 4,500 ANSI lumens. In the business projector

range, the recently introduced NP3150 was on display. In the LCD Public Display sector the company presented the latest 52-inch model in the MultiSync® 20 Series range - the NEC MultiSync® LCD5220, next to a number of large-format displays. The LCD display features an optional single board computer, a so-called built-in PC. Visitors had the chance to get more information on the NEC MultiSync®LCD6520, currently the largest public display from NEC Display Solutions with optional portrait or landscape mode and a screen diagonal of 1.65 m.  
**More:** <http://www.nec-display-solutions.com>

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#### 9) **Sony PSE: New High Definition Products at ISE**

Sony has launched three highly-anticipated new High Definition products and solutions for businesses at ISE 2008, including: the first 1080i HD videoconferencing system – the Sony PCS-XG80 'Bellini'; Sony's first full HD business projector, the new VPL-FH300L and Sony's first full HD Public Display, the 52" GXD-L52H1. The PCS-XG80 system heralds new era in high performance, high quality and affordable visual communications. Combining 1080i high resolution and a high frame rate of 60 fields per second, the PCS-XG80 promises unrivalled live video quality for a natural alternative to face-to-face meetings. Sony's first full HD business projector, the new VPL-FH300L was launched in Europe at ISE. Designed with the needs of the business environment in mind, the unit's 6000 ANSI-lumen, 2048x1080 resolution and Sony 3LCD Bright Era technology also ensures exceptional image clarity, high contrast and unsurpassed brightness in any room. The event saw also Sony's new 52", semi-outdoor LCD Digital Signage screen with native Full HD (1920 x 1080) resolution. Specially designed for business use, the GXD-L52H1 offers excellent durability and longevity due to its dust-proof, innovative heat management system which does not require ventilation holes and which allows the screen to be mounted both in horizontal and vertical position. **EuroShop: hall 5, stand E18**

**More:** <http://www.sonybiz.net>

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#### 10) **Panasonic: The largest Plasma Display in the world**

Panasonic, the leading brand by which Matsushita Electric Industrial Co., Ltd. is known, showed for the first time in Europe, the prototype of the world's largest Flat Panel Display, 150-inch advanced high definition (HD) PDP, which delivers dynamic, overwhelming image quality with an 8.84 million pixel resolution (4096 x 2160) - more than four times the 1080p FHD specification (1920 x 1080). The prototype has a screen size equivalent to nine 50-inch Plasma displays with an effective viewing area of 3.31 m (W) x 1.87 m (H). With the enhanced PDP technologies Panasonic accumulated in the development of its 103-inch PDP, the 150-inch PDP provides stable and uniform images across the vast expanse of the screen and the same brightness as the 103-inch PDP. Featuring true-to-life colour reproduction capability and quick response to moving images, the ultra-large PDP renders clear, crisp and spectacular images.

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

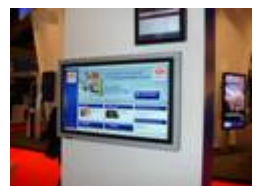
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#### 11) **CONRAC: New Display Solutions for Advertising**

CONRAC GmbH, German display specialist, well-known as a leading supplier of displays and information display systems for professional applications such as airports, railways, etc, will be presenting their latest solutions for digital signage applications at this year's EuroShop. CONRAC will be introducing several brand-new products. An interactive 40 inch flat screen with touch panel. The display's laminated safety glass panel with an antireflective treatment does not only enhance the readability, but also make the display suitable for use in public areas. Complementing the product range usually starting from 26 inch upward, CONRAC will be presenting a 22 inch display with an integrated controller for use in network applications. Optionally the display is available with a protective glass panel. Furthermore a wide range of products will be on display, offering the ideal solution for any kind of application. There are very cost effective solutions, e.g. displays with integrated media player, best suited for applications using just a single display or a very limited number of displays. For mid-size and large installations using a variety of displays in various sizes and formats, very professional solutions are available. The product portfolio covers displays of all sizes up to 82 inch diagonal in various configurations, indoor and outdoor solutions, displays with integrated media-player, with integrated controller or as monitor-only version. Of course, the software solution for digital signage applications will also be presented at the stand.

**EuroShop: hall 5, stand A17**

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



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## 12) SHARP: professional PN-G655E and PN-G655RE LCD monitors

The two current 65-inch models in the series of professional displays from Sharp are the PN-G655RE and the PN-G655E. In Europe Sharp started its line-up of professional LCD-monitors with the predecessor model PN-655E. Its successors also impress with whisper-quiet fanless operation, large 1.65-metre screen size, resolution of 1,920 x 1,080 pixels, and an exchangeable "four wavelength" backlight unit. The PN-G655E display is suitable for the prevalent landscape mode, what means usage of the screen in horizontal format. The PN-G655RE is optimised for use in portrait mode because of the rotated backlight unit. The background lighting of both of these professional monitors has a calculated minimum service life of 50,000 hours when operating the integrated advanced super view panel 24 hours a day, 7 days a week. There is also no fan noise with these two successor models as well, as both operate completely without fans, and are thus completely silent. The devices provide a light output of 450 candela per/sm and a contrast ratio of 2,000:1. In addition, the viewing angle has been widened, and is now 176 degrees from all perspectives. **EuroShop: hall 5, stand E19 and hall 6, stand H45**  
**More: <http://www.sharp.de>**

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## 13) SCREEN NT introduces Sunlight System

The specialists for digital audio-visual electronics, SCREEN NT have built upon their experience and reputation in Outdoor Digital Signage. With their newly introduced SUNLIGHT System they are now presenting large LCD-displays, which are also ideal for use in direct sunlight. The patented SUNLIGHT System even makes use of the extra sunlight to add extra illumination to the TFT display via its transreflective backlight system, which adjusts automatically to surrounding light levels – also saving energy whenever possible. At the same time, a specially developed treated front glass filters out damaging UV and infrared light and protects the screen against vandalism. "This heralds a new era in Digital Signage", proclaims SCREEN NT Marketing Manager, David Fearnley. "All the advantages of LCD-Displays can now be enjoyed in show windows and outside". The SUNLIGHT Displays are already available in 32" and 42" screens and larger versions, up to 82 inches are in development. **EuroShop: hall 3, stand H26**  
**More: <http://www.screen-nt.de>**

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## 14) friendlyway: digital table at ISE

Munich-based friendlyway presented its digital table at the Integrated Systems Europe 2008 for the first time. The product is called friendlyway imagine 32. The digital table consists of an ultra-brilliant 32-inch TFT flat-screen display, an integrated touch-sensitive screen and an ultra-flat high-performance computer, also incorporated into the table surface. Every friendlyway digital table is preinstalled with special software programmed to meet the requirements of a digital table. Its functions include a touch menu to select predefined websites and the ability to rotate the screen, which is particularly practical for conferences. Digital tables are useful in a wide variety of scenarios: from performing routine office tasks to giving presentations at conferences, from providing sales advice in retail outlets to supporting creative teamwork in companies. Digital tables are also ideal for providing information to visitors in waiting areas.  
**More: <http://www.friendlyway.de>**

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## 15) SMART: New SMART Board 600i interactive whiteboard system

SMART Technologies announced the new SMART Board 600i interactive whiteboard system, SMART's most convenient and affordable interactive whiteboard system. This second-generation integrated system combines the SMART Board 680 interactive whiteboard with the new Unifi 45 projector and will cost 25 percent less than the original system. Launched in 2006, the SMART Board 600i interactive whiteboard system quickly became one of the most sought-after classroom solutions. Its short-throw, high-offset projector reduced shadows cast onto the interactive whiteboard, and with the projector connected directly above the interactive whiteboard, there was no need for complicated wiring, ceiling mounting or the installation of a power outlet in the ceiling. The new system builds on those strengths and, with extensive input from teachers, features a number of enhancements for a much lower price. The Unifi 45 projector offers a brighter image and true color quality, and its unique collapsible boom protects the system from deliberate damage. The control panel below the interactive whiteboard allows teachers to turn the entire system on or off with one button, eliminating the need for a remote control. Teachers can easily connect computers or switch between peripherals, such as MP3 players, document cameras and DVD players. They can also add hardware to the system to best meet the needs of their students. The addition of the new SMART classroom audio system or USB speakers allows teachers to turn the system into a complete multimedia center. They can also easily add the height-adjustable wall mount to adjust the height of the interactive whiteboard so that all students can use it.

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

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### 16) Da-Lite adds Universal Wall Mount for Large Flat Panel Displays

Da-Lite Screen Company announces the introduction of a Universal Wall Mount for Flat Panel Displays in tilting and static versions, the Advance PWM-0262 and PWS-0262 respectively. Both units are designed with a unique rail mounting system to make installation simple for any plasma with mounting holes 1 ½" to 62" apart horizontally and up to 20 ½" apart vertically. With the narrow profile of the PWM-0262 and PWS-0262, there is only a 2 ½" space between the back of the plasma unit and the wall. Both models will hold up to 200 lbs. and the PWM-0262 features 20 degrees of tilt. The mounts are finished with a black or gray powder coated finish.

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



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### 17) Chief: Cinematic CM2C40 Automated Ceiling Lift

New to Chief Manufacturing's line of automated flat panel and projector mounting solutions, the CM2C40 Automated Ceiling Lift allows users to raise and lower a flat panel from the ceiling at the press of a button. This innovative lift is the perfect solution to disguise flat panel TVs in high-end residential or business installations, providing quick and smooth screen movement with customisable stops. Designed for flat panel televisions in the sizes of 61" and over or up to 190 lbs (86.2 kg), the CM2C40 provides fast up/down travel at over 2" (51 mm) per second. The lift provides up to 40" (101.6 cm) of travel with a stored height of only 31" (787 mm) and the exclusive Auto Drive gliding system provides fast and quiet adjustment. A cable management system makes installation clean and hassle free. Customisable store and show positions allow fine-tuning for any installation, and the unique lift design eliminates flat panel TV width constraints. The CM2C40 is a great solution for a variety of installations, from residential, to corporate boardroom, to hotel suite. It's perfect for applications where the flat panel needs to be hidden when not in use.

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

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### 18) Vogel's Professional introduces wall supports for close-to-wall mounting

Vogel's Professional introduces the PFW 50xx, PFW 90xx wall support series for LCD/plasma displays measuring up to 75 kg. Designed for mounting displays extremely close to the wall for a neat appearance as well as better security. They are ideal for digital signage, public information systems, hotel and leisure applications, trade shows and exhibitions. All models are TUV safety approved and feature theft-detering locking functionality. The full line up comprises three model variations, each available in two sizes. The PFW 50xx wall supports are for monitors from 37 to 50 inch and weighing up to 50 kg, while the PFW 90xx wall supports are suitable for up to 70-inch displays weighing up to 75 kg. The basic 'flat + click' models (PFW 5000 / 9000) are super flat, measuring just 3.2 cm from the wall. A unique click-in keyless locking bracket greatly simplifies mounting and deters theft. The 'flat + padlock' models (PFW 5005 / 9005) have a locking bar and padlock for additional anti-theft protection. The 'tilt + padlock' models (PFW 5010 / 9010) feature the locking bar and an incremental tilt-function for 0, 5, 10 and 15 degrees, making them suitable for higher mounting positions. The wall supports will be available from April 2008 onwards.

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

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### 19) Feldmann online service: always up-to-date and fast

The new Feldmann express service is more competent and faster than ever: the desired lamp can now be delivered much faster at an alternative price. Feldmann is featuring the right replacement for more than 10,000 beamers and data-video projectors, all of them registered with EAR (WEEE), the company says. The Osram VIP lamp area is constantly growing and includes stunning offers amongst them a special lamp exchange by which only the lamp will be exchanged exclusive of the costly housing. Naturally, the Feldmann online service delivers items worldwide (prices are available on the Feldmann website).

**More:** <http://www.feldmann-speziallampen.de>

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### 20) MW: projection screens 2008 at the ISE

On the MW Cinescreen booth at ISE, visitors could experience stunning new products: stationary and mobile projection screens featuring innovative horizontal winding technology, rollo walls, multi format home cinema motorized projection screens and framed home cinema projection screens featuring six pre-installed image formats. Also presented on the MW booth: projection screens for integration into media furniture and ceilings, especially suitable for projectors with short focal distance; stationary and mobile frame systems as well as second generation MW assembly frames and assembly housings.

**More:** <http://www.mw-cinescreen.de>

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### 21) Projecta: Multi-Mask Imager Projection screen

Projecta has introduced its Multi-Mask Imager projection screen at ISE2008. The Projecta Multi-Mask Imager is a high-quality tensioned screen which will radically change every home cinema environment. Regardless of the image size projected, a unique true-to-cinema experience can now always be achieved. This is thanks to the electrically controlled horizontal and vertical black borders, enabling the projection screen to be effortlessly adjusted to picture sizes 4:3, 16:9, letterbox (1.85:1) and cinemascope (2.35:1). This gives every projection a perfectly fitting, matte black border, just like in a movie theatre. The screen frame has been finished with special velour fabric which absorbs the scattered light in the projection room and contributes to a higher perceived colour contrast. The Multi-Mask Imager is fitted with the High Contrast Cinema Vision projection screen fabric. Projecta is further expanding its range in the top segment with the High Contrast Cinema Vision screen fabric, consisting of a grey basis, finished with a reflecting top layer. This screen material is exceptionally good at reproducing black values, without affecting white reproduction. The special top layer contributes to a full, natural colour reproduction and a sharper image, richer in details. In addition, the Multi-Mask Imager tensioned screen is also available with the high-quality Matte White D projection screen fabric.

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

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### 22) dnp denmark: The Supernova Epic

Supernova Epic, the newest member of the Supernova Screen family, just made its big European screen debut at ISE some weeks ago. The perfectly curved Supernova Epic combines superior Supernova optical screen technology with the best of "real" cinemas. An electronically controlled masking system adjusts screen width to fit any movie format. Velvet curtains glide open and shut at the screening's start and finish. In other words, the experience is epic. Now videophiles can watch any movie in the format the director intended - the Supernova Epic supports all film formats up to ultra-wide Cinemascope 2.4:1. The elegant black velvet masking system silently glides into place to maintain a constant image height and eliminate the visibility of black bars. The Supernova Epic features a curved screen surface to enhance the perceived depth and uniformity of the image. The result: a high-quality, dynamic viewing experience, day or night.

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

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### 23) KINDERMANN Installation cables 13-/19-pin

KINDERMANN has designed an installation cable which can be quickly and easily inserted. Via a flexible adapter system the required plugs are simply screwed to the cable ends. Soldering is a thing of the past. The patented system consists of a 13 or 19 pin installation cable, which is good for all standard video signals and plug connections. The adapters for VGA, S-Video, Video via cinch or Audio via jack, DVI or HDMI, are just connected with the round plugs on both ends of the cable. The 13-pin version is suitable for up to 3 analogue signals such as VGA, Video or Audio and is available in different lengths: 10, 15, 20, 25 and 30 m. The 19-pin version is required for DVI and HDMI, and it is available in two different lengths: 10 and 15 m. Both cable ends are equipped with high-quality soldered plugs, featuring gilded contacts and a thread. The suitable cable and plug adapters are screwed onto the plugs and thus tightly connected with the installation cable. For installing the cable a special cap to which a metal wire can be attached is screwed onto the plugs, so that the cable can be quickly inserted into empty conduits and cable channels.

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

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### 24) Comm-Tec presents AVIT Control

The conventional control systems for private homes or conference rooms are usually proprietary systems which only work with control devices (e.g. touch panels) or bus devices (control interfaces) of the same manufacturer. AVIT stands for open compatibility and established standards. The user is free to choose whatever hardware from whatever supplier best fits his needs. The only requirement is that the hardware must fulfill and comply with established industry standards to guarantee compatibility. 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. Existing IP-Networks at home or in commercial installations can be used to distribute the AVIT control data. All industry-standard IP-Networks are qualified to be utilized as the backbone for the AVIT control communication. Even Wireless LAN can be used to transport control commands.



**Prolight +Sound: hall 8, stand J54**

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

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## 25) HELVAR: New products for the European lighting markets

Helvar has showcased a series of new products for the commercial and residential European lighting markets at ISE. Visitors were able to preview the company's brand new dimmer: the 458. With eight dimmable channels rated at 10 amps, the 458 is suitable for all types of commercial, corporate, marine or residential application, the dimmer has been eagerly anticipated by designers, installers and integrators in the EMEA region. Full functionality of the DIGIDIM Router – an Ethernet-ready DALI router for commercial lighting systems – was also shown. The Router can link together multiple DALI networks (up to 64 devices each) to form large lighting control systems suitable for corporate applications. The LCD TouchPanel offers Helvar's renowned build quality combined with cutting-edge design flair. With a full colour 3.5" high resolution touch screen the TouchPanel also offers first-class display quality combined with attractive looks that further boost the product's appeal to the marketplace. Also on display was the DIGIDIM 4 a cost-effective, out-of-the-box lighting control solution, that is simple to install, easy to operate and versatile in application. It comprises a four-circuit dimmer, a seven-button pre-programmed control panel, available in a choice of high quality plate finishes, and a hand-held remote control unit.

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

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## 26) Middle Atlantic: threaded rackrail is standard on the entire line of products

Middle Atlantic Products continues to provide integrators with efficient and cost-effective housing and management of A/V components. While Middle Atlantic Products' enclosure systems continuously evolve to best serve systems integrators, consistency has proven to be the key to Middle Atlantic Products' success. At the core of this consistency are creative, yet practical, innovations that increase functionality, in turn saving time and money. One outstanding example is the company's development of its threaded rackrail, which are standard on the company's entire line of products. Middle Atlantic Products' threaded rackrail provides designers and installers with a wide variety of mounting options, and is superior to time consuming, hard to install clip nut rails. Additionally, the rackrail offers marked rackspaces, further simplifying installation. As such, the threaded rackrail can be found throughout Middle Atlantic's entire product line, guaranteeing the unmatched standard of performance that has become synonymous with Middle Atlantic Products.

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

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## 27) Kramer introduces the WAV-5 Series Wall Plates

Kramer Electronics has announced the availability of its WAV-5 series of wall plates for computer graphics, video, and audio pass-through. Three WAV-5 models have been added to Kramer's line of one-gang wall plates designed for boardrooms, conference and training rooms, presentation environments, long distance signal distribution and home theater applications. The WAV-5 series allows computer graphics, video and audio to pass through a single convenient wall plate, with three variants that accommodate different video signal types. The basic WAV-5 model provides computer graphics pass-through on an HD15 connector with unbalanced stereo audio on a 3.5mm mini plug connector as well as composite or SDI video and unbalanced stereo audio pass-through on a standard RCA connector set (yellow, red and white). The WAV-5C model has the same configuration as the WAV-5 with the addition of five cables with BNC connectors for the rear of the plate. The WAV-5YC model offers the same computer graphics and unbalanced stereo audio connections as its sister models, but provides an s-Video/audio option with a 4p connector for video and unbalanced stereo audio on RCA connectors (white and red). The WAV-5 series of one-gang wall plates is currently available from Kramer Electronics worldwide reseller networks.

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

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## 28) Extron: High Performance Fiber Optic Matrix Switcher

Extron Electronics has introduced the Fiber Matrix 6400, a high performance, modular fiber optic matrix switcher for complete, end-to-end digital A/V signal transmission and routing over fiber optic cable. It is expandable in sizes from 8x8 up to 64x64, and supports up to 4.25 Gbps digital switching. Equipped with all of the convenience features common to Extron matrix switchers, together with hotswappable I/O boards, real-time system monitoring, and redundant, hot-swappable power supplies, the Fiber Matrix 6400 delivers highly reliable, enterprise-wide switching of fiber optic A/V and control signals for any mission-critical environment. The Fiber Matrix 6400 is fully compatible with the FOX 500 Series of fiber optic digital transmitters and receivers as well as the FOX HDSDI. It accepts and routes high resolution video signals including 1600x1200 computer-video, DVI, and multi-rate SDI. The modular board design features eight board slots that can accept Fiber Matrix I/O Boards in 850 nm multimode and 1310 nm singlemode versions. **Prolight + Sound: hall 8, stand K58**

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

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### 29) Russound: High-Definition Video Matrix Lineup

Russound extends its industry-leading expertise in multiroom entertainment to the video realm now that the VM1 Video Matrix is available through Russound distributors. Capable of handling resolutions up to 1080p, the VM1 uses state-of-the-art circuitry to distribute video signals to zones up to 300 feet over a single CAT-5e cable. Distributed video is routed from the VM1 to Russound's VMR1, a single gang, in-wall receiver that converts the signal back to analog component video, making it available at RGB RCA terminals on the front panel. The slim, in-wall design of the VMR1 is suited for concealed mounting behind flat-panel displays. The VM1 Video Matrix is available in two configurations. The base, VM1 4, is a four-source to four-zone video matrix designed for component video sources only. For larger installations, the VM1 8 is a high-quality matrix for eight component video sources to eight zones. The VM1 is compatible with Russound RNET systems (E-Series, CAV, CAM) and the CAA66 Controller Amplifier. It can also distribute video for third party systems through serial data (DB9 and USB, both using the current RS-232 protocol).

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

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### 30) ict: Digital Signage Solutions

Original and creative Digital Signage Solutions were presented by ict at ISE. A gigantic convex aquarium-panel stretching above the entire booth enabled visitors to take the plunge into the world of Seamless FlatScreens. A total of eleven Seamless FlatScreens MIS-4220 were used for this special design which had been planned and realized by the ict media mechanics department. Thanks to the in-house development of modified Seamless FlatScreens, it is now possible to cascade the displays in a one dimensional curved surface.



This means that both concave and convex shape forming either horizontally or vertically can now be realized. To demonstrate that the flexible 42" displays can present information, advertising and entertainment attractively and dynamically even on a small scale, ict used a three-sided Seamless FlatScreen column. The column consisted of three displays vertically mounted on a rectangular sub-construction which was appropriately panelled. To complement the hardware, ict provides a multifunctional Digital Signage Concept based on the software packet ict INFO/MEDIA which facilitates a versatile information and advertising system; combined with the reliable system integration competence of the ict team, a highly professional project management and realization of Digital Signage Applications is guaranteed – whether on a small or large scale. **EuroShop: hall 10, stand C40**

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

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### 31) AV Stumpf: Media Server with SC TOUCHCONTROL Software

In Digital Signage AV Stumpf is going even further and takes media management, play lists and content distribution into account. All versions of SC TOUCHCONTROL software will be available with special administration for distributed Digital Signage installations by the end of February. The administration interface connects to participating playing devices via network and takes over the planning of play lists centrally. Even media files are managed centrally and distributed to the playing devices in the background. Optional a distribution can be scheduled in a particular timeframe. A clearly arranged and graphical calendar was made for better handling. Content can there be added by simple Drag&Drop action. In addition AV Stumpf offers its SC MEDIAENGINE for high-value installations, which serves as High-Definition player and brings along a SC TOUCHCONTROL LiteDS license by default. This special license for Digital Signage installation offers three controllable device connections for further control tasks. Currently following media formats are supported: JPG, TIF, PNG, BMP, AVI, WMV, MPEG, TXT, and PDF. With active content like PDF files the "touch screen" interaction can be used locally for scrolling back and forward. Especially for building control and digital door players SC TOUCHCONTROL delivers an interesting feature as it can be connected to Microsoft Exchange Server or Outlook to show their appointments. **Prolight + Sound: hall 8, stand J68**

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

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### 32) RGB: Sports Bar Scores with Customers

The Sports Radio 810 Zone Bar & Grill is a premier sports bar and restaurant in the Kansas City area. It boasts a very sophisticated audio visual entertainment system, with two large 15' x 12' wide-screens plus 48 high definition plasma screens and 25 smaller interactive LCD screens. Sounds Products, an A/V technology integrator based in Lenexa (Kansas City), Kansas was hired to perform the design and installation of this innovative entertainment system. Bob Scott, Project Manager for Sound Products explained the project. "The restaurant owners wanted to distinguish its sports bar as a vibrant, captivating entertainment venue, one that would create a vivacious environment and deliver exciting sports coverage to its sport-enthusiast patrons. The goal was to have customers walk in and instantly be "wowed" by the appealing visuals surrounding them." "The entrance and main bar section, a large area with a significant amount of open ceiling space, posed an A/V

design challenge. We needed to implement a massive display area that could engage patrons with multiple sporting events displayed on a single screen. We wanted a large screen with a quad-video processor, where you can view up to four channels simultaneously. The image quality of the display system was crucial. It had to support high definition broadcast as well as computer sources with excellent clarity and impact. RGB Spectrum's QuadView multi-image display processor was chosen to deliver this capability. It is the perfect solution for this application. It supports a wide variety of image sources and produces crisp, sharp images."

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

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### **33) Polycom: VoIP phone family expanded - SoundPoint IP 560**

Polycom presented a new model in its SoundPoint IP desktop phone line, the SoundPoint IP 560. The new SoundPoint IP 560 enables full GigE data transmission between the network and an end-user's computer, enabling a single IP connection to support the desktop. In combination with Polycom HD Voice technology, the SoundPoint IP 560 is the ideal solution for enterprises that demand the best call experience. In addition to its GigE support, the SoundPoint IP 560 delivers a clear and unrivalled lifelike audio experience with Polycom's high definition voice technology – Polycom HD Voice. A key component of HD Voice is the use of a standard wideband voice codec (ITU standard G.722), which enables high definition voice transmission. Polycom HD Voice also includes its patented Acoustic Clarity Technology which provides market leading noise reduction, echo cancellation and full duplex speakerphone capability. The SoundPoint IP 560 has four-lines and includes advanced SIP features and capabilities, such as shared call/bridge line appearance, busy lamp field (BLF), presence, text messaging, and buddy lists. It includes an integrated XHTML micro-browser that enables users to take advantage of productivity-enhancing Web-based applications.

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

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### **34) Barco wins Archi-Tech Readers' Choice Award**

Barco, a global leader in digital visualization, is proud to announce that its ground-breaking iCon NH-12 projector has recently received the Archi-Tech Readers' Choice Award. This accolade confirms Barco's reputation as a constant innovator, with products that bring unique added value to customers. Barco's iCon NH-12 is a three-chip DLP system that combines a native 1080p HD resolution and a light output of 12,000 lumens with Windows desktop integration. Controlled with mouse and keyboard, it allows users to project local and networked sources simultaneously in windows that can be resized, moved, or made to overlap easily. "This results in a free, intuitive way of working and collaborating," says Peter De Meerleer, director of product management at Barco, "that does not involve any sort of learning curve." Another nomination for the Archi-Tech Readers' Choice Award went to the NH-12's smaller cousin for meeting rooms and boardrooms, the single-chip DLP iCon H500. In addition, the NH-12 was also nominated for the annual InAVation Awards, which single out recent products that have brought substantially new, innovative features that meet and anticipate evolving demands in the professional visualization market.

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

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### **35) projectiondesign: Evolving the art of panoramic projection**

While the use of its technology in commercial applications is known worldwide, Norwegian projector manufacturer projectiondesign also plays a key role in advancing academic research through a number of initiatives. In particular, the company's relationship with the iCinema Research Centre of Australia's University of New South Wales (UNSW) has led directly to the development of new panoramic screen experiences that are having a major impact on the way we use and perceive audio-visual media. The relationship between projectiondesign and iCinema began in 2003, when Professor Jeffrey Shaw, the Director, contacted the company's Thierry Ollivier to examine the suitability of the manufacturer's projectors for his 360-degree applications. Shaw, who is a world famous media art pioneer, had begun researching the potential of panoramic projection in 1995, when he was Founding Director of the ZKM Institute for Visual Media in Karlsruhe, Germany. Shaw's initial use of projectiondesign products was for iCinema's AVIE (Advanced Visualisation and Interaction Environment) system – the world's first 360-degree stereoscopic panoramic projection environment, which was launched in 2004 using 12 F1+ projectors. AVIE consists of a cylindrical, silvered screen measuring 4 meters high by 10 meters in diameter, on the internal surface of which 360-degree 3D panoramic multimedia content can be projected. The setup uses a cluster of 7 PC's and 12 projectors, arranged in stereoscopic pairs fitted with polarization filters. The total resolution is approximately 8,000 x 1,000 pixels, and the iCinema team has also developed custom warping and edge-blending software for a seamless fully immersive experience.

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

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### 36) Invision to create surge in Waterfall

As of February 2008 Invision UK will be distributing the acclaimed and exquisite hi-end audio products from Waterfall Audio. Based in Carcès, France, Waterfall's stunning glass loudspeakers feature a number of innovative technologies that are created with a fine balance between hand craftsmanship and the use of high precision machines that meet strict standards.

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

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### 37) Barco and JVC to announce cooperation on LCoS display technology

Barco, a global innovator and industry leader in digital visualization, is pleased to announce its cooperation with professional electronics company JVC on the implementation of JVC's D-ILA technology. The offspring of this deal is Barco's recently launched LX-5 projector. "The use of JVC's D-ILA technology enables the LX-5 to have a supreme 10 megapixel resolution and unrivaled color accuracy, thanks to the display technology's high contrast (10,000:1) capabilities," explains Peter De Meerleer, Director of Product Management at Barco, "This allows true, natural black levels and an enhanced color gradience, and helps the LX-5 to create an image quality so natural that it rivals human perception of reality. The LX-5 is bound to become the projector of choice for ultra high-resolution applications." "We were very pleased to team up with Barco," adds Keiichiro Doi, JVC's chief technology officer, "because we knew that Barco is a historically established top performance projector manufacturer with the right know-how to leverage our 10 megapixel D-ILA technology, and the right savvy to make this high resolution concept a success. The time is now for LCoS technology to conquer the market, and thanks to the partnership with Barco, we can make it happen."

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

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### 38) Extron: New Management Additions for EMEA

Extron Electronics is pleased to announce the appointment of two new managers in its EMEA - Europe, Middle East, and Africa - office in Amsterdam. Elisabeth Do Lam, CTS, has been appointed Marketing Communications Manager, EMEA and Edgard Naim has been named Training Manager, EMEA. "As we increase our marketing and training activities across Europe, the Middle East, and Africa, it is critical that we have experienced managers to oversee these efforts", says Rainer Stiehl, Vice President of Marketing for EMEA. "We are pleased to have the talents of Elisabeth and Edgard in these important roles." As Marketing Communications Manager for EMEA, Elisabeth will be responsible for the marketing communications team and play a key role in the further development of Extron's marketing and public relations efforts in EMEA. She has an advanced degree in communications and more than seven years of A/V industry experience, including four years as Extron's PR/Media Manager at the company's headquarters in Anaheim, CA. Edgard will manage the EMEA training team and develop and implement training initiatives for EMEA. He has 16 years of experience in the professional A/V industry, and previously served as Director of National Technical Services at Extron's headquarters in Anaheim.

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

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