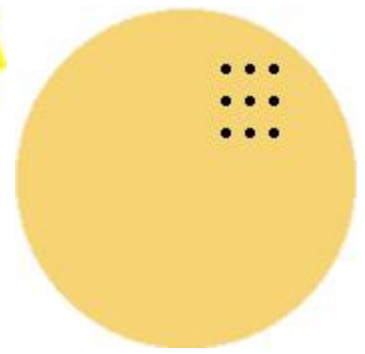




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The free of charge service for data- and video-projection and presentation



[\(AVP-Newsletter.de\)](#)

Publisher: CREAT KG, Linau, Editor in chief: Kai Kröger

Thursday, 28. August 2008

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Dear newsletter readers!

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

1) IFA 2008: 29.08. - 03.09.2008 in Berlin, Germany

With some 122,000 square metres of rented display space IFA 2008 occupies the largest area in its history. For the first time this also includes an additional 11,000 square metres of temporary halls. With a record participation by 1,245 exhibitors from 63 countries (last year: 1212 exhibitors/ 32 countries) it is more international than ever before. Exhibitors from Thailand, Indonesia and Vietnam are taking part for the first time, along with those from Brazil, Argentina and Colombia. The combination of consumer electronics and home appliances creates an unprecedented diversity, making this the most attractive platform for international dealers, buyers, consumers and the industry.

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

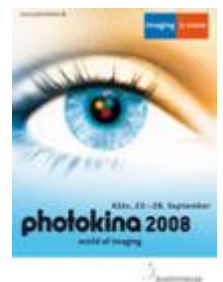


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2) photokina: 23. - 28. September 2008 in Cologne, Germany

All of the global imaging sector's leading companies will return to photokina 2008 to present to international trade visitors their increasingly diverse range of imaging technology and imaging application products for consumers and professionals. photokina's organizers - Koelnmesse and the Photographic Industry Association - expect approximately 1,600 companies from around 50 countries to attend the fair in 2008. The Impressions XXL Projection Arena, which will be located in a special area, will focus on image presentations and projection, and will also demonstrate to trade visitors and end consumers how to make the emotional impact of good images much stronger by presenting them in an impressive manner. The aim of this event is to show photographers that a specific presentation and projection solution exists for every requirement, no matter how large or small the consumer's budget might be. Professional users, such as photographers, advertising agencies, travel agents, museums, architects, and companies, will also receive practical instructions on how to choose customized solutions that meet their particular needs.

More: <http://www.photokina-cologne.com>



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Enjoy reading !

Yours Kai Kröger

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3) viscom europe Paris 2008: 24. - 26. September 2008 in Paris, France

After 20 years, the Viscom Europe event has become the key meeting place for everybody involved in visual communication. A real 3D showcase of what is on offer in the international market; the show brings together all the major players on the sector. A truly international show, both for visitors and exhibitors, it represents the development of the market. This year it will again present all the latest products and evolutions of the visual communication market. A very wide range of functions in one place Visitors from all over the world will have the opportunity to discover, see and make contact with the new media and information tools which make up their daily business environment.



Paris 2008

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

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4) viscom frankfurt 2008 keeps growing and growing

213 exhibitors from 23 countries have already confirmed their participation in viscom frankfurt 2008. And registrations keep coming in. After the exhibition area had already been extended by 10 percent by the month of June, companies now occupy an area that is 46 percent larger than that of the previous event in 2006 (then still called PRO SIGN). The international trade fair not only offers an enormous variety of exhibitors but also a wide range of information and services for the entire advertising technology industry. After the huge success of the first Digital Signage Days at the Düsseldorf viscom in 2007, the offer for visitors will be doubled this year. At viscom frankfurt 2008 there will be two Digital Signage Days. A large number of lectures and practical examples will provide an overview of this new exhibition topic at viscom and supply comprehensive information as a basis for future business decisions. Among these are the essentials of content design and planning, information on the application and implementation right through to perception measurement.

30 October to 1 November 2008 in Frankfurt, Germany.

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

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5) Integrated Systems Russia to double in size for 2008

Underlining the enormous growth in the regional market for professional AV and electronic systems integration, the organisers of this year's IS Russia tradeshow are predicting that the event will be twice the size of the inaugural show in 2007. Daria Nedumova, ISR Project Manager for show co-organiser MidExpo, says: "Last year we had 1,950 net square metres of space reserved for Integrated Systems Russia. This year the figure is 4,250 net square metres, and 85% of that is now sold. With another three months to go before the show is due to open, we are confident that we will sell out." A joint venture between the established Moscow-based events organiser MidExpo and Integrated Systems Events, IS Russia made its debut in 2007 at the Gostiny Dvor exhibition hall. This year's show will be held at the brand-new Crocus Expo convention centre, which offers more modern facilities, a broader variety of meeting spaces for education and training, and greater room for future expansion. ISR: 30 October to 1 November 2008 in Moscow, Russia

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

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6) **Toshiba: New t Series – Bright and Multi-Talented**

Toshiba announces the addition of three new DLP projectors, models t360, t420 and tw420, to its business projector portfolio. The new t Series with XGA resolution has prioritized ultra-high brightness and guarantees outstanding image quality thanks to Brilliant Color technology and NCE4 chip. In addition, Toshiba focused on connection versatility when designing the newcomers, adding features including an additional DVI input. The wireless tw420 also has a USB port and Windows Vista Network function to ensure easy connection to LAN or WLAN networks. With brightness from 3,500 ANSI lumens for the entry-level t360 to the 4,000 ANSI lumens of the t420 and tw420, Toshiba's three new projectors offer a host of. Plentiful connection options enable a wide range of data sources to be used. Since many people may have access to projectors during the course of business, Toshiba integrates easy-to-operate but effective security functions into its projectors. For example, the projector may require a PIN to enable operation, or the panel lock function can be used to disable the projector's operating panel. These features are primarily aimed at preventing use of the projector by unauthorized persons. The Logo function also provides users with the opportunity of "branding" their device by programming it with a personalized logo which appears at startup and when signal transmission is idle. IFA Berlin: Hall 21/101



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

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7) **BenQ: Digital Projector SP920 with 6,000 ANSI lumens**

BenQ presents the digital projector SP920 – an XGA projector (1,024 x 768 resolution) that delivers an ultra-high brightness level at 6,000 ANSI lumens. The BenQ SP920 is suitable for high-ambient-light environments ranging from meeting rooms to auditoriums. In addition to featuring a super brightness level, the SP920 also packs a full suite of features – as for example 2,000:1 sharp contrast ratio, BrilliantColor and UNISHAPE – required by a business projector. Equipped with a dual lamp offering three sets of lamp mode, the SP920 operates flexibly in large, mid-large or normal-sized rooms. For large rooms and auditoriums 6,000 ANSI lumens with dual lamp (Normal Mode) are suitable to deliver a bright and clear image. The dual lamp (Eco Mode) delivers 4,800 ANSI lumens which manage mid-large presentation situations. In normal-sized environments 3,000 ANSI lumens with a single lamp (Normal Mode) are sufficient. In this case, the second lamp will be on standby which saves electricity and extends the lamp lifetime. With DLP BrilliantColor chipset, the SP920 performs multicolour processing for vibrant colours on the screen, ensuring higher brightness and superior contrast for deeper blacks and brighter whites. The Independent Colour Management feature offers independent adjustments to red, green, blue, cyan, magenta, and yellow to fine-tune the hue and saturation.

More: <http://www.benq-eu.com>

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8) **NEC Display Solutions: NEC NP901W – Projector with high-end features**

The new NEC NP901W mobile projector is blazing a trail with new high-end features. Besides a brightness of 2,000 ANSI lumens, it also offers a contrast ratio of 400:1 and has a total weight of 3.7 kg. However, the highlight of the NEC NP901W is its WXGA resolution. This makes the projector the ideal wide-screen projector for corporate and business users. The HQV (Hollywood Quality Video) technology additionally ensures excellent image quality. With its Windows Vista certification it is also equipped for Plug & Play wireless networking to allow flexible presentations over a W-LAN. Connecting to a local network is accomplished simply and quickly, without requiring any additional software or administrator rights. The NEC NP901W has been designed for applications in the education and entertainment sectors – for example, in universities, in the public sector or in the catering trade. It is also ideally suited for deployment within companies, e.g. for use in meetings or conferences.

More: <http://www.nec-displays.com>

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9) **G+B pronova: Five foot floating telephone as an eye-catcher**

Cellular South Wireless is using the latest display technologies to promote its new flagship store in Ridgeland, Mississippi. Arousing interest in the latest phone models and providing interactive information about functions are the focal points of the installation designed by the HoloPro partner Intava Corp from Bellevue, Washington. People visiting the shop have their attention captured immediately by a five foot high, transparent revolving telephone. A video projected onto a glass screen using HoloPro provides a floating impression that attracts attention as if by magic. The HoloPro used was produced by G+B pronova GmbH in Bergisch Gladbach. The installation was carried out by Intava Corporation in cooperation with their American distributor, Brookview Technologies Inc.

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

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10) Da-Lite expands innovative 3D Virtual Line of Projection Screens

On the heels of the successful launch of its revolutionary 3D Virtual Black rear screen projection fabric at InfoComm 2008, Da-Lite Screen Company introduces 3D Virtual Grey. 3D Virtual Grey was developed by the company's chemists and engineers to deliver the same high performance as 3D Virtual Black in a front projection material that features an amazing 99 percent polar retention in 3D passive stereoscopic applications. "With the introduction of 3D Virtual Grey, we have been able to expand our line of 3D projection fabrics designed exclusively for the 3D passive stereoscopic projection market. By offering both front and rear screen applications we can cover the vast majority of market applications," stated Blake Brubaker, Da-Lite Vice President of Sales. "Whether the application is for industrial markets such as oil and gas exploration, commercial uses such as 3D modeling and medical or for developing 3D entertainment products, 3D Virtual Grey adds installation flexibility with the ability to use front projection where space may limit rear screen applications." "With more and more original content being produced in 3D, from major films to industrial and commercial applications, Da-Lite wanted to get ahead of this coming trend with a projection screen that provides superior results regardless of the application." Other major benefits of 3D Virtual Grey include a gain of 1.3, viewing half-angles of 11 degrees and seamless 16-foot height. 3D Virtual Grey also features Da-Lite's exclusive black backing which minimizes image "bleed through". The 3D Virtual Grey premiere will be held at the **Da-Lite Theater in their booth #320 at CEDIA EXPO 2008**, September 4,5,6 and 7, 2008 at the Colorado Convention Center in Denver, CO. Supporting the debut of 3D Virtual Grey will be Lightspeed Design's DepthQ Stereoscopic software.

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



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11) Chief provides Flat Panel Tilt at the Touch of a Button

Chief Manufacturing announces the release of the CM8 Automated Tilt Mount, providing smooth flat panel tilt at the touch of a button. The CM8 provides automated tilt when user turn on the TV and when the TV is powered off, it automatically returns to a low-profile, flush position. Often times, obstacles in a room require a flat panel to be mounted higher than the ideal viewing height. The CM8 works to solve this problem, providing smooth, motorized tilt 2 degrees up and 13 degrees down. When not in use, the CM8 blends into decor, featuring an extremely low-profile design, at only 3.6" (91 mm) from the wall. **Chief at CEDIA: booth #1014**

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

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12) beyerdynamic: Wireless System with CobraNet Connector

beyerdynamic presents a wireless system with CobraNet connector for digital transmission. The new NE 900 D Cobra 2-channel-receiver for the Opus 900 wireless system provides an integrated CobraNet interface to connect the receiver to all CobraNet-capable devices of more than 40 manufacturers. The transmission is via CAT.5 cables via standard Ethernet. The CobraNet connector results in many significant advantages for the beyerdynamic wireless system, especially for large-capacity systems or complex buildings with many rooms. The cabling is considerably reduced, as with the CobraNet technology up to 32 channels can be transmitted into each direction with a single 100-Mbit network cable. In addition to saving of time the connection is easily comprehensible. Furthermore, maximum flexibility is achieved, as signals can be sent from any node. Therefore, settings can be quickly changed via software without changing the cabling. The receiver can be placed anywhere in the room, analogue inputs are saved and therefore costs for the subsequent audio matrix systems. The digital transmission via CobraNet is less interference-prone as the analogue transmission, ensuring a high sound quality even with long distances. The network control of all CobraNet devices of different manufacturers is compatible making the system extensible as you like.

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

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13) TLS GmbH: The new TLS Quick Control

The new TLS Quick Control is the perfect solution for any conference room, training center and class room. Thus, even untrained users will immediately be able to switch on/off, to select sources, to control the volume, to control connected screens, blinds or ceiling lifts. The TLS Quick Control is working completely software-independent. This way, it is possible to connect all devices of a conference room or of a training center – including the control of 230 V connected devices. Size is also perfect. Thanks to its small dimensions the TLS Quick Control fits in almost any wall and table module.

More: <http://www.tls-gmbh.com>

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14) Gefen: Three new system integrators

Connectivity solutions provider Gefen is pleased to announce the availability of three new system integrators designed for audio/video systems using the component video format. Ideal for large scale home entertainment systems, digital signage applications and high profile audio/video installations, all three solutions perform two functions in a single-box solution, streamlining equipment for an easy installation. The 4x4 Component Audio over CAT5 Matrix enables a direct connection between any four component video sources and four displays while supporting digital and analog audio inputs and outputs. Individual receivers located at any of the remote displays connect back to the source using just one CAT-5 cable. Up to 300 meters may be traversed with a perfect replication of audio and video resolutions to 1080p. Remote receivers can be purchased individually to tailor the system, which provides seamless matrix switching among all eight devices. Two new distribution amplifiers from Gefen enable audio/video systems using the component format to split and deliver two or four identical signals. Optional extension of both audio and video up to 300 meters at 1080p full HD using industry-standard CAT-5 cable makes these distribution amps indispensable for new or retrofit installations. The 1:2 and 1:4 Component Audio over CAT-5 Distribution Amplifiers both operate with the same methodology. One component video input is split and sent to two or four displays with audio input and output in analog RCA and digital Toslink and S/PDIF formats. Signals can be connected locally on the distribution amp or extended to long-distance locations. The extension of multiple audio formats with component video is achieved through individual receivers for each remote display. Users can purchase receivers only for the displays that require extension, enabling them to tailor the system to their needs. All three solutions are engineered to account for CAT-5 cable skew so video is delivered with full quality representation at distances up to 300 meters. Gefen supplies high performance CAT-5 cables in various lengths.

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

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15) Kramer: New Twisted Pair Receiver/DA

Kramer Electronics, a worldwide supplier of innovative and reliable signal management products, announced the introduction of the TP-50 twisted pair receiver and distribution amplifier for computer graphics video and unbalanced stereo audio or S/PDIF audio signals. Designed for presentation and multimedia applications, the TP-50 is ideal for long-range distribution of computer graphics video and audio signals in schools, hospitals, and security and retail applications. The twisted pair technology utilized in the TP-50 allows cost-effective delivery of high resolution video over long distances. Both a receiver and a distribution amplifier, the TP-50 converts the twisted pair signal back into two computer graphics video, stereo audio and S/PDIF audio signals simultaneously. The unit can achieve 1600 x 1200 UXGA resolution at a maximum range of approximately 330 feet (100 meters). Up to three additional TP-50 units can be daisy-chained to create a system, connecting additional outputs as well as extending the maximum signal range up to approximately 990 feet (300 meters). The TP-50 receiver is compatible with the Kramer TP-121, TP-123 and TP-45 twisted pair transmitters.

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

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16) RGB Spectrum announces the Quadra DVI

RGB Spectrum announces the Quadra DVI, the latest in the company's offerings of multichannel RGB and DVI scalars, now with RGB/DVI format conversion and signal synchronization. The Quadra DVI provides a useful gateway between DVI and RGB signal distribution networks and greatly increases signal handling flexibility. Multiple analog RGB signals can be converted to DVI and routed directly to displays or through a matrix switch, creating additional outputs if desired. DVI inputs can be scaled to different resolutions or converted to RGB. Any mix of up to four RGB or DVI inputs can be accommodated. The Quadra DVI is also a solution for the problem of viewing a single source on multiple displays with different resolutions. Featuring four independent channels in a single 1RU chassis, when used with DVI inputs and outputs, the Quadra offers a completely digital path from signal source to display. The unit accepts inputs up to 1600 x 1200 and 1920 x 1080p and converts them to any RGB or DVI format. All output signal parameters are user-selectable, including line rate, frame rate, interlacing and blanking. All functions are easily set up and controlled using a command line interface from either the RS-232 or Ethernet ports. Built on RGB Spectrum's long tradition of quality and reliability in mission critical applications, the Quadra is an excellent solution for all RGB and DVI signal conversion requirements.

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

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17) Crestron: New Versatile MLX-2 Remote

Crestron's new MLX-2 is a state-of-the-art handheld remote featuring ZigBee® 2-way RF wireless communications. Its compact size and ergonomic design offer one-handed operation while an array of 57 programmable pushbuttons provides intuitive, tactile control and enables scrolling menus of channels, media titles, and other commands. The large easy-to-read LCD screen supports numerous custom menu functions.

The central control system powers the LCD screen to display time and date, lighting levels, room temperature, and other real-time information. Bi-directional communication with the control system and other devices allows menu items to be updated dynamically, providing true feedback from AV sources for artist names and song titles; TV channels, for programming information; and even lighting and climate control presets. The MLX-2 also supports Windows Sideshow providing access to a wide-range of PC and Web-based content such as news items, sports scores, weather alerts, media guides, email messages, and appointment notifications. Blue button backlighting facilitates control in a darkened room whilst white backlighting on the LCD provides optimal visibility in a range of lighting environments. The menu commands remain active and ready on the screen at all times while drawing very little power. When battery levels are low, a "low battery" message is displayed, and non-volatile memory ensures that programming is retained when batteries are low.

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

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18) Aethra: Athena - Multimedia Modular Rollabout Solution

Aethra SpA, a leader in the global telecommunications market, announced the international launch of Athena, the new rollabout system. From the choice of monitor to the type of set top, materials and colours, Athena is customizable to individual requirements, as well as offering exclusive security technology and an ultra-slender and light-weight structure. Athena offers countless possible configurations: from the choice of the monitor, single or double, 32", 42", 46", 50" and 52" screen; to the selection of which professional video communication system to choose from Aethra's Vega X Line (X3, X5 and X7) both in Standard as well as High Definition; with integration of the Vega X7, Athena can provide multi-point connections in High Definition and offers IPv6 functions. Athena is a dynamic choice, capable of evolving over time to adapt to technological developments both in terms of industry standards and high definition, as well as to future customer requirements. In addition to the versatility of its technological content, Athena is also the first rollabout to offer a vast range of possible looks.

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

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19) Roku: Flasma Chooses Roku's BrightSign

Flasma, pioneers in the display of moving images in the floor, have selected Roku's HD2000 BrightSign solid-state player to deliver an eye-catching permanent video installation outside the newly refurbished Howick Place, London, in June 2008. These displays are Flasma's first weather-proof outdoor models installed anywhere in the world. Sunlight readable displays and anti-slip glass ensure the video content can be viewed all year round. Four Roku HD2000 BrightSign players provide input to the screens, delivering synchronised video footage created by acclaimed British artist Idris Khan. Khan's footage encourages the viewer to look down at the screens installed in the ground beneath, and even walk over them. The films, which combine into a piece called 'Fragile', were converted to high-definition MPEG2 format and loaded into the BrightSign players on compact flash cards. This project was the display company's first use of BrightSign players, and it proved to be a highly positive experience according to Flasma Manager Chris Porter. "In the past we have used PC based solutions with various different software packages installed. BrightSign offered much better value-for-money while providing simplicity and a good range of features, all in a small, cost effective package. The quality of the players is outstanding."

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

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20) ict introduces new slogan



Conveying emotions and emphasizing individualism – these are the two criteria with which ict Innovative Communication Technologies AG, Kohlberg, have been impressing their customers for 20 years now. Reason enough to finally incorporate this philosophy in the company slogan: „ict. Meeting the Challenge. Matching the Emotion.“ This is the

new slogan for the service provider of customized multi-media system solutions. „Customized technical solutions together with creative presentation of information and sensuous settings are the decisive factors for successful customer relationship management for our special target groups“, says Detlef Beiter, Chairman of the Board at ict AG. „These unique selling points are conveyed with the new slogan. The ideas of the ict team, their creativity and individual consulting provide that which customers from all business sectors appreciate as typical ict performance: Extraordinary multi-media system solutions“, quoted Mr. Beiter. “Our new slogan delivers the promise to our customers that our competence and commitment make seemingly impossible tasks possible. For our customers this means that ict offers an advantage which can only be obtained from us and with us. It goes without saying that as a service provider, ict offers performance and solutions for both temporary and permanent installations“, concludes Mr. Beiter.

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

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21) Da-Lite and Joe Kane Productions announce Strategic Partnership

Da-Lite Screen Company and Joe Kane Productions have entered into a strategic partnership to design, develop and manufacture High Definition (HD) projection screens for the Home Theater and Film Production markets. Da-Lite is the leading worldwide manufacturer of projection screens and Joe Kane Productions (JKP) is a leading HD expert and consultant. "The advent of newer and more technology driven HD digital projectors feature a new generation of optics that make most traditional projection screens obsolete," stated Joe Kane, President of Joe Kane Productions. One such projector is the new SP-A800B from Samsung, which was developed with the assistance of JKP. With the SP-A800B 1080p DLP display, Samsung and Joe Kane Productions have set a new reference in home theater projector excellence. "Once we had developed the SP-A800B," continued Kane, "we realized that traditional projection screens were not able to display the incredible detail or uniformity of the image being produced by the projector. We turned to Da-Lite for a solution that would let the professional broadcast community, as well as the Home Theater viewer, experience the exceptional performance of the new Samsung HD technology." The result of the collaboration between Da-Lite and Joe Kane Productions has resulted in the announcement of the new JKP Affinity Screens from Da-Lite. The first products in the JKP Affinity Screens include Enhanced Matte White fabric for large HD format viewing, and the newly engineered Da-Lite HD Progressive material, which features a low gain for an incredibly wide viewing angle and an image uniformity not seen prior to this combination of products. Both are specifically designed for High Definition Professional Broadcast and Home Theater applications. The new Da-Lite JKP Affinity Screens will premiere at this year's **CEDIA EXPO 2008** and will be demonstrated in the theater at the **Samsung booth #765 as well as being displayed in the Da-Lite booth #320**.

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

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22) David Wiener Ventures: New Distributors in Asia, Europe, the Mid-East

David Wiener Ventures (DWV), an internationally acclaimed design house developing exclusive products under the DWV and Ferrari brands, has announced the appointment of new distributors for its advanced design and performance products in Abu-Dhabi, Belgium, Hong Kong, Taiwan, and the United Kingdom. The new distributors significantly expand the regions in which DWV's flagship Ferrari Art.Engine and the high-performance audio/video products in its forthcoming David Wiener Collection will be available. The distributors consist of Live Wire in Abu Dhabi in the United Arab Emirates, ARS Belgium in Belgium, Dest Distribution in Taiwan, Forthwise in Hong Kong, and the Pleasure Home in the U.K.

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

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23) CUK Audio: Distributor for Work and Sabine

CUK Audio has been appointed as the UK and Ireland distributor for Work, the audio brand manufactured by Equipson, Spain. Formerly distributed by Fuzion, Work offers a competitive and broad range of electronics, loudspeakers and accessories for entertainment and public address applications. Also CUK Audio has announced its appointment as the exclusive distributor for Sabine for the UK and Ireland. Previously distributed by Audio-Technica UK, the move of Sabine to CUK is effectively immediately. With headquarters in Alachua, Florida, the Sabine range includes leading edge wireless microphone systems, feedback exterminators, multi-function digital signal processors, phantom mic riders, phantom gooseneck mics and autotuners.

More: <http://www.cuk-audio.com>

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24) Extron EMEA moves into new Facility

Extron Electronics is pleased to announce that the Extron EMEA office moved into a new 25,000 square meter facility on 22 August 2008. The new building demonstrates Extron's commitment to expanding its service and support in the region. "As a leading manufacturer of professional A/V products for system designers and integrators throughout EMEA, Extron Electronics has continued to expand its operations to meet the growing demand in the marketplace," says Jérôme Guéras, Vice President of Sales, EMEA. "Our new facility features more warehouse space with a new infrastructure for shipping and receiving, a larger sales office, a state-of-the-art training facility, and a repair centre equipped with the latest technology. The new office also includes an expanded marketing department, allowing us to provide a growing list of catalogs, brochures, and Web sites in local languages. At more than five times the size of our previous building, it will enable us to continue to provide our customers throughout EMEA with the industry-leading service, support, and solutions they have come to expect."

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

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25) Artcoustic: New UK Headquarters and Demonstration and Showroom Facility

Artcoustic UK are proud to announce the opening of their new UK Headquarters: a beautiful training and demonstration facility destined to lead the industry in audio education and design. This brand new facility will showcase the company's state-of-the-art high-end audio solutions to their exclusive dealers, consultants, architects, interior designers and end users. The headquarters features Artcoustic's full range of products amongst top of the line furnishings ensuring a total Artcoustic experience in both residential and commercial room sets.

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

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26) Analog Way: New Asia Pacific Branch Managing Director

Analog Way, a leading designer and manufacturer of innovative image converters and presentation switchers, is pleased to announce the appointment of William Roddes as Asia Pacific Branch Managing Director. Based out of Analog Way Singapore office, William oversees the subsidiary management of sales and the strategic development of the subsidiary in Asia. William, who joined Analog Way in the beginning of 2008, previously served as Chief of Representative Office in Shanghai covering the Far East Asia. Prior to that, William started his career in Hong Kong as a Sales Manager in 2002, and then evolved between France as a Trader and Asia. Born in Paris, William earned a Master degree in International Business and an M.A. in International Marketing with a speciality in Asian market.

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

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

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