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



[\(AVP-Newsletter.de\)](http://(AVP-Newsletter.de))

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

Sunday, 26. October 2008

[To the table of contents](#)

Dear newsletter readers!

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

1) viscom frankfurt 2008: 30 October to 1 November

It will be the biggest viscom ever held in Frankfurt. The International Trade Fair for Visual Communication will open with more than 260 exhibitors at the end of October. Enlarging the exhibition area by ten percent had already become necessary back in June; now the space occupied by the companies is more than 60 percent larger than at the previous event held in 2006 (at that time still under the name PRO SIGN). "With this excellent result, viscom emphasizes its function as the leading trade fair for visual communication," explains viscom Director Petra Lassahn. Meanwhile, the driving forces are not only the 'classic' fields of advertising technology, light advertising and large format digital printing, but also new fields such as digital signage and industrial inkjet printing.

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



[Top](#)

2) IS Russia: 30.10. - 01.11.2008 in Moscow, Russia

The second edition of Integrated Systems Russia (ISR) will be held at the brand-new "Crocus Expo" Convention Centre in Moscow from the 30th October to 1st November 2008. Integrated Systems Russia is organized by MIDEXPO Exhibition company and Integrated Systems Events (a joint venture company of CEDIA and Infocomm International). ISR is the leading Exhibition and Congress in Russia and CIS that offers the latest professional AV and electronic systems technologies to the commercial, professional and residential electronic systems integration industries. Being the successful follow up of worldwide famous Exhibition Integrated Systems Europe, Integrated Systems Russia show became the best international meeting point in Russia, offering the opportunity to connect the leading suppliers and manufacturers with influential visitors ready to network and do business.

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



[Top](#)

Enjoy reading !

Yours Kai Kröger

- 1) viscom frankfurt 2008: 30 October to 1 November
- 2) IS Russia: 30.10. - 01.11.2008 in Moscow, Russia
- 3) photokina 2008: New Dimensions in Image Communication
- 4) viscom Italia celebrates its 20th birthday
- 5) KINDERMANN presents five new business projectors
- 6) Toshiba: New powerful WXGA projector wx5400
- 7) Mitsubishi Electric highlights latest products at ISR 2008
- 8) Panasonic: New 11 Series with first ever 42 inch Full-HD Display
- 9) NEC Display Solutions: The NEC MultiSync LCD3215
- 10) ict: World premiere for ict Multitouch
- 11) 3M: Complete Touch Portfolio at Electronica 2008
- 12) Da-Lite: Complete Line of Universal Projector and Flat Panel Mounts
- 13) Chief: All-in-One Monitor Workstation
- 14) eyevis: Full HD DLP rear-projection cube
- 15) RGB Spectrum: Ethernet Capable 16-Button Remote Control Panel
- 16) Extron: New DVI Fiber Optic Extender is now Shipping
- 17) DMi D&M: New Professional Mic Mixing Amp from Denon Professional
- 18) Analog Way: The new Di-VentiX II
- 19) beyerdynamic: MCS 20 - Simple as simple can be
- 20) Aethra at Eastern Europe Events
- 21) Barco to equip Uruguay's largest airport with digital advertising network
- 22) Roku: BrightSign shows its versatility in high profile public displays
- 23) ict: BMW Museum – Interactive Exhibits bring History to Life
- 24) Christie: University of Kassel - On the way to a digital factory
- 25) projectiondesign: F30 sx+ projectors for Spanish Wheel of Fortune
- 26) Analog Way: New Interactive Product Catalog 2008/2009
- 27) Chief: New Mobile Website
- 28) Crestron: Comprehensive Training Programme for 2009
- 29) Hyperwave strengthens its management team
- 30) Magenta Research: Adds to Marketing Team

3) photokina 2008: New Dimensions in Image Communication

After six very successful days, the 30th photokina concluded in Cologne on September 28. The international photo and imaging industry put on an amazing show in Cologne, as 1,523 companies from 49 countries presented a huge range of product innovations, thrilling the numerous specialist trade visitors and consumers in attendance. As Koelnmesse Executive Vice President Oliver P. Kuhrt stated, photokina thus "reconfirmed its position as the undisputed number one global trade fair for the entire imaging industry. This result was largely due to the tremendous innovation potential displayed by the fair, as photokina showcased not only the latest products but also the technologies and trends that will have a major impact on the market in the coming years." With 66 percent of the exhibitors coming from abroad and a larger number of participating countries (2006: 46 nations), the international nature of the fair was also once again enhanced. If visitor estimates for the final day are included, the imaging sector's leading technology and trend show attracted more than 169,000 people to Cologne. The next photokina Cologne will take place from Tuesday, September 28 to Sunday, October 3, 2010.

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

[Top](#)

Alphabetical index of companies:

3M (11), Aethra (20), Analog Way (18) (26), Barco (21), beyerdynamic (19), Chief (13) (27), Christie (24), Crestron (28), Da-Lite (12), DMi D&M (17), Extron (16), eyevis (14), Hyperwave (29), ict (10) (23), IS Russia (2), Kindermann (5), Magenta Research (30), Mitsubishi Electric (7), NEC Display Solutions (9), Panasonic (8), photokina (3), projectiondesign (25), RGB Spectrum (15), Roku (22), Toshiba (6), viscom frankfurt 2008 (1), viscom Italia (4)

4) viscom Italia celebrates its 20th birthday

viscom Italia, organized by Reed Exhibitions Italia, attracts every year leading suppliers from all over the world as they are sure to meet their future customer in Milan. With more than 500 suppliers already booked and more than 13,000 visitors pre-registered viscom Italia is set to break all records. From large format digital printing and imaging to promotional articles and wear, from signs and sign making to digital signage and communication tools, from screen printing to pad printing, from engraving to laser technologies, from Point of Purchase solutions to event technologies and services. Technologies, Applications and Services that meet the need of new marketing strategies. And still, viscom Italia is more than just an exhibition, it's a place where people come to learn about the impact that new communication technologies and marketing strategies will have on their business. Highlight of the Forum will be the presentation of the market research carried out to find out how digital communication and signage will change the marketing strategies of the big spenders. The Forum will also see the launch of the first edition of the ViscomLab, a hands on demonstration area where communication professionals meet and work together to develop new communication solutions. The ViscomLab will be joined for the first time by "Spazio 2010" a dedicated exhibition area where suppliers of new communication means exhibit communication tools that will be market driving tomorrow. Pre-Registration is open till November 5th and allows for free entry to viscom Italia. viscom Italia: 13 to 15 November, Milan

More: <http://www.visualcommunication.it>

[Top](#)

5) KINDERMANN presents five new business projectors

The new range of powerful business projectors with 3LCD technology of the latest generation meets all demands. The five models are characterized by sumptuous technical features as well as an attractive design. The new series of powerful KINDERMANN business projectors is ideal for the strenuous work day. High connectivity e.g. DVI-I, Component Video, Video, S-Video and computer guarantees their compatibility with all standard sources. Maintenance is easy: The lamp and the filter can be quickly exchanged through a flap on the side of the projector. The KX 3200 is the good value allround model of the range with 2600 ANSI lumens and an XGA resolution of 1024x768 pixels. The KX 3200 wide with its ultra wide angle lens is ideal for short projection distances. Its formula: distance = picture width. All the other features are identical with those of the KX 3200. Light output: 3000 ANSI lumens. The KX 3300 is the best choice if maximum light output is required. It features XGA resolution (1024x768 pixels), 3500 ANSI lumens and LAN connection (RJ 45). The KX 3250 W is the proper projector for 16:10 formats and others. It supports resolutions up to WXGA (1280x800 pixels). Light output: 2600 ANSI lumens. The KX 3200 active is the specialist for interactive presentations. Having the same light output as the KX 3200, it additionally features an inbuilt camera and a special telescope pointer which enable the lecturer to control his presentation directly on the screen. **Integrated Systems Russia**
More: <http://www.kindermann.com>

[Top](#)

6) Toshiba: New powerful WXGA projector wx5400

Toshiba heads for the top in the fixed-installation projector class with its new DLP star, the wx5400. Offering brightness of 5400 ANSI lumens and contrast ratio of 2,400:1, this powerful WXGA projector (1,280x800) is the ideal choice for use in large-size conference rooms or lecture halls. The most innovative feature of the wx5400 is a twin lamp system, enabling one or two lamps (each with 2,700 ANSI lumens brightness) to be used depending on the environment and purpose of the presentation. The feature also ensures that presentations can be smoothly conducted, even with a single lamp. The wx5400 also offers interchangeable lenses, enabling the projector to be aligned to its environment and ensures maximum flexibility when being installed. The Lens Shift function adjusts the lens horizontally and vertically to align the projector's offset angle. In addition, the wx5400 features power focus and power zoom, plus Brilliant Color technology from Texas Instruments for outstanding colour reproduction. Maximum flexibility is also guaranteed by provision of a range of lenses; users can select from five different types to align their projection system perfectly to the specific environmental conditions. The wx5400 is available from specialist retailers from November.



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

[Top](#)

7) Mitsubishi Electric highlights latest products at ISR 2008

Mitsubishi Electric will have a strong presence at the second Integrated Systems Russia. Along with its range of projectors, professional LCD monitors, and display wall cube systems, the company will reveal two products in Russia for the first time; the ultra-bright FL7000U Full-HD projector and its sophisticated 3000 Series graphics processor/display wall controller. The latest version of its dedicated digital signage LED screen, Resolia, will also be demonstrated. Based on Mitsubishi's highly successful Black Package IDT4 Diamond Vision LED technology, the Resolia screen has been designed from the ground up as a 'plug-and-play' digital signage solution that is practical, easy and quick to install in virtually any location. Its 4mm pixel pitch delivers superb image quality, especially suited to close-viewed applications such as retail and exhibitions. The FL7000U high-brightness installation projector brings 1080p Full-HD performance to Mitsubishi Electric's range of professional-grade projection products. As well as offering superb performance when displaying HD video content, the native 1920 x 1080 pixel display delivers over two and a half times more pixels than an XGA projector. The 3000 Series graphics processor/display wall controller is a perfect complement to Mitsubishi's range of display wall cubes, designed to enable integrators to create very sophisticated display systems quickly and easily, without having to worry about compatibility or interfacing issues. Along with the range of displays on show at ISR 2008, Mitsubishi Electric will also be demonstrating digital signage content delivery systems provided by partner, C-nario.

Integrated Systems Russia

More: <http://www.mitsubishielectric.eu>

[Top](#)

8) **Panasonic: New 11 Series with first ever 42 inch Full-HD Display**

Panasonic Professional Displays Europe is excited to announce the introduction of the first ever 1080p (1920 x 1080) 42 inch professional plasma display and its new 50 inch, 58 inch and 65 inch displays which are designed exclusively for the commercial market – the new 11 series PF11 Full HD range. These new models share the Panasonic plasma essentials of the 10 series 1080p lineup while adding some additional enhancements. For even deeper, richer blacks, the 11-series Full HD plasmas are the first models to achieve a contrast ratio of an incredible 30,000:1. Also new to the 1080p models is improved video processing that provides crisp, clear motion images with the equivalent of 5,120 shades of gradation. The new Full HD line-up is also equipped with series of feature enhancements focused specifically on digital signage. For the new plasma displays, Panasonic uses the new-generation plasma display panels (PDP) equipped with a new structure in which a recently-developed “Dynamic Black Layer” is positioned at the front end of the panel. Panasonic's 18-bit digital signal processing achieve rich shading with 5120 equivalent steps of gradation in all scenes. Last month, Panasonic announced the introduction of their 11 series line-up of 720p HD plasma displays - the 42-inch TH-42PH11 and 50-inch TH-50PH11. The new 11 series HD Pro plasmas have a new bezel design that provides the same viewing area and polished aesthetics indicative of their professional line. For even deeper, richer blacks, the 11-series plasmas are the first models to achieve a contrast ratio of an incredible 15,000:1. Also new to the 720p models is improved video processing, now on par with their 1080p panels, which provides crisp, clear motion images with the equivalent of 4,096 shades of gradation.

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

[Top](#)

9) **NEC Display Solutions: The NEC MultiSync LCD3215**

NEC Display Solutions is proud to present its 32” standard Public Display model as part of its new NEC MultiSync 15 series for the digital signage market. The special S-IPS panel guarantees an accurate image, high reliability and longevity. As an all-rounder, the NEC MultiSync LCD3215 offers an entry into the world of professional LCD public displays and comes equipped with many features, such as DVI support with HDCP, and protection against over-heating using cooling fans that can be user controlled. Fit for purpose just about everywhere, the 32” display offers much more than just the basic features. It has also been equipped with protective glass compatibility, protection against over-heating using controllable fans, RS232 compatibility with existing NEC public displays, DVI support with HDCP, and the Tile Matrix function also allows expansion of the application area at any time. As an entry-level public display model, the only thing missing from the NEC MultiSync LCD3215 is an option slot, which is only available with NEC Display Solutions' professional displays.

viscom frankfurt: hall 3.0, booth F45

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

[Top](#)

10) **ict: World premiere for ict Multitouch**

The 62nd IAA Commercial Vehicles in Hanover (25th September to 2nd October 2008) emphasized its international pole position as the world's most important mobility trade show with a firework of innovations. Numerous exhibitors availed of this platform to present their latest products as well as new trends in the transport and logistics sector. The company Robert Bosch GmbH demonstrated their feeling for innovation with regard to presentation media and introduced their latest developments in vehicle technology with several interactive multi-touch exhibits. Six ict 42“ Multitouchscreens were mounted in a side wall of the so called „Bosch Competence Room“, which was a type of tunnel. Interactive information on the theme “Automobile Competence from a Single Supplier” could be generated at each of these large area interfaces. Several visitors could simultaneously move, resize or rotate objects such as images by holding onto the corners – individually and independent of how many people were using the screen at the same time. An Infrared-Tracking-System recorded the movements through a screen and activated them on the software side via Multitouch-Flashframework in the desired object action. Due to the fact that several visitors could trigger various contents simultaneously on the same screen, the user experience of the ict Multitouch is unique and requires enormous communication.

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



[Top](#)

11) 3M: Complete Touch Portfolio at Electronica 2008

3M Touch Systems, a division of diversified technology company 3M, will demonstrate its comprehensive range of touch monitors, sensors and electronics for the self-service kiosk, banking and industrial markets at [Electronica 2008 in Munich, Germany – 11.-14.11.2008 – www.electronica.de - \(Hall B3, Booth 467\)](#). Key attractions include a 17-inch chassis touch monitor, capacitive touch sensors, touch controllers and a 40-inch Dispersive Signal Technology (DST) display unit. Designed to meet the needs of kiosk and enclosure manufacturers as well as light industrial applications, the MicroTouch 17-inch Chassis Touch Monitor incorporating MicroTouch ToughTouch II Capacitive Touch Screen Technology from 3M will be on display. The 17-inch Chassis is compact, fast, flexible, easy to integrate and includes a 500:1 contrast ratio LCD display module. The integrated ToughTouch II sensor provides dramatic impact resistance making it ideal for unattended and high threat environments. As well as ToughTouch II, MicroTouch ClearTek II Capacitive Touch Technology from 3M will be on show. To complete the product portfolio, 3M will exhibit a 40-inch TFT touch monitor solution incorporating DST touch screen and controller. Designed for large-format interactive displays, DST touch screens deliver fast, accurate and repeatable touch response. 3M will exhibit the DST touch screens also at [viscom frankfurt 2008 in hall 3.0, booth E 26](#).

More: <http://www.3m.com/3mtouchsystems>

[Top](#)

12) Da-Lite: Complete Line of Universal Projector and Flat Panel Mounts

Da-Lite Screen Company announced that it has launched a new line of universal projector and flat panel mounts with its Advance brand. The new line of Advance products includes new features, a new look and more importantly, represents a new value in a complete line of universal mount application products. "We wanted to demonstrate our commitment to Da-Lite dealers with the introduction of our new line of Advance AV products," stated Wendy Long, Da-Lite Screen Company Director of Marketing. "The Advance line includes universal mounts and kits for projectors, a full line of articulating, tilting and static flat panel mounts as well as motorized projector lifts and flat panel mount stands. All of the Advance products include Da-Lite customer service and the Advance Advantage, value pricing," continued Long. To complete the new Advance launch, there is new product identity, new packaging and new installer friendly projector mount kits, designed to reduce on-site installation time. Engineered for the rigors of commercial and industrial applications, Advance projector and flat panel mounts are manufactured in the U.S. using high quality steel and all products feature durable powdered coated finishes in various colors.

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



[Top](#)

13) Chief: All-in-One Monitor Workstation

Chief Manufacturing is excited to announce the launch of the KWT110 All-in-One Wall Workstation. KWT110 includes Chief's flexible KWG110 Height-Adjustable Monitor Wall Mount, KWK110 Height Adjustable Flip Up Keyboard Tray and KSA1020 CPU Mount. The combination of these ergonomic, space-saving mounts creates the perfect suite for Healthcare or related wall-mounted applications. The KWT workstation can be installed vertically or horizontally on the wall, depending on space requirements. Vertical installation can be installed directly on sheetrock, without the need for a stud. Components can be easily installed and infinitely positioned anywhere along the entire length of the extrusion for easy customization of the workstation. The unique cable channels keep cables clean and tucked out of the way – ideal for sterile environments.

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

[Top](#)

14) eyevis: Full HD DLP rear-projection cube

The new EC-67-HD is a rear-projection unit providing native full HD resolution (1920x1080 pixels). The EC-67-HD has a screen diagonal of 67" (170 cm) and of course has all the outstanding features of the EC Cube Series. Best brightness and contrast characteristics and a huge viewing angle make the cube a first choice for visualisations in control rooms. The cubes are stackable which allows building video walls of almost any size. Their seamless design results in almost invisible gaps between neighbouring units in a combined wall. The image processing is based on the DLP technology from Texas Instruments. The main advantage of this technology is that it does not suffer from burn-in effects or ghost-images when static content is displayed for longer periods. All components of the EC-67-HD were chosen for their capability to guarantee trouble-free operation in 24/7 applications. For highest availability, the cubes are also available with an automatic double-lamp system which automatically switches to the spare lamp in case the operating lamp breaks.

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

[Top](#)

15) RGB Spectrum: Ethernet Capable 16-Button Remote Control Panel

RGB Spectrum announces the release of the BP 16 family of remote Ethernet controllers. The BP 16 is a 16-button remote control panel for use with RGB Spectrum products connected by Ethernet. Three versions are available: one for routing inputs and outputs on a Linx DVI 8x8 switcher; a second for selecting presets on any Linx DVI switcher and a third for selecting presets on RGB Spectrum's MediaWall, QuadView and SuperView products. Ethernet network capability allows the BP-16 to work in a wide variety of control architectures, including LAN and WAN. Each unit has its own user configurable IP address and can be used either in a network environment or connected directly to a unit. The networkable architecture allows multiple BP 16's access to the same device. With a unique chassis design, the BP-16 can be mounted in a rack or used on a desktop. The desktop footprint is compact and ergonomic. Optional single and dual rack kits are available. The BP 16LX for use with the Linx 8x8 DVI switcher allows a user to quickly select input to output crosspoints with a simple button push. Button illumination simplifies the navigation with each back lit by an LED. Light levels are user-selectable. The BP 16PS allows instant preset selection on most RGB Spectrum display products including the DualView, QuadView, ComputerWall and MediaWall families.

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

[Top](#)

16) Extron: New DVI Fiber Optic Extender is now Shipping

Extron Electronics is now shipping the DVI 104 Fiber Optic Extender, a transmitter and receiver set that extends single link DVI signals over four multimode fiber optic cables at lengths up to 500 meters (1,640 feet). It provides an effective, economical solution for extending DVI signals significantly beyond the specified 5 meter (15 foot) limitation for standard DVI cables. Engineered for reliability and exceptional high resolution image performance, the DVI 104 uses all digital, zero compression technology to deliver perfect pixel-for-pixel transmission of computer-video images up to 1920x1200 resolution, including HDTV 1080p/60.

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

[Top](#)

17) DMi D&M: New Professional Mic Mixing Amp from Denon Professional

DMi D&M Installation is introducing the Denon DN-A300M stereo installation amplifier. The DN-A300M replaces the renowned Denon PMA-100M, a favourite with commercial installers. The new model features a mic input mix with auto gain control, coupled with 100 watts per channel of power amplification. A ¼ inch / 6.35 mm jack mic input and level control enables a microphone signal to be mixed with other audio input sources. Switchable mic on/off, mic auto gain control, and music auto mute control enable reduction or muting of music input programme material when using a microphone. LED indicators show on/off status for the mic mix, auto gain control and music mute functions. The input selector enables switching between AUX, TUNER CD, PHONO and TAPE 1 and 2 sources, from the extensive array of input connections on the rear panel. Treble, bass, balance and master volume controls, an input level indicator, and switchable loudness button are also featured on the front fascia. Selectable A/B speaker circuits are supported, these are switchable from a front panel control, with LED indicators showing which circuit is active. Finally, comprehensive IR remote control of the units functions is provided from the supplied handset. Optional rackmounting of the unit is provided for with supplied mounting brackets.

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

[Top](#)

18) Analog Way: The new Di-VentiX II

At Siel-Satis in Paris, France, Analog Way unveiled a new release to its High Resolution Seamless Switcher range. Di-VentiX II (ref DVX 8044) by Analog Way is a Multi-Layer Hi-Resolution Mixer Scaler Seamless Switcher with Keying. A new powerful Edge Blending system with 4 Scalers. Di-VentiX II by Analog Way is a Multi Layer Mixer Scaler Seamless Switcher with Universal Analog and Digital input/output and Full High Resolution Digital Processing. It offers numerous Live effects including Keying and Moving PIP as well as 3 different operation modes: Multi Layer Mixer, Stand alone Embedded Edge Blending and 8 by 2 Seamless Native Matrix. In a Multi Layer Mixer Mode, Di-VentiX II uses one output as a Preview and the other, the Main output, for the audience. The Preview allows viewing 100% of what the Main output will display. Thanks to its full frame and logo memory, the Di-VentiX II can display up to 7 layers: 4 Live Sources, 1 Frame, 1 Logo layer and 1 Mask layer. Live Layers can be customized by the users with various attributes: Borders, Mask, Movements, Zoom, Keying or Transparency. Full screen Frame can be used as a background or as a foreground mask. The Di-VentiX II is controlled by the Axion. This easy to use and powerful High End Remote Controller was designed to manage, independently or simultaneously, several switchers of the iX range, either as stand alone boxes or any kind of combination including Soft Edge Blending.

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

[Top](#)

19) beyerdynamic: MCS 20 - Simple as simple can be

The new wired MCS 20 conference system from beyerdynamic is very easy to handle. The system basically consists of three components: power supply unit, chairman and delegate microphone unit including all system cables. All system functions are configured and operated via the chairman microphone unit which allows controlling the system easily and intuitively from one seat e.g. secretary. Set up, plug in, turn on and the meeting can start. The microphone can be turned on by voice activation or via the microphone button. Due to selected microphone capsules, footfall sound insulation and loudspeakers which have been optimised for voice response, an optimal audio quality and intelligibility of speech is achieved. The system has been developed for small to medium-sized meetings in town halls, guildhalls or hotels. One power supply unit can power up to 60 microphone units. By linking up to four power supply units, a system with up to 240 microphone units can be operated. Due to the quick plug-in connection the system is also interesting for rental companies or flexible use.

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

[Top](#)

20) Aethra at Eastern Europe Events

Aethra SpA announced that its video conferencing solutions are being showcased at two of Eastern Europe's leading communications technology events: the Integrated Systems Russia (ISR) and the 6th Eastern Europe exhibition and conference in telecommunications and broadcasting held between 29-31 October 2008 in the Exhibition Centre "KyivExpoPlaza", Kiev, Ukraine. At **ISR in Pavilion 1, hall 1, booth 1-203**, EMAG – Aethra partner and a leader in the distribution of high-quality telecommunications, networking, and electrical products in Russia and CIS – is showcasing a range of Aethra technology solutions for video conferencing including the X-Line range of set-top systems: Vega X3, Vega X5 and the HD set-top solution Vega X7. **At EEBC 2008 Telecom and Broadcasting, Stand B422**, A-KOM – Aethra partner and highly successful telecommunications company serving the untapped Ukrainian market – are presenting Vega X5, Vega X7 HD and the Maia XC videophone. These Aethra solutions are also being demonstrated at the A-KOM workshop during the event.

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

[Top](#)

21) Barco to equip Uruguay's largest airport with digital advertising network

Barco is proud to announce a contract to equip Uruguay's Carrasco International airport with a variety of high-end LED products. To signify the importance of this deal for the commercial relationships between Belgium and Uruguay, His Royal Highness Prince Philippe of Belgium attended the signing ceremony in Montevideo on October 9. Carrasco was looking for clear, crisp digital visualization for its major entrance hall, tax free shop and various other areas of the airport, and had contracted high-tech integrator Comercial South International to assist in this search. Comercial South, which can claim over 20 years of experience in the industry, immediately got on the job and selected Barco as the company that could provide the solutions. Barco products to be installed at Carrasco International Airport include two SLite 10XP LED displays for the airport's central hall, a two by six meter MiTRIX display in the tax free area, and a freeform, 60 by 1.5 meter MiSTRIP system outside above the entrance of the airport to welcome and inform the visitors.

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

[Top](#)

22) Roku: BrightSign shows its versatility in high profile public displays

Roku BrightSign interactive media players, supplied by the company's Benelux reseller Visual Hardware Services (VHS), have been selected for a variety of high-profile public exhibits that opened during the summer of 2008. The units provide synchronized still images, sound and video for two exhibits at the International Triennial festival centred on Apeldoorn, and for an exhibition of photography and video art at the Jewish Historical Museum in Amsterdam. Hecla BV, one of the major systems integrators in the Netherlands, installed 63 of Roku's BrightSign HD600 Media Players for the Nettenfabriek "Invisible Work" exhibit. Sixty of them serve a wide-angle XGA LCD projector for top-down projection of a 600qm aerial view of the Netherlands, enabling visitors to walk up and down on the floor-projected photo and video mosaic to discover the rich variety of multiple Dutch landscapes. The second Triennial project is called "A Wider View" and is located in a massive concrete building, formerly the home of Radio Kootwijk. Some 20 BrightSign units have been installed here by the exhibition's design, construction and system integrators, Bruns BV. Each display features an Elo TouchSystems LCD panel with touch-screen interactivity, which is driven by a BrightSign HD2000 digital signage controller. Eighty kilometres west of the Triennial event, a further seven BrightSign HD2000 Media Players are in use at the Jewish Historical Museum (JHM) in Amsterdam, controlling a new exhibition of photographic and video arts from Israel. VHS supplied the equipment to the museum's Ted de Leeuw who was in charge of systems integration on site.

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

[Top](#)

23) ict: BMW Museum – Interactive Exhibits bring History to Life

Over 90 years of BMW Corporate and Development history have become tangible since June 2008 in the greatly extended and now reopened BMW Museum in Munich. Visitors are presented with seven thematic blocks with 25 exhibition areas containing 125 exhibits in an area of 5,000qm. The mainly multi-media presentation of the numerous exhibits proves that history can be presented in an extremely exciting and emotional



fashion. Interaction and creative visualization captivate the visitors and guarantee a museum visit to remember. The company ict Innovative Communication Technologies AG, Kohlberg, were responsible for both the hardware and especially the software implementation of many exhibits. Extensive programming and networking were the main focus. "The bowl" a gigantic 360° projection forms the media core of this part of the museum. Images from a total of 18 projectors, each with 10,000 ANSI-Lumen are seamlessly combined in a gigantic surround projection in order to attractively present the current temporary exhibition in this area. The content moves around the visitors thus captivating them. A lively and changing scenario is ensured via parameterized sources together with real-time images and animations. Along with this feast for the eyes, a 64 channel audio system (Akusmonium) provides an impressive sound experience. 125 individually installed loudspeakers fed by a total of 20 kW produce an impressive audio collage. The ict team were also responsible for the entire lighting controls which run synchronously to the projection in „The bowl“. The so-called „Central Space“ forms the hub of the new second part of the building, i.e. the „low building“. Here visitors find multi-story show case exhibits whose surfaces, consisting of LED panels behind glazing, are directed towards the Central Space as a media façade capable of displaying feed on the entire surface in the 13 meter high building. A ramp leads visitors round and through this museum hub to all of the themed exhibition rooms. More details about the different installations can be found on the ict website.

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

[Top](#)

24) Christie: University of Kassel - On the way to a digital factory

In the Engineering Faculty at the University of Kassel, there are currently 24 professors researching and teaching at six institutes. The Institute of Production Technologies and Logistics consists of four divisions, one of which is Production Organisation and Factory Planning, directed by Prof. Dr.-Ing. Sigrid Wenzel. One focal point of research of this division is the digital factory. At the beginning of March 2008, Prof. Wenzel organised a kick-off event at her university, titled "Digital Factory – Benefits and Opportunities", where, amongst other things, the Digital Factory competence laboratory of her division was presented. This competence laboratory can be seen as a basis, on the one hand for innovative research projects on the digital factory together with industrial partners, and on the other hand for a research-oriented way of teaching and learning in order to prepare students for the application of digital planning methods in the industry. That's why the kick-off event was not only visited by students from Kassel, but also by a number of business representatives. The programme included lectures from the ship building and automotive sectors where the speakers made it clear that the production processes in these sectors could not be managed without digital planning methods and "virtual reality". "Virtual reality" may still sound like science fiction rather than like engineers and planners. Yet a closer look will reveal that simulation and visualisation are the main pillars of the digital factory, which has obviously already become a part of the research sector. And in industry, state-of-the-art factories cannot do without realistic simulation of production processes. 3Dims GmbH of Frankfurt were commissioned for the technical realisation in the competence laboratory of the University of Kassel. Directed by Friedhelm Birk, this enterprise specialises entirely in "virtual reality". 3Dims realise special applications for three-dimensional projections with enormously complex technologies and fascinating precision. In Kassel, the 3Dims specialists built an active stereo projection system consisting of two individual back projection modules. The system, which is distributed by 3Dims under the name of Buenavista CL 2800, can be utilised as a 180 degree power wall or in a 90 degree L-shape. Depending on which method user choose, they can either watch one large image or two matching images arranged at right angles. The projection screens are 2.9 x 2.2 metres each for this purpose. For projection screens of formats larger than two metres, 3Dims rely on the quality products of the US company Stewart Filmscreen. There is a mirror mounted at an angle behind each of the projection screens, and a projector installed in a special mount above each mirror. A Christie Mirage S+2K works at the heart of each of the Buenavista modules. This 3-chip DLP projector alternately supplies the picture for the right and for the left eye at 120 Hz frequency.

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

[Top](#)

25) projectiondesign: F30 sx+ projectors for Spanish Wheel of Fortune

Spanish television network Antena 3 is using two colour matched F30 sx+ projectors from projectiondesign to display computer graphics on the set backdrops system of their daytime game show, La Ruleta de la Suerte (Wheel of Fortune). Each of the F30 sx+ projectors manages just half of a computer graphics grid of typical game show squares. The total screen size is 3.6 and 1.4 metres high. The screens were designed and provided by IMAGIC VISION. Commenting on the projectors' performance, Joseph B. Lede, IMAGIC VISION's production director, said: "the high quality of the graphics with these projectors has a distinctly film-like look. To integrate the projectors with the stations equipment we are using an outboard vertical edge blending mixer that mixes incoming HD SDI signals and the results have been excellent." Mercedes Sainz, Sales Manager for Spain and Portugal at projectiondesign said the F30 sx+ was ideally suited to this kind of high-end installation: "The F30 sx+ DLP projectors have been developed to meet the demands of graphically challenging situations. The added advantage of a VizSim colour wheel as well as easy and accurate selection of colour temperature using RealColor are vital in critical broadcast environments. The F30 sx+ features SXGA+ resolution at 1400 x 1050 pixels and gives brilliantly detailed imaging, perfect for this type of broadcast application."

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

[Top](#)

26) Analog Way: New Interactive Product Catalog 2008/2009

Analog Way announced the release of its new Interactive Product Catalog 2008/2009. Analog Way has released the new version of its product catalog for 2008/2009 in English and French. It includes a brand new full colored presentation and an update of its latest products and application notes. After the release of this new Product Catalog 2008/2009 in print, Analog Way is pleased to announce the release of its interactive product catalog.

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

[Top](#)

27) Chief: New Mobile Website

Chief Manufacturing has announced the launch of the new mobile website. Users can access <http://m.chiefmfg.com> and get a cleaner version of the Chief website that is formatted specifically for mobile phones and wireless devices. Now users can get all of the information they need about Chief products while they are on the go. The new mobile site has a simplified user interface that runs faster on a mobile browser. Full product information including product features, specifications and downloads are available.

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

[Top](#)

28) Crestron: Comprehensive Training Programme for 2009

Demonstrating the company's ongoing commitment to support its ever-expanding national network of dealers, Crestron is pleased to announce that it is now taking bookings for its 2009 training courses. Developed to back up Crestron's award-winning products with full training and support, the comprehensive programme includes courses for both residential and commercial product ranges and software, with both Essential and Intermediate levels covered. Back by popular demand, courses include a two day Crestron Foundation course to take dealers through aspects of product introductions, installation notes, tools of the trade and simple programming changes, as well as Lighting, WiFi and Networking, and Systembuilder training. New courses to make their debut in 2009 include lighting training for NIC Contractors, and GUI Design training, which has been developed to look at ergonomics of control, GUI Design and layouts, colour sense and the software kits available. Courses are held at the company's specially equipped training centre in Cobham as well as at the company's offices in Doncaster, Livingston and Dublin. For full details and an opportunity to book these popular courses, visit Crestron's interactive website.

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

[Top](#)

29) Hyperwave strengthens its management team

Hyperwave has strengthened the sales and marketing dimensions of its management team. With Carl Gustav van der Linden, it has been possible to recruit a highly experienced manager to the position Regional Sales Director. After three months with the company, Mike Woolley has been appointed VP for Business Development and Marketing. With this extension to its management positions in the sales and marketing field, Hyperwave is emphasizing its new strategic orientation. "I am glad that with Carl Gustav van der Linden and Mike Woolley, we have been able to attract two managers with international experience who will help strengthen and extend Hyperwave's market position," says Hyperwave's CEO, Herwig Gangl.

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

[Top](#)

30) Magenta Research: Adds to Marketing Team

Magenta Research, a leader in video, audio and control signal distribution and switching over Cat5/CatX cable and optical fiber, announces the addition of two new associates to its internal Marketing and Communications group. Mark Rocha has been appointed Marketing and Communications Manager and is tasked with enhancing the Magenta Research marketing platform. Mr. Rocha who has an MBA and BS, Industrial Engineering, brings over 15 years of sales, marketing and product management experience and will lead the marketing staff to raise the brand profile of Magenta worldwide. Keith Amodio joins Magenta as Marketing Communications Specialist. Prior to joining the Magenta team, Keith who has an AS, Industrial Design and BA, Graphic Design worked for a high profile advertising agency and his own small agency. Mr. Amodio will be a vital component of the marketing team as the lead creative associate for the new web site, promotional materials and training aids. Magenta Vice President Bob Michaels commented, "We are thrilled to add the experiences and creative talents of Mark and Keith to an already strong department". Based in Connecticut, USA, Magenta utilizes a network of international distributors, manufacturers' representatives and resellers to market its enabling technology worldwide.

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

[Top](#)

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

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