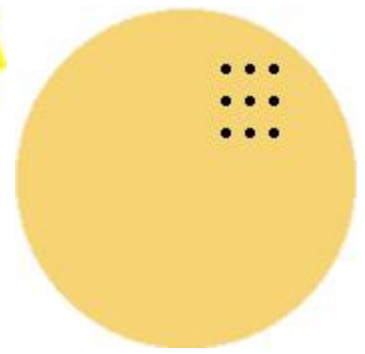




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The free of charge service for data- and video-projection and presentation



[\(AVP-Newsletter.de\)](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) **InfoComm: The Power of AV is stronger than the Global Economy**

InfoComm International announced that InfoComm 09, the annual conference and exhibition for professional audiovisual buyers and sellers worldwide held June 17-19 in Orlando, Florida, was the biggest commercial AV show ever held on the East Coast of the United States, with more than 29,000 AV professionals attending from more than 80 countries. Registrations for InfoComm Academy educational courses totaled 7,249 for 2009. Super Tuesday, a full-day of advanced instruction for AV pros, attracted 356 registrants in 2009. The Institute of Professional Development (IPD) attracted 388 registrants. There were 850 exhibitors participating at InfoComm this year, representing an increase of 80 since the last time InfoComm was in Orlando. Exhibitors occupied 425,000 net square feet of exhibit and special events space.

**More: <http://www.infocommshow.org>**

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## 2) **ACF and Sound & Music Expo – All together now for 2009**

Sound & Music Expo and ACF have decided to join forces to offer industry professionals and the general public an audiovisual and music exhibition unique in Belgium. Both events are aiming to reach a wider public and offer a large-scale exhibition worthy of the capital of Europe. Sound & Music Expo has in three years become a not-to-be-missed annual exhibition for the music industry as a whole and open to the general public: instruments, new technologies, audio & home studios as well as numerous concerts, workshops, show cases, etc. The philosophy of Sound & Music Expos is to enable visitors to learn about music, deepen their musical knowledge, acquire equipment and discover what's happening in the music industry in an interactive environment. For more than 20 years ACF has been a BtoB event for the audiovisual sector in Belgium, bringing together a multitude of sector professionals: manufacturers, importers and distributors of sound, lighting and projection equipment, etc. as well as producers, designers and special effects artists, to name just a few. The exhibition is a showcase of current trends in professional audiovisual equipment. Dates: from Thursday 15 October to Sunday 18 October 2009: BtoB: Thursday 15 and Friday 16 October, aimed at all audiovisual sector professionals - BtoC: Saturday 17 and Sunday 18 October, aimed at the general public, more interested in the excitement of discovering what's new in the sector, the latest equipment or seeking inspiration or simply information.

**More: <http://www.sound-music.be> and <http://www.acf.be>**

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Enjoy reading !

Yours Kai Kröger

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### 3) Screen Events supports SIM Expo in Abu Dhabi

Screen Events, organizers of Screen Media Expo Europe announced its support of SIM Expo taking place at Abu Dhabi's National Exhibition Centre, United Arab Emirates (UAE), 18-20 October 2009. The Signage, Imaging and Media Exhibition and Conference organized by IIR Middle East will address the fast-developing ME market and will provide a networking hub for experts and innovators across all areas of the indoor and outdoor digital printing and signage sectors. In its second year, SIM will consist of an exhibition and three one-day forums for manufacturers and suppliers to showcase their products, solutions and services in sectors including digital printing, signage, imaging - capture, storage, processing and output, digital media, outdoor media, new media, advertising and entertainment. SIM differentiates itself from other regional events by focusing on a strong proposition for the industry, targeting quality visitors, delivering new leads and high value business opportunities.

**More: <http://www.sim-expo.com> and [www.screenevents.co.uk/screenexpo2010](http://www.screenevents.co.uk/screenexpo2010)**

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### 4) projectiondesign: FL32 LED projector introduced

projectiondesign introduced the brand new FL32 LED projector designed for mission critical 24/7 operations and simulation and visualization applications. The FL32 is the company's first solid state LED-based projection system promising greatly enhanced image performance, and lowered cost of ownership. The FL32 is available with either native 1080p or WUXGA resolution options and requires ultra-low maintenance, thanks to its 100,000 hour expected LED-technology life. Based on the hugely successful F30/F32 single-chip DLP platform, the FL32 is the first projector to use the company's new ReaLED LED illumination technology.

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

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### 5) Optoma: SVGA Entertainment Projector ES522

Building on the stunning success to its award winning projector the ES520, Optoma has delivered several key improvements with the new ES522. Developments in projector technology have led to a significant increase in brightness to 2800 ANSI lumens for the ES522, making it ideal for those using this projector in home entertainment environments where ambient light and a large screen experience is required. To ensure that the image is truly life-like, Optoma has included Texas Instruments BrilliantColor technology ensuring that colours are vivid even when images are projected at maximum size. The ES522 is one of the first projectors in the industry to incorporate a less than 1 watt standby mode, ensuring that the cost of running a projector is as low as possible, but perhaps more importantly adding to their already "environmentally friendly" standard features such as fast shut down and start-up.

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

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#### 6) **Da-Lite: New Holo Screen Digital Signage Screen**

Da-Lite Screen Company introduces the new Holo Screen for large format digital signage applications. Engineered and designed to address the need for custom sizes in digital sign installations, Holo Screen is an upgrade from the previous holographic film available from Da-Lite. Designed specifically for high ambient light environments and point-of-sale applications, the new Holo Screen is now available in sizes up to 108 x 300 inches meeting the increased demand for ever larger digital signage in the commercial and retail markets. Designed for use with a single lens projector, the new Holo Screen allows architects, AV consultants and integrators to design and install custom sized screens for specialty retail, office lobbies, airports and other high traffic commercial and retail locations. Featuring a projection angle from 18 to 35 degrees, a generous viewing angle and a 4.0 gain, the net result is a remarkably bright and clear image, even in brightly lit environments. The new Holo Screen is available through authorized Da-Lite dealers and integrators throughout the world.



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

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#### 7) **SCREEN NT: Sunlight LCDs at the InfoComm in Orlando**

SCREEN NEW TECHNOLOGIES GmbH presented its outdoor SUNLIGHT LCDs at the InfoComm. Visitors, exhibitors and the exhibition organizers themselves were amazed to see that the displays functioned perfectly in the blazing heat, direct sunshine and high humidity levels outside the Convention Centre. "Under these extreme conditions, with daily temperatures of around 38° C and incredibly high humidity levels, other LC displays would have been unreadable in the brightness and have turned black in the heat", claims David Fearnley, Marketing Manager at SCREEN NT, "but our displays had no problems at all. This is what they are designed for and what we came to demonstrate in Orlando." SCREEN NTs SUNLIGHT technology consists of a transfective LC panel to make the picture readable in even the brightest sunlight conditions, in combination with a proprietary temperature regulation system (including active industrial air-conditioning and heating), which ensures that the whole system remains within optimum operating temperatures.

**More:** <http://www.screen-nt.de>

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#### 8) **Chief: New short throw projector mounting solution**

Chief Manufacturing announced a new line of short throw projector wall mounts and mounting kits that will be available in September 2009. The new short throw wall mounts include several installer-inspired features to ensure fast, trouble-free installation. Achieve precise image alignment using the built-in telescoping extension of up to 54" (137 cm) and innovative lateral shift capabilities (up to 330 mm) when spanning multiple studs or other wall structures, including brick and concrete. The new mounts feature built-in cable management for a clean installation and are designed for safety in any environment. In addition, several levels of security can be achieved, including All-points (tm) locking hardware and four projector mount key locking options (A/B/C/D). Chief will offer six wall plate versions, each with a different extension range, as well as kits that include Chief's all new RSMAU Mini RPA Elite projector mount for a complete short throw projector mounting system. Chief also plans to release a wall bracket specially designed to mount a whiteboard over an existing chalkboard. This allows installers to use the wall space while avoiding costly removal of the chalkboard. The wall bracket offers a fully adjustable universal design for precise positioning and is universally compatible with most interactive whiteboards. When paired with a Chief short throw mounting system, users have a complete whiteboard solution. Mounting Arms, Projector Mounts, and Whiteboard bracket sold separately.

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

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#### 9) **YCD Multimedia/Matrox Graphics: New UHD Video Wall Solution**

YCD Multimedia, a developer and provider of smart digital media solutions for businesses, and Matrox Graphics, a leading manufacturer of specialized graphics solutions for professionals, announced a technological partnership to develop an innovative, Ultra High Definition (UHD) decorative display wall solution for digital signage applications. YCD MuVi Wall the new high impact video wall solution uses Matrox M9140 and M9120 graphics cards, each of which can transmit full HD (1920x1080 at 60Hz) resolution video per output. Each card can connect up to four screens, and when multiple cards are integrated with YCD MuVi Wall, a maximum resolution of 9 screens at Full HD with a total resolution of 5760x3240 or 17280x1080 can be achieved. The YCD MuVi Wall video wall supports three, four, six, and nine digital messaging screens of any size, in any matrix.

**More:** <http://www.ycdmultimedia.com> and <http://www.matrox.com/graphics>

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#### **10) RGB Spectrum: MediaWall Duo 4500**

RGB Spectrum announces the next generation of its MediaWall Duo system, an innovative solution for display walls up to 24 screens. Two next generation MediaWall 4500 processors work in tandem under the control of a unifying control application. The MediaWall Duo delivers full functionality for larger display wall arrays with one easy to use virtual control panel. Even with the maximum of 60 windows displayed simultaneously, real time performance is maintained with no loss of image quality or update rate. Graphic and video windows can be placed anywhere on the array. MediaWall Duo 4500 supports up to 60 graphic and video inputs across a 3x8 array. Input windows can be configured to be global (anywhere on the wall) or regional (located on the left half or right half of the wall). The system employs the next generation MediaWall processor, a fully real time display wall system for arrays of projectors, cubes or flat panel displays. The MediaWall 4500 is based on a custom, high performance architecture rather than a PC, with faster updates, more display flexibility, robustness and security. Real time display of inputs is guaranteed under all conditions, without dropped frames. The MediaWall Duo software application, an extension of RGB Spectrum's Web Control Panel runs remotely under Windows 2000 or XP.

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

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#### **11) beyerdynamic: New microphones with Revoluto Technology**

beyerdynamic presents two other microphones with Revoluto technology. The new, elegant design of the MPR 210 and MPR 211 is very compact. The microphones can be connected to a mixing console, mixing amplifier or DSP matrix. The MPR 210 is a pure desktop microphone while the MPR 211 microphone unit provides a programmable microphone button and connections for an external logical control. Microphones with the patented Revoluto technology from beyerdynamic include a number of microphone capsules which are arranged in a line array. The resulting corridor characteristic allows more freedom of movement compared to gooseneck microphones. While speaking the speaker can lean backwards, turn his head or even stand up. Due to the Revoluto technology the audio quality and intelligibility of speech always remain the same. Applications of the new Revoluto microphones include tele and video conferences, lecterns, podiums and press conferences.

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

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#### **12) AETHRA: XTREME LINE - A new HD product line**

Aethra S.p.A. announced that it has broadened its range of video communications solutions to include the new Xtreme line of High Definition videoconferencing systems. The Xtreme line are set-top solutions which combine state-of-the-art High Definition video technology with an intuitive graphical user interface providing an unsurpassed visual collaboration experience in an elegant form factor. The Xtreme line is offered in three different configurations: Xtreme 300 with customized Aethra camera running 720p30 video resolution (1080p optional), Xtreme 360 running 720p60 video resolution and Xtreme 380, the top of the line system with 720p30, 720p60 and 1080p30 video resolution. In a global market that is increasingly focused on HD video collaboration technology, the Xtreme line enters the market as an innovative and revolutionary product. Thanks to the Xtreme line, the world of HD visual communication becomes easy.

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

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#### **13) Gefen: HD SDI to HDMI Scaler makes HDTV monitoring possible**

The designers of the pilot project, Optimum Performance Home, decided to walk their talk when they launched this "extreme green," sustainable, environmentally conscious home building project. A totally from-the-ground-up endeavor, it covers the complete scope of building a well designed, ecologically sound home that caters to the human element in a unique way. So it can accommodate children, adults, elderly and disabled persons, ramped entryways and a residential elevator are included; most key rooms are on the ground level and environmental considerations are pivotal. Water and energy efficiency, use of renewable and recycled materials, natural lighting and a zoned radiant floor heating system are all testaments to the project's commitment. The Optimum Performance Home has been selected as a national showcase by the LEED (Leadership in Energy and Environmental Design) For Home program developed by the U.S. Green Building Council (USGBC). As such, it is committed to utilizing advanced technologies to ensure minimal impact on the environment while delivering a superior quality of living. Because of the groundbreaking nature of the Optimum Performance Home, Gary Reber, an editor, consultant and publisher who is the designer and spearheading the project, is creating a series of podcasts and a documentary to showcase the building and ongoing development of the home. He is using a JVC GY-HM700U ProHD Memory Card Camera Recorder that must feed audio and video footage to an HDTV using the HDMI format for production monitoring. "While the camera supports Final Cut Pro in the QuickTime and MP4 formats via USB 2.0, which we use for editing the documentary, there is no HDMI output on the camera to view footage directly on an HDTV monitor," Reber explains. "There is a HD SDI output on the camera,

but it needs to be converted to HDMI to output to an HDTV. Here's where the Gefen HD SDI to HDMI Scaler helped immensely." Using the Gefen HD SDI to HDMI Scaler, Reber can monitor, edit and evaluate all footage on a consumer display throughout the documentary process to ensure a high level of quality and consistency. Video can be output at 1080/24p full HD with up and down scaling fully enabled.

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

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#### 14) HELVAR controls cologne cathedral

One of Germany's most popular tourist attraction and third tallest church in the world, Cologne Cathedral, has undergone a lighting facelift, with Helvar's DIGIDIM routers used to put the new designs into practice. Specified for their ability to overcome the architectural scale of the building and immense differences in height throughout, the DIGIDIM routers helped deliver the comprehensive control required for the 1,000 light, Walter Bamberger designed, installation. A range of luminaires, specially designed by Bamberger, was used to highlight the different areas of the cathedral, with gimbal fixed boom lights lighting the pews and pillars, small light scoops with mini high-voltage halogen lamps in the corridors and secondary high-voltage halogen and metal halide lamps mounted out of sight, illuminating the arches. However, it was the decentralized nature of the control system that revolutionized Cologne Cathedral's lighting system. The DALI protocol on which the DIGIDIM routers function enables remote positioning of components such as transformers, ballasts, dimmers and relay units, directly within the luminaire. Perfect for a complex building such as a cathedral, each subsystem has a unique address and reports its status to the control system.

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

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#### 15) Kinoton: Showroom for Litefast 360° Displays

At the new Litefast showroom interested visitors can now experience the innovative Litefast 360° Displays in action. The exhibition room is situated in Kinoton's modern Technology Center which the German expert for projection and display technology has recently opened in the vicinity of Munich. The new stylish Litefast showroom is the ideal place to go for interested visitors who want to get a picture of the impact of 360° presentation. All models of the spectacular LED display line can be observed and compared in action. In addition to the Litefast showroom, the Kinoton Technology Center accommodates the new premises of DVC Digitalvideo Computing GmbH. DVC develops, produces and supplies integrated system solutions for the digital video, presentation, HDTV and streaming media market. Kinoton has been holding a share in DVC for years. The new vicinity of the two companies is expected to bring noticeable synergy effects for their further cooperation in Digital Signage, AV and presentation technology.



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

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#### 16) Peerless: Distribution agreement with AM Denmark

Peerless Industries, Inc., a leader in professional-grade audio/visual solutions, announced an distribution agreement with AM Denmark, a leading European manufacturer of audio/visual, notebook and peripheral cleaning products. Known for delivering high-quality, innovative products around the world, Peerless Industries, Inc., has expanded its portfolio to include a full array of stunningly designed, high-performance cleaners for flat panel screens, monitors, keyboards, mobile phones, PDA and GPS devices, and CD/DVD players that provide enhanced avenues of revenue opportunities for customers in both retail and commercial markets in the US and Mexico.

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

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#### 17) Minicom: France and the Benelux now have Minicom representation

Minicom Digital Signage announced this month a new sales representative Emmanuel Canizares, for France and the Benelux countries which rapidly growing region in the Digital Signage market. "Minicom offers me the opportunity to fulfill expectations of pre-sales and distribution channel management challenges. I want to be a part of this fast growing sector", says Emmanuel. He has discovered Digital Signage in London. "That was the insight". He realized the efficiency and the potential of this tool for advertising and corporate information. He decided to represent Minicom Digital Signage, a worldwide leader for the last mile solutions to be a part of this revolution. Emmanuel is developing France, Benelux and African markets by supporting its channel of distribution.

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

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### 18) Magenta Research: New Hong Kong Branch

Magenta Research, a pioneer in professional AV and control signal distribution and switching, announced the opening of a new facility in Hong Kong. Led by Managing Director Anthony Waung, the organization will provide regional application and design services, as well as sales, marketing and technical support to channel partners and customers in Hong Kong, China, Taiwan and Singapore.

**More:** <http://www.magenta-research.com>

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### 19) AV Stumpfl: rental&STAGING Award goes to Wings Platinum

InfoComm is the largest AV exhibition for system integrators and AV professionals world-wide. This year's InfoComm 2009 took place in Orlando/Florida. Once again, AV Stumpfl won one of the much-coveted awards by the Rental & Staging Magazine. The award for the "Best HD Production Product" was given to the AV Stumpfl Wings Platinum software, which has stood the test in numerous high-quality show productions. The exhibition enabled many visitors to get a closer look at the many features and options offered by the Wings Platinum platform. At the Salitek booth a wall consisting of 40 seamless plasma displays by Orion was used to display native-resolution content of 8530 x 1920 pixels by means of AV Stumpfl Media Engines and Wings Platinum.

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

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### 20) Futuresource: 8% admit to downloading video content illegally

8% of consumers across the UK, France, Germany and the USA admitted to downloading video content illegally from file sharing websites, a new consumer research study by Futuresource Consulting reveals. The study, 'Living With Digital: Consumer Insights into Entertainment Consumption', used a representative sample in each country and provided respondents with a list of legal and illegitimate download sites from which to select. When focusing solely on the downloader segment, the study revealed that 15% of all downloaders admitted to acquiring video content illegally, with France topping the charts at 25%.

**More:** <http://www.futuresource-consulting.com>

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### 21) G+B pronova is seeking Business Partners

G+B pronova GmbH is an internationally company based in the Greater Cologne area founded in 1999. The main areas of competence are the development, production and sales of new technologies. After successfully launching new product in the field of holographic optics the company is looking for Business partners Dealers / Agencies who can work with G+B pronova to drive sales nationally and internationally and work separately according to both specific projects/branches of industry and individual countries and regions.

**More:** <http://www.holopro.com> and [m.kischkoweit](mailto:m.kischkoweit)



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