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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) **IS Roadshow: Innovation, information and inspiration**

The Integrated Systems Roadshow, powered by ISE, will again be pushing back the boundaries when it embarks on a ten-day tour of duty in Copenhagen on Wednesday, 17 October. Capitalizing on the success of last year's inaugural Roadshow, which attracted over 400 visitors to four different locations, this year's event will visit five cities, three of them for the first time. After the Danish capital, the Roadshow returns to Warsaw on 19 October and to Prague three days later. On 24 October it visits Vienna for the first time, before finishing its journey in the Croatian capital, Zagreb, on Friday 26 October. This year's event coincides with AV Week, a series of worldwide events devised by InfoComm International to celebrate the best in the audiovisual industry. Designed to bring a flavour of audiovisual technology and electronic systems integration to some of Europe's emerging markets, the Integrated Systems Roadshow will retain its successful formula of a hotel-based event, featuring manufacturer training sessions and a tabletop tradeshow. After analysing feedback from both exhibitors and visitors, the Roadshow's organisers have made subtle but significant changes to the format for 2007. Training sessions are now slightly longer and fewer in number. Admission is free, but is restricted to trade-only visitors. Further details, including a full exhibitor listing and hotel information, can be found at the IS Roadshow Website.



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

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Enjoy reading !

Yours Kai Kröger

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## 2) Christie: LX1500 – 3LCD Projector

Merging XGA LCDs with a quad-lamp optical illumination system into a powerful 3LCD light engine, Christie announces the launch of the Christie LX1500. Generating a stunning 15,000 ANSI lumens from the advanced optical engine and four 330W lamp array, the Christie LX1500 projects a fantastic image. The projector incorporates inorganic LCD panels that are longer lasting and deliver an incredible 2000:1 contrast ratio. Coupled with improved 10-bit image processing for smoother artifact-free images, the Christie LX1500 reproduces crisp and smooth on-screen images. The Christie LX1500 features a suite of eleven optional high performance lenses to support a variety of settings. The lens suite is compatible with the previous Christie LX120 and Christie LX100 models to maximize assets for rental staging partners. The projector's motorized vertical and horizontal offset provides even greater installation flexibility to place the projector almost anywhere in the room.

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

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## 3) Canon: LV-7365 – High Brightness Projection for the Office

The new Canon LV-7365 is a native XGA resolution (1024 x 768 pixels) model with a high brightness of 3000 lumens and a wide-angle 1.6x zoom projection lens for flexible placement in office spaces. With intuitive controls and features like Auto Vertical Keystone Correction, excellent images can be achieved with minimum fuss. The LV-7365 incorporates an HDCP compliant DVI port, for optimized image quality even from encrypted digital sources. The LV-7365 incorporates a new high-efficiency lamp which produces 3000 lumens output. The additional brightness ensures that large, clear images can be projected even in spaces with high levels of ambient light. A native XGA (1024 x 768 pixels) image delivers high levels of detail in stills, text and moving images. Advanced compression techniques allow for projection at up to UXGA (1600 x 1200 pixels) resolution. The 500:1 contrast ratio renders deep blacks and rich tones. The compact 1.6x zoom Canon projection lens offers superior image quality. In restricted presentation areas, the wide angle of the lens ensures that a large image can be produced from a short throw distance: to project a 100" (diagonal) image, the LV-7365 can be placed as close as 2.8m to the screen.

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

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#### 4) Toshiba PDT: Ultra-Portable p9 DLP Projector – a Versatile Companion

Toshiba has enhanced its business projector portfolio by adding an ultra-portable DLP model to its line-up: the p9. Featuring a light weight of merely 1.3kg and compact measurements this XGA projector is primarily designed for flexible applications. In result, it is highly suitable for both the use in conference rooms and business meetings off location. An additional advantage is the USB connection that allows representation of data directly from the memory stick. Thanks to the novel Brilliant Color Technology by Texas Instruments, this projector boosts natural color representation. For optimized color representation the p9 consists of six instead of formerly common four color segments. Apart from its brilliant color quality, the compact travel companion also offers a variety of connections. The p9 consists of RGB, S-Video, Composite Video, audio via mini-stereo, and USB. The new Toshiba model can be used at a short projection distance starting at 1.6 meters.



**More:** <http://www.toshiba.de/projectors>

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#### 5) NEC Display Solutions: New Projectors in the VT Range

With the new NEC VT491 and NEC VT700 projectors, NEC Display Solutions are launching two new models in its successful VT range. The LCD projectors are tailored particularly to the requirements of educational establishments and of small and medium-sized businesses. Quick Start and Quick Power Off and the vertical trapezoidal correction are just some of the comprehensive features provided in the new projectors from NEC Display Solutions. As the best-selling series of projectors from NEC Display Solutions, the VT range enjoys great popularity, particularly in educational establishments, as all VT models are distinguished by their robust design and user-friendliness. Both projectors have flexible connectivity. The NEC VT700 features a DVI interface, which can also be used for digital PC or playing back digital HD video signals. The NEC VT 491 offers two Component compatible analogue inputs. Both projector models feature with a 15-pin mini D-SUB input and output.

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

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#### 6) Philips releases VIDi technology for front projection applications

Royal Philips Electronics has recently released its innovative VIDi technology, an enabling UHP lamp technology for Digital Front Projection. The Philips VIDi technology will significantly improve the picture quality for the end-users and will give them the flexibility to tune the projector set for multiple applications, for example data vs. video projection. In particular in combination with the state of the art TI BrilliantColor technology, the improvement is astonishing. First front projectors equipped with the newest generation VIDi technology will become available to the market shortly. "In every front projection application, a perfect image is required, both in data as well as video projection. In close cooperation with Texas Instruments we have developed this innovation to enable a perfect image for all settings" said Theodoor Scheerder, Marketing manager at Philips Digital Projection Lighting. "In fact by tuning the lamp system, our VIDi technology allows cross over projectors to deliver natural colors and optimal brightness for both data- and video mode united in one projector" he added. The Philips VIDi technology is now available for the entire UHP product range.

**More:** <http://www.uhp.philips.com>

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#### 7) Projecta: Stylish design with ease of installation

Projecta introduces the Integrator Electrol and the Descender (RF) Electrol electrical projection screens, new options which complete the range of built-in projection solutions. The two new screens resemble the Advantage Deluxe Electrol in that they are invisible when not in use and therefore integrate perfectly into a presentation room. When it comes to installation, the installer can rely upon a high level of ease. Users are assured of an option which allows for the effortless integration of projection screen operation into an AV room control system. In addition to outstanding image reproduction quality, these three screens make inconspicuous installation in ceilings possible, meaning that every presentation room retains its own unique appearance. At the same time, a top-quality facility is added to the existing audio-visual system, with a projection screen which moves promptly and quietly into place and ready for use. The screens also include high-quality options for system integration. The Integrator Electrol is particularly well equipped for this purpose, offering an IR module with potential-free contacts. The Easy Service system for the three types of screen ensures that both the motor and screen fabric remain accessible after installation. When it comes to mounting the projection screens, Projecta has once again done its homework on the role of the screen installer. For all three screens, the Advantage Deluxe Electrol, the Integrator Electrol and the Descender (RF) Electrol, the system has been well thought-out: the casing is installed first, followed by the metal roller with the screen fabric. This ensures that no damage can occur to the projection screen fabric while the case is being installed.

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

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### 8) Chief: Desk Mounts for Widescreen Monitors

Chief® Manufacturing offers a variety of multiple monitor mounting solutions, now including mounts for widescreen monitors: the KTP225 and KTG225 dual monitor table and grommet stands for widescreen monitors. The widescreen mounts are perfect for graphic design, financial and other desktop applications in need of larger monitors. Chief's multiple monitor mounts provide easy hand adjustments for locking displays in the desired viewing position or sliding displays side-to-side, with no tools necessary. The arrays offer 15° of movement in any direction and can be locked in place with TurnTite™ dials. Each screen has independent rotation adjustments, allowing for proper ergonomic alignment and portrait or landscape viewing. Centris™ Technology provides effortless screen positioning with gravity-centered tilt that self adjusts to secure different monitor weights. Chief mounts are VESA® compliant (75 mm x 100 mm) with self-supporting keyhole bolt holes for easy monitor installation.

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

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### 9) Kinoton: Surprising Visual Impression - Litefast 360° Displays

At viscom Kinoton GmbH presented its innovative transparent Litefast 360° displays. The crystal clear all-round LED displays create fascinating image worlds with digital images, videos and text – a real surprising visual impression. The Litefast model range includes a 40cm table device as well as a stunning all-round video display featuring over 2 meters in height. Depending on the model, the Litefast 360° displays can represent all common image-, video-, audio-, web- and animation data formats. The devices are suitable both for stand alone operations and for the integration into digital networks. A large poster space located under a protecting acrylic glass surface offers room for additional print advertising. All that and more makes the Litefast 360° displays an ideal medium for Digital Signage, advertising, information and entertainment.

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

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### 10) Basys: New Elegant Digital Tower

Basys enhanced its successful product range by several new digital signage systems. At viscom, Basys presented a perfect symbiosis of state-of-the-art technology and elegance. In result, Basys adds a system to the advertising industry that evokes emotions. The rugged housing is made from powder coated steel panel with individual color options. The system includes a 42" digital display (other sizes are also available). PC, DVD, Card Reader, Sound etc are already integrated into the system. The new Basys Digitaltower offers almost endless possibilities to present advertising according to latest technology standards. Modern communication capabilities are combined with state-of-the-art technology in this stunning technological device.

**More:** <http://www.basys-web.de>

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### 11) netvico: State-of-the-Art Visual Communication Systems

netvico GmbH is a full-service and software company offering technological know-how for the design of innovative solutions whether it is as an exhibition system, control and orientation system, a means of communication, a presentation- or an information platform. At the joint booth in the area of "Forum for young, innovative companies" at viscom, netvico presented two numerously awarded components in their portfolio – the digital guidance system as well as the »PlayEverywhere 2.0« software technology. The prize-winning software technology »PlayEverywhere 2.0« enables demand-driven solutions for the operation of digital advertising media, creating a harmonious bridge between idea and implementation. Thanks to netvico's state-of-the-art software, visual communication has almost no boundaries: ticker news, traffic information and weather forecasts are broadcast fully automatically on a national, regional or local scale. The Digital Guidance System that includes the latest generation of professional plasma displays offers a trend-setting alliance of product and communication design.

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

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### 12) Da-Lite introduces Cherry Laminate Option

Da-Lite Screen Company is pleased to announce the introduction of a Cherry Laminate finish to its line of Lecterns and Equipment Rack Carts. Cherry Laminate adds to Da-Lite's wide selection of standard laminates and standard veneers. Da-Lite also has the ability to custom match any veneer or laminate finish. The new laminate is immediately available on Da-Lite's full line of Lecterns and Equipment Rack Carts.

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



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### 13) Tecom launches the TechPod All-in-One Multimedia Lectern

Tecom is pleased to announce the launch of the TechPod Multimedia Lectern at the Annual Government Video & Technology Expo 2007 (November 14-16 at the Washington, DC Convention Center) and Tecom will be in booth #1141. The proven TechPod solution already has 1 million hours of use in training facilities all over the world. It integrates all audio-visual equipment required during training into a single, easy-to-operate compact console with a user-friendly interface, allowing the trainer to have complete control over all devices. Each TechPod comes with its own computer with a DVD player and a document camera, VCR, public address audio system, an interactive screen, and lighting and projection screen controls. All controls are on the front of the unit, eliminating the need for complicated menus. Also, the trainer can write directly onto the presentation using the TechPod interactive screen and save those notes for session attendees. TechPod also comes in a mobile version, the TechPod Xpress. The TechPod Xpress has all of the same features as the standard TechPod, but it includes its own LCD projector, as well as rolling cables for easy connection.

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

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### 14) COMM-TEC: ProCONNECT – Modular Table Connection Devices

The ProCONNECT table connection devices are characterized by a solid design. Built from massive steel the table connection devices are extremely rugged. Even the moving parts of the flap mechanism, the snap-lock and the gas pressure spring are built very solid and have been designed for at least 20,000 openings and closings. The cover panel for the table cutout is flattened in order to avoid injuries in daily operation. In the basic configuration, all models come with up to two 230 V power sockets and up to two RJ-45 inputs for IP network or telephone. The modular design of the ProCONNECT 500 series also allows for individual equipment with finished connection boards, which each are quipped with various audio-, video and computer connections. A specialty is the keyboard module for room- and media control, which enables for example control of the projector as well as the projection screen. Mounting of the modular table connection device is easy. The cables that lead to the bottom tank are characterized by strain relief. ProCONNECT is available in the colors anodized black and brushed aluminum.



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

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### 15) Polycom delivers HD CX100 Speakerphone

Polycom, Inc. announced the availability of the CX100 HD speakerphone. The portable Microsoft Office Communicator 2007 endpoint offers significantly better call quality than speakerphones through traditional business desk phones. The Polycom CX100 gives users the ultimate hands-free calling experience with Office Communicator 2007 – without echoes or feedback. The speakerphone frees users from the need to wear a headset for PC-based calling but also allows a stereo headphone to be plugged into the CX100's port for private conversations. Thus, the device is the ideal solution for people on the road. Hands-free conferencing with the Polycom CX100 features remarkable wideband voice quality, two high-quality microphones with 360-degree pickup, integration with echo cancellation and other audio capabilities offered through Office Communicator 2007, as well as integrated button controls for a seamless user experience.

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

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### 16) Vega Media: Two New Plug-and-Play Connection Systems

Vega Media GmbH introduced two new plug-and-play connection systems to the market. Whether users want to watch images or hear sound via PC, laptops or video – devices need to be connected to the appropriate systems. This is when the new „Cable-Kit“ comes into play. This device consists of PC (image/sound) and video (image/sound) connections with the appropriate connection cables. As an entry level model, the Cable Kit is simply mounted flat to the wall. It is available in a 10m or a 15 m version. Another novelty is the modular TechConnect connection system which is available immediately. Included in delivery are 12 modules; optional modules round off the TechConnect connection system. Germany's Vega Media GmbH is a distributor for professional projection- and media technology.

**More:** <http://www.vega-media.com>

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### 17) Kramer: New Digital Format Converters

Kramer Electronics is pleased to announce the introduction of two new products: the FC-47 and FC-48 for converting between HDMI and DVI plus digital audio signal formats. The FC-47 will accept an HDMI signal and it will output a digital DVI signal and S/PDIF audio signal. The DVI signal output is on a DVI-I connector and the S/PDIF audio is on an RCA connector. The FC-48 will output an HDMI signal by combining a digital DVI signal

on a DVI-I connector along with an S/PDIF audio signal on an RCA connector. The FC-47 and FC-48 both support 20 PC resolutions from VGA (640x480) at 60Hz to UXGA (1600x1200) at 60Hz. The FC-47 supports 13 HD resolutions including 480i at 60Hz and 576i at 50Hz up to 1080p at 60Hz. The FC-48 supports 11 HD resolutions up to 1080p at 60Hz. It does not support the 480i at 60Hz and 576i at 50Hz resolutions. These models are ideal for use in home theater installations, presentation and multimedia use and rental and staging applications. Both the FC-47 and the FC-48 are compatible with HDMI 1.1 signals at up to 1.65 Gbps with HDCP 1.0 compatibility. These models are part of the Kramer TOOLS family of ultra compact product solutions. The FC-47 and the FC-48 are currently in stock and available from Kramer Electronics sales companies around the world.

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

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### **18) Gefen: Certified Performance for High-Speed HDTV Applications**

Connectivity solutions provider Gefen is pleased to announce that its HDMI cables are certified by the Simplay HD testing labs as top performers for transmitting high definition audio/video signals among sources and displays. Currently, Gefen is offering its 6-, 10- and 15-foot HDMI cables as Simplay HD certified. These high-end cables ensure a seamless connection between various HDTV sources, including A/V receivers, DVD players and set-top boxes, and HDMI displays or projectors. Gefen's high-bandwidth HDMI cables support high definition resolutions from 480i to 1080p and deliver uncompressed video with multi-channel digital audio for top quality performance on the receiving end and full HDCP-compliance unaffected throughout the transmission.

"The Simplay HD testing facilities were developed to create a method of certifying the anticipated high demand for quality cabling, especially in light of the new HDMI 1.3 standards", said Hagai Gefen, president and CEO of Gefen Inc. "As more and more industry providers adopt the Simplay HD certification program, installers can rest assured their high definition home entertainment devices will connect with plug and play ease."

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

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### **19) eyevis launches new DLP Cube in full HDTV resolution**

eyevis just launched a new DLP rear-projection cube in native HDTV resolution. With this modular cube videowalls can be built in nearly unlimited size. The eyevis EC-67-HD is a modular rear-projection cube with a screen diagonal of 67". It is especially designed for applications which require a reliable 24/7 operation in an 16:9 aspect ratio for example for broadcast or camera surveillance applications. The display technology is based on the DLP technology (Digital Light Processing) by Texas Instruments. This superior technology produces high-definition images of the highest quality. eyevis attached much importance on the possibility to use their cubes even in critical ambient light conditions or other challenging safety-related problems. The HDTV version uses a 1-chip-DLP projector with a display resolution of 1920 x 1080 pixels. Due to the use of the DLP technology there is no damage to the display, such as "ghost"-images or burn-in effects, even with continuous static images or fixed patterns.

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

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### **20) RGB Spectrum: New Hybrid KvM Solution for SuperView**

RGB Spectrum announces the new Integrated Control System with KvM for its SuperView 4000-6/6 and 4000-8/8 Windowing Systems, combining in a single application control of the display processor and the computers displayed. The SuperView processor outputs computer and video signals in multiple windows on a single display. An on-source cursor provides "drag and drop" control of the position of windows, their scaling and priority. Adding control of the source computers creates a single "Multi-window Desktop", a control system that seamlessly moves between display control and computer control. RGB Spectrum has developed a novel solution which it styles KvM. Unlike traditional KVM over IP or Cat5, RGB Spectrum offers a hybrid solution, with video provided by direct-connect (DVI or RGB) to the display controller, guaranteeing real-time performance. Remote keyboard and mouse functions are over IP. There is no strain on the network since bandwidth requirements are minimal. The result is a unified display space where one or more users can control the wall as well as the source computers displayed on it with a single mouse. The computers and the windowing processor are interconnected over an IP network. A custom remote keyboard/mouse agent is installed on each of the source computers. At the heart of the solution is RGB Spectrum's Web Control Panel (WCP). WCP is the intuitive set-up and control application used to operate the SuperView windowing processor and is accessible via a web browser.

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

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### **21) Zandar unveils "MultiViewer in a Card"**

Zandar Technologies has launched the QS100 HD Quad, a first-to-market HD Quad card designed for use with the Sony LMD production monitor range. The QS100 HD Quad card is a revolutionary HD quad-split module that offers outstanding performance and image quality for HDTV monitoring environments. It is ideal for outside broadcast/mobile production, master control room and production studio quality monitoring, where space saving is of the essence. Designed specifically for the Sony LMD production monitor range, the QS100 HD Quad is configurable as a Quad-split or as any 4 window arrangement. It can drive the displays up to a resolution of 1920 x 1200 pixels, with auto-sensing of analogue, SDI and HD-SDI inputs. It is a fully integrated solution that fits into the expansion slot of the Sony LMD production monitor range. The QS100 HD Quad offers numerous control options including the intuitive Z-Configurator layout editing software, to ensure set-up and operating is easy. It also offers support for embedded audio and on-screen alarm display for video & audio. The high-performance QS100 HD Quad also features HD-SDI output for distribution of the multi-image display output, or for cascading units.

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

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### **22) Mitsubishi shows its mettle at Frankfurt**

Mitsubishi put on a tremendous display at this year's Frankfurt Motor show - and not just of the automotive variety. For amongst the acres of gleaming paintwork and polished chrome, Mitsubishi Electric's new "black package" Diamond Vision LED screens were in action promoting some of the world's most prestigious car brands, including Audi, Dodge, Honda and Bentley. Lang AG supplied 4.00mm IDT4 to Bentley, Honda and Blaupunkt, while Audi, Smart and Dodge used Gahrens & Battermanns' brand new 6.00mm IDT6 as the central display feature of their stands. The endorsement of so many prestigious clients at one of their most important trade events of the year firmly establishes the reputation of the new black package Diamond Vision LED screens at the top of their class. Black package technology refers to the material used to mount the individual LED clusters. The latest Diamond Vision IDT4 and IDT6 systems use a unique combination of black compounds and components which dramatically increases contrast levels and image quality, making them an ideal choice for high-end, high-profile applications such as motor shows. Diamond Vision's unique 3-in1 LED package delivers this exceptional contrast performance while maintaining extremely wide viewing angles with almost no colour distortion when viewed off-axis. This is an important consideration in an exhibition environment, where viewing distances are restricted and superb image quality has to be delivered from all angles, not just head-on. Mitsubishi Electric's Diamond Vision system is enjoying particular success in Europe, with several of the region's leading hire companies acquiring new systems or increasing their rental fleets in 2007. Along with the high-resolution indoor screens for Lang AG and Gahrens & Battermann, Massteknik and XL Video have taken delivery of significant amounts of Diamond Vision outdoor screen this Summer.

**More:** <http://europe.mitsubishielectric.com>

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### **23) Analog Way: New Interactive Catalog**

Analog Way, a leading designer and manufacturer of innovative image Converters and Seamless Switchers, releases the new version of his products catalog for the years 2007 - 2008. This new edition is available in print and in CD Rom in a new interactive version. With a new presentation and complete new Ranges, Analog Way presents its High Resolution Seamless Switchers and Consoles, Presentation Switchers, Scan Converters, Scalers, Up/Down Converters, Interfaces, Boosters and Cables. Each product is presented with a comprehensive description, pictures, technical specifications, as well as applications, advices, product comparison tables and a glossary. The colored tabs provide clear and easy access to the different families of products. Analog Way also launches a new revamped web site, available online from October 1st.

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

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### **24) Projecta B.V. earns Silver CAVSP Status**

Projecta B.V. is one of only seven companies in Europe to earn Silver CAVSP certification, signifying 50% of the staff in company headquarters are InfoComm Certified. As well as being the only projection screen maker to achieve this in Europe, Projecta is the only company in the entire CAVSP list from the Netherlands. For the past 30 years InfoComm has offered certification programs, and still one of the most sought industry certifications is the company-level credential known as Certified Audio Visual Solutions Provider (CAVSP). The CAVSP is the only company-level certification program available for the commercial AV industry: it's based on the percentage of personnel (technical, sales or customer service) who achieve either General CTS or the specialized CTS in Design or Installation. The Silver CAVSP, a step up from Basic CAVSP, recognizes a company (or department) within an organization has achieved a level of certification among its staff (50% are InfoComm International certified). This certification recognizes professionalism and expertise achieved through professional

development, training, and continuously updated certification for your employees. CAVSP companies must also agree to comply with 10 Standards of Excellence that were developed in collaboration with industry experts to emphasize the best practice of AV business. Indeed InfoComm certification represents the Olympics of AV Industry certification and Projecta B.V. is proud to earn Silver recognition while representing Netherlands, Europe and the projection screen industry.

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

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### **25) viscom presents itself full of new vitality**

From high-end digitals to classical engraving: the variety of visual communication is bigger than ever. Proof of that could be seen at this year's viscom which presented itself full of new vitality. With a total of 8,900 trade visitors the organizers, Reed Exhibitions Deutschland GmbH, recorded a result at a similar level with that of the previous event (2005: 9,023). In this context, the proportion of visitors from advertising agencies and of customers from the industrial and the department store sector who found their way to Düsseldorf this year was significantly higher. "The new orientation of viscom as a trade fair for visual communication is beginning to bear fruit", commented Hans-Joachim Erbel, Managing Director of Reed Exhibitions Deutschland GmbH. This is because in addition to the advertising technicians who traditionally make up the classical core of viscom, there was a marked increase in visitors from advertising agencies, from industry and from the department store sector, among them many newcomers particularly interested in the modern forms of visual communication. The second day of the fair in particular which, as "Digital Signage Day", offered a program of lectures delivered to packed audiences at the new viscom forum by speakers such as media façade "guru" Christoph Kronhagel and "Mr. Power-flasher" Carlo Blatz. "We were quite surprised by the lively interest visitors showed in the Digital Signage Day", declares Pierre Farine, Managing Director of screenFOOD. "This proves that there is a huge lot of catching up to do in this area. And viscom is the first trade fair to have succeeded in putting digital signage on the agenda and thus to pave the way for innovations". Another focus of interest was the Digital Signage Best Practise Award which was presented on Friday in three categories. The next viscom germany will take place from 30 October to 1 November 2008 in Hall 3 of the Frankfurt Exhibition Centre.

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

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### **26) EuroShop: International Market Leaders Fly their Flags in Düsseldorf**

From 23 to 27 February 2008 EuroShop, The Global Retail Trade Fair, will bring the international retail trade and its partners to the Düsseldorf exhibition center for the 16th time now. As the world's no. 1 investment goods fair for the retail trade this three-yearly exhibition is the top event in the sector: approx. 1,600 exhibitors from over 50 countries will be represented here on over 95,000qm net exhibition space. All EuroShop 2008 exhibitors can be found at <http://www.euroshop.de/>. The EuroShop 2008 takes place in halls 3–17 (without hall 8) in the Düsseldorf exhibition center, and it is open to trade visitors from Saturday to Wednesday from 10am to 6pm daily.

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

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