



AVP-Newsletter

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Latest news about [Audio-Visual-Presentations\(AVP\)](#)

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



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

Publisher: CREA CT Spain, Senior Editor: Kai Kröger

Tuesday, 07th December 2004

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Dear Madam, dear Sir,

We are very sorry to have to inform you about sad news that is still incomprehensible to us.

On October 29th 2004, Wolfgang Schölermann, founder and owner of CRE ACT as well as AVP-Newsletter's chief editor, passed away.

With his sudden death we have not only lost the head of our team but also a close friend.

We know what was important to him in his business life and are thus now determined to continue on his behalf what we have started to create together.

We wish his family and especially his daughter Svenja all the possible strength!

He will always be with us in our thoughts.

On behalf of the entire CREA CT team,

Susanne Aschoff and Kai Kröger

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1) Publitec - new Sanyo projector PLC XP-56

Featuring 5000 ANSI lumens, 8.7 kilos and a size of 32 x 17 x 47 cm the new Sanyo PLC XP-56 LCD projector easily combines mobility and professional presentation. Its additional equipment makes the XP-56 a „race-runner“ in rental applications at medium large events. Thanks to a tool less lens mount all 5 available lenses can be exchanged quickly without using any extra tools. A motorized lens shift in combination with horizontal and vertical keystone correction even allows for montage in unusual projection environments. Included in delivery is a secure projector remote control via cable connection (up to 100 meters) and various serial signalling connections: 1 x DVI, 1 x VGA, 1 x RGBHV (5 x BNC), 1 x YUV (3 x BNC), 1 x S-Video, 1 x composite-video.

More: <http://www.publitec.tv>

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2) MEDIUM presents the PLUS U4-237 projector

Only 1.6 kilos in weight, just 5.3 cm high and 2000 ANSI lumens – these are the stunning features presented by the new PLUS XGA projector making it one of the brightest projectors in its class. The U4-237 has excellent brightness uniformity, sharpness and homogenous representation. The high contrast ratio of 2000:1 makes it the ideal projector for all kinds of video applications. With 34 dB in eco mode the projector stays pleasantly silent during presentations. In addition, the U4-237 consists of a DVI-I input allowing for perfect PC images and a component input in order to connect DVD players. The U4-237 has a PC card slot enabling wireless LAN presentations (802.11b standard) and projector control via web browser. The PC card slot allows for PC free presentations. Thanks to the PC card slot image files can be presented in jpg, bmp or tiff format. Additionally, Power Point presentations can be shown directly. MEDIUM has taken over exclusive distribution of PLUS projectors in Germany.

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

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3) Crossover-projector by ViewSonic

The new ViewSonic PJ502 projector has been especially developed for crossover usage. Ideally, this model can be used in everyday business as well as in large format home entertainment. With only 2.4 kilos in weight this model only requires a space in the size of DIN A4. With an optimum resolution of 800 x 600 pixels (SVGA), a contrast ratio of 400:1 and a stunning brightness of 1600 ANSI lumens the PJ502 produces images up to a size of 7.6 meters. Thanks to progressive scan technology and noise reduction pictures are presented flicker free. Despite of a powerful performance the PJ502 stays very silent in 29 dB whisper mode. Apart from PC and notebook connections the projector also consists of S-video-, component- and composite-inputs. Furthermore, it can even support HDTV signals. The life span of the integrated 163-Watt lamp can reach up to 4000 hours in whisper mode.

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

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4) **EIKI Professional Line projector LC-X70**

The new EIKI Professional Line projector LC-X70 is a LCD data/-video projector for professional applications or fixed installations in large conference rooms. The LC-X70 is characterized by a brightness of 5000 ANSI lumens and a contrast ratio of 1200:1. Thanks to its vertical lens shift function and digital keystone correction the projector is very flexible as towards positioning. The LC-X70 will be delivered with a high-quality standard lens; four different lenses are available optionally. Excellent image quality is this projector's special characteristic. The image quality is achieved by innovative functions like auto brightness and a colour management system. The LC-X70 consists of three different lamp modes. The projector can be connected to a TCP/IP network via an optional NPC-1 interface. Finally, there are clever presentation tools like individual logo insertion, picture freeze and picture mute.

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

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5) **Ultra bright power devices by Optoma**

Optoma Europe Ltd. introduced their latest DLP digital projectors EP758 and EP759 to the market. They are ultra bright power devices in the installation class. They offer an almost noise-free performance in a portable device weighing less than 3.5 kilos. The Optoma projectors are ideal for applications in conference and lecture rooms or for business and movie presentations. Both XGA projectors work with latest DDR Digital Light Processing technology achieving excellent brightness of up to 3500 ANSI lumens (EP759). Thanks to a super contrast ratio of 2000:1 realistic colours as well as pin sharp, bright images can be projected. Featuring a unique, patented tunnel cooling system both the EP758 and the EP759 are whisper silent at only 28 dB. Both come with an infrared remote control including PC mouse, mouse wheel and a laser pointer. A wide-angle lens for applications in smaller rooms is available optionally.

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

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6) **Toshiba's projector bridging - the S80**

Toshiba Projection & Display Technology (PDT) introduced an all-purpose DLP projector, the S80, to the market which combines home cinema and business demands in one device. It is equipped with SVGA resolution, thanks to DLP technology achieves a high contrast ratio of 2000:1 and offers high brightness of 2000 ANSI lumens. Thus, the S80 guarantees excellent image quality – even in medium dark rooms. In addition, the Natural Color Enhancer (NCE) developed by Toshiba is able to correct different colour temperatures typically found in former DLP projectors into a more realistic image. There are three colour modes that can be chosen from. The projector's 2.8 kilos make it a lightweight that can be taken along easily on trips. A silent fan noise positively supports any presentation and allows for a perfect home cinema event especially with the possibility to switch image formats (4:3 and 16:9).



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

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7) **High-resolution projector at VELTEN**

The event organiser now profits from High-Definition video (HD) that allows for projecting highly emotional videos in cinema quality onto screen. Featuring approx. 2 million pixels the resolution achieves 16mm film production level. This is five times higher than the formerly used standard definition. The VELTEN GmbH now has the new BARCO high-resolution SLM R12+ projector in their rental park. The projector consists of a physical resolution of 1450 x 1050 pixels at a high brightness of 11,500 ANSI lumens. High-resolution data projection and high-end video applications are the most important fields of application for the R12+. Several extra functions like the integrated seamless switcher or the picture-in-picture function make this compact DLP-projector an attractive device even in standard applications.

More: <http://www.velten.tv>

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8) **A new midrange device with upper class performance features**

The new midrange model by Sharp offers pure presentation fun. Even under severe presentation conditions bright 2500 ANSI lumens and a contrast ratio of 1000:1 guarantee active security. In addition, several extras like Natural Colour, password security and automatic vertical keystone correction provide special comfort. The PG-MB60X offers excellent presentation in all situations - whether an in-house presentation or an external meeting.

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

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9) Ultra bright BenQ PB8250

BenQ Germany recently expanded their projector portfolio in the business segment by the BenQ PB8250. The new beamer is ultra bright – the brightest device in the product portfolio so far. The projector offers 3000 ANSI lumens and presents pin sharp pictures even in bright rooms. Thanks to DLP technology the projector achieves a high contrast ratio of 2000:1. The XGA resolution enables excellent data representation. Next to its technical features the BenQ PB8250 offers maximum flexibility thanks to numerous connections: Various data sources can be connected via RGB-, 2 video inputs (RCA and S-video) as well as DVI input. Two audio inputs (2 x RCA) allow for acoustics along with the presentation. An additional RGB output is available. BenQ is one of the leading supplier of lifestyle IT products.

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

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10) Epson offers a 3 year free of charge on-site support

Epson projectors now come with an additional free of charge service. From now on, Epson offers a free of charge three year on-site support on all newly purchased business data- and video projectors that have been on the German market since the beginning of April 2004. Excellent technical features, rugged design, reliable performance and long life span characterize Epson projectors. In case any problems occur Epson customers can now rely on a 36-month on-site support without paying a cent for it. It's a plus in security that is valid henceforth in Germany, Austria and Switzerland.

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

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11) New at EYE-Q: 51S-II

The german Monitor supplier EYE-Q Display Technology has now extended their S-model series product portfolio by the EYE-Q 51S-II. This 21.3" LCD monitor consists of a high quality dual-domain-IPS panel offering perfect image quality especially for graphic, CAD and office applications. The 51S-II has an analogue and a digital DVI video input. A display controller offers the possibility to manually adjust RGB levels via on-screen menu. Thanks to a picture diagonal of 54 cm and a resolution of 1600 x 1200 pixels the monitor offers excellent images. The viewing angles are 170° horizontal and vertical. The EYE-Q 51S-II has a contrast ratio of 400:1, the display's brightness lies at 250 cd/qm. It can represent 16.7 million colours. EYE-Q offers a three-year warranty including on-site replacement service (only in Germany and Switzerland).

More: <http://www.EYE-Q.de>

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12) NEC: 4 new plasma TVs

The four new NEC plasma TVs 61XR3, 50XR4, 42XR3 and 42VR5 represent a perfect plasma TV home entertainment series. The displays are especially characterized by a 20% higher brightness, a 55% better contrast and a 10% higher energy saving level. The 50XR4 has a 45% enhancement in contrast. Gamma correction works over a bandwidth of 4096 grey scales that is 68.7 billion colours. For the first time, the plasma TV panel running time could be enhanced up to 60,000 hours. A TV tuner to be integrated on the rear side allows for receiving TV via cable or terrestrial. Thanks to various connection possibilities, 16:9 picture format and several audio inputs these plasma TVs offer outstanding performance and flexibility even for home cinema enthusiasts. They support digital image standard via digital interface (DVI). All models are now available at local distributors.

More: <http://www.de.nec.de/home.php/lang/ENG>

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13) Hitachi offers 3 new LCD models

The new projector series from the Hitachi Digital Media Group (DMG) is especially dedicated to professional applications. Apart from a new design Hitachi has also optimised internal features such as brightness, noise level and connection possibilities. The three new portable LCD projector models dedicated to the business segment are named CP-X345 (XGA), CP-X340 (XGA) and CP-S335 (SVGA). They only weigh 2.5 kilos. The X340 achieves a brightness of 1500 ANSI lumens and a contrast ratio of 400:1. Its motion adaptive progressive scan technology realises flicker-free high quality video pictures. It consists of two RGB inputs and a USB mouse port allowing for easy and fast control. The RS232 interface controls the projector in ceiling applications. The other two models profit from the same enhanced performances as found in the CP-X340, however, these projectors achieve an even higher brightness level of 2000 ANSI lumens. The new LCD projection series replaces the models CP-X275, CP-S318 and CP-X328. The new Hitachi's are already available at local distributors.

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

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14) **Samsung: professional plasma displays up to 63"**

The new professional Samsung plasma displays take business activities to a higher level. There are three different formats starting from 42" via 50" up to 63". All Samsung plasma displays can be used for pivot applications and are equipped with video wall functions – the ideal feature for dynamic XXL video walls. Thanks to Samsung's DNIe™ technology detailed and natural images as well as graphics can be realized. The integrated image enhancement processor allows for video split in multi monitor walls (2x2 or 3x3, 4x4, 5x1 and 1x5). Thus, several plasma displays can be installed in video wall formation. Every single display only shows a part of the entirely projected image. The integrated RS232C interface enables simultaneous control of several plasma displays in different locations from just one PC source – it's all very easy thanks to MDC software.

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

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15) **Luxion: new Panasonic plasmas**

The new Panasonic 7 plasma series (37" up to 65") is characterized by higher brightness illumination (up to 930 cd/qm) and enhanced contrast (up to 4.000:1) at a colour bandwidth of 3.62 million colours. Thanks to a flexible slot-in system these 16:9 plasma displays can be individually set up using connection boards (as conference room solution, POS-/POI-application, interactive touch panel etc.). Prices and further information about the 7 plasma display series are available at the Luxion GmbH.

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

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16) **Extron: Programmable VTG 400**

Extron Electronics has introduced the VTG 400, an advanced, programmable, and upgradeable Video and Audio Test Generator. The VTG 400 is a broadcast-quality reference tool for set-up, performance evaluation, system calibration, and troubleshooting of video and audio systems. An innovative and groundbreaking feature of the VTG 400 is Scope-Trigger™. Scope-Trigger expedites analysis of a specific area within the video image when used with an oscilloscope. The VTG 400 offers 34 video test patterns, several with adjustable levels, and seven audio test reference signals with selectable frequencies and output levels. A total of 97 factory scan rates are available for high resolution computer-video, HDTV, 16:9, plasma, and RGB, as well as standard definition component video, S-video, and composite video. SDI/HDSDI output is available with the VTG 400D. Versatile and lightweight, the VTG 400 is appropriate for field or bench testing, or permanent installation in integrated A/V systems.

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

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17) **Ict presents the new ict TouchMachine UniversAL**

As an internationally active system house for audio visual information and presentation technology, ict AG have been depending on their own products as part of a wide ranging product portfolio for 16 years now. To cope with the market demand, ict AG developed the TouchMachine UniversAL, which is distinguished by the use of PC standard components and flexible display sizes (15", 17" and 19" LC Displays). In this way, the customer receives a modular terminal, which is always equipped with up-to-date PC components. Looking at it from the design point of view, the new TouchMachine UniversAL is just as attractive as the previous model.



Characterized by a purist, high grade exterior and minimum dimensions, the TouchMachine UniversAL fits into almost every environment. The attractive stainless steel and aluminium combination of the terminal housing together with the reliable touch screen technology for the display makes this new development a professional multimedia terminal. Due to its inclinable display, the terminal guarantees comfortable operation, especially for handicapped persons. Customer specific equipment and design variations, e.g. enamelling in RAL colours or specific Corporate Identity colours, or extra functions via the addition of an Internet keyboard are only some of the options which can be customized to meet the client's requirements.

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

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18) **friendlyway introduced new ultra slim kiosk system**

friendlyway has introduced a new generation of public information kiosk systems which have PC technology integrated in the display. The ultra slim kiosk systems have been designed especially for applications in digital entrance, electronic information and digital visitor guidance. The flat systems include high performance, fan-free Pentium M processors. Thus, contents can be combined with demanding video- or animation media. The displays are available in the sizes 8", 4", 12", 17", 21", 30" and 40". Housing fronts are available in elegant black glass or anodised aluminium. The „friendlyway composer“ software serves as media control tool. The "virtual porter" software guarantees visitors the possibility to check in at any time on-location. The systems are now available at friendlyway dealers in Europe.

More: <http://www.friendlyway.de/com>

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19) **3-in-1: Extron matrix switcher MPX 423 A**

Extron Electronics introduced the Extron MPX 423 A, a multi-format media presentation matrix switcher that combines three independent 4x2 matrix switchers for VGA, composite video and S-video in a single enclosure. It also functions as a 12x2 matrix switcher for stereo audio. Compact and cost-effective, the MPX 423 A can expand the input capabilities of a typical LCD or DLP projector, while providing a second set of outputs for a local preview monitor, or a second presentation display. This integrator-friendly matrix switcher is ideal for a variety of small-scale applications including classrooms, training and conference facilities. Other features on the MPX 423 A include speed-sensitive volume control, Digital Sync Validation Processing, and RGB mute. Control of the MPX 423 A is provided via the front panel, RS-232, or IP Link™ technology. IP Link enables the MPX 423 A to be monitored and accessed from any computer connected to a Local Area Network (LAN), Wide Area Network (WAN), or the Internet.

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

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20) **cinemateq: more sharpness, more picture**

The new control software for all picture optimizer plus device generations has been updated (version 3.30) and can be loaded to the devices as usual via the RS-232 interface. There are several new features & functions: With the function "Video Norm" the video standard recognition on the input side can either be set to AUTO (used to be the standard setting in former versions) but also fixed to PAL and/or NTSC. By predefining the setting (e.g. PAL) there is no longer any picture interception when there is a short interruption of the video source's signal. The brightness, contrast and colour saturation adjustment was fundamentally revised. All three parameters act jointly now, i.e. if changing one of the values a readjustment of the other two values is no longer necessary. The cut-off on the input signal side of the picture optimizer plus has been completely eliminated. It now processes PAL/NTSC input signals with a maximum of 720 x 575 (PAL) and/or 720 x 480 pixels (NTSC), provided that the video source (DVD player) delivers an "uncut" signal. The new version 3.30 is now online and can be downloaded in the support centre.

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

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21) **Projecta – finding the right projection screen**

Projecta, supplier of screen solutions for the professional and home cinema markets, provides some insight into the parameters which come into play when selecting the ideal screen. The projection screen is an indispensable component of any presentation or Home Cinema set-up. An image must be projected in such a way that several people can see it at once. Each situation is unique and for the best possible projection quality, the light output of the projector, size of the projection screen and the reflection value of the screen fabric should be attuned to one another. The clarity of the image also depends on the quantity of ambient light, the reflection value of the screen fabric and the light output of the projector. All Projecta's screens feature a special black border which significantly improves perceived image quality. On certain models, border and screen height are adjustable, allowing users to determine the ideal viewing height. Projecta has devised a 4-step system to help choose the right projection screen and now advises customers on all four steps.



More: <http://www.projecta.nl>

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22) **HKS Brillant M – demanding and mobile framed projection screen**

HKS Brillant M, the new functional and shapely framed projection screen, received great reception on the photokina and the Orgatec in Cologne. The mobile projection screen meets high demands. The pluggable aluminium base frame featuring an adjustable quick release fastener allows for invisible screen set up to the frame. This mobile framed projection screen is characterized by functionality, flexibility, and last but not least by an attractive design.

More: <http://www.hks-gmbh.de/english/start.html>

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23) **WOLFVISION showcases extremely high resolution Visualizer**

On the photokina in Cologne, WolfVision introduced an upgraded version of the high end Visualizer VZ-57. The new VZ-57plus, equipped with a WolfVision designed 3-CCD Progressive Scan camera, sets new standards in resolution and picture quality: 3 XGA CCDs with 100% lifelike colours, 1000 lines resolution, 1300 lines resolution in Image Turn mode, 30 frames per second (real time motion), high-end electronics, processing 70.8 million effective pixels per second as well as USB 2.0 and Ethernet/LAN port.

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

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24) **Avaya- and Polycom initiative**

Avaya and Polycom introduced on joint initiative an internet protocol-based video telephony solution that makes desktop videoconferencing as simple as a phone call. The solution integrates broadcast-quality video and office phone functionality

into a single, easy-to-use interface, enabling business users to initiate videoconferences on their PC or laptop. The new solution uses the Polycom ViaVideo II camera featuring an internal processor and compression algorithms that transmits continuous, clear video images without taxing a computer's performance. This lets users utilize multiple applications at once, while retaining high-quality videoconferencing. In result, the Avaya- und Polycom initiative is a powerful tool to enhance collaboration among a distributed workforce, enabling co-workers to instantly see and more effectively communicate with colleagues around the globe.

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

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25) Polycom PVX and WebOffice 7.0

Polycom unveiled two new cost-effective solutions designed to deliver the ultimate communications experience to end users on their personal computers. The first is the Polycom PVX video conferencing software application that extends Polycom's premier voice and video experience to personal computers and web-cameras. Polycom PVX delivers Polycom's unrivalled Siren 14™ (14 kHz) audio and sharp H.264 video quality showing natural motion at a consistent 30 frames per second. The second solution, Polycom WebOffice 7.0, is the first integrated solution to be released following Polycom's recent strategic alliance announcement last month with Microsoft Corporation. Polycom WebOffice 7.0 integrates with Microsoft Windows Messenger, bringing users simple point-and-click access to business quality multipoint conferencing and collaboration.

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

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26) Cabletime: MediaStar at the United Nations

The MediaStar Video Distribution- and Conferencing System was installed at the "International Criminal Tribunal for the former Yugoslavia" (ICTY) headquarters in Den Haag. MediaStar, which was developed by Cabletime, uses an RF Headend and combines incoming satellite signals and MATV/CATV feeds with local content from terrestrial sources, decoder units and cameras. These contents are then fed to the MediaStar Hub that includes dual RF inputs before sending them to monitors and desktop PCs. The MediaStar solution was set up by Focus 21, a specialized reseller.

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

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27) New giant AIRSCREEN

AIRSCREEN Company, producer and distributor of the original inflatable AIRSCREEN movie screen, is announcing great news. They have built the world's largest inflatable AIRSCREEN. With a giant size of 30m x 20m this screen can be used for movie premieres and large events. "Thanks to a new material processing process we are able produce screen sizes that go beyond the formerly limit of 24m x 12m", says Christian Kremer, CEO at the AIRSCREEN Company. The growing worldwide partner network makes the inflatable screens also available e.g. in the USA or Australia.

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

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28) CT with highlights on autumn exhibitions

Fascinating LED and AV technology from CT Germany was again one of the technical highlights on the large autumn exhibitions this year. As an international LED specialist and full service provider for audiovisual equipment, CT worked for its customers on the Motor show in Paris, on the IAA Nutzfahrzeuge (= commercial vehicles) in Hanover and on the Photokina in Cologne among others. On the Motor show in Paris, the exhibition stand of SAAB again convinced with the installation of VersaLIGHTGUIDE – the outstanding product for the design of surfaces with LED technology. More than 110 square meters of VersaLIGHTGUIDE were integrated as four individual screen elements into the stand concept of SAAB. For this, various new graphical contents were programmed for the VersaLIGHTGUIDE elements which were also coordinated to the contents of the two installed Barco iLite 6 XP screens (4 square meters each).

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

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29) PSP: Additional- and complete solutions

PSP Audio- & Video- Technology is planning and installing high quality AV equipment in yachts and real estate. Among others, they offer multi-room solutions using centralized rack technology for the hidden installations of AV- and server components. Comfortable handling of image- and sound sources in any room is acquired through programmable touch panel remote controls or wall control elements, Pads and tablet PCs. Individual wishes and demands are taken care of as for example in this current project: weather proof 2 x 3 meter LED/SMD outdoor TV on a lift system featuring a rotating device. With custom made hub- and folding lift systems PSP offers complete solutions as well as additional solutions all from one source all over Europe. Their motto is: To see what can be done, to do what can be seen.

More: <http://www.psp-av.de>

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30) Large order for AVE

In the world's largest non-attached supporting hall, which should formerly be used for Cargo lifter airship construction, a tropical recreation park including a huge swimming pool area is going to be built. This "Tropical Island" is going to be equipped with media technology by AVE Audio Visual Equipment. Within two months, AVE will install the entire media technology for this project. Among the installations will be the largest fixed installation rear projection featuring an image size of 140 x 17 meters, a dimension that according to AVE poses a special challenge. The complete ELA and show audio, lighting and three large „water screens“ are also parts of the order. AVE became accepted with their concept in offering a technology and control set-up all from one source. The AVE Verhengsten GmbH is acting as distributor of professional audio-, video- and presentation technology in Berlin, Hanover, Cologne and Munich.

More: <http://www.avepro.net>

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31) System Technologies BVBA: successful performance

For the opening and closing ceremonies at the Athens Olympic Games, System Technologies provided innovative and ground breaking creations: In the Galaxy Effect ST and its sister company Innovative Designs created a new high brightness LED. Some 1600 spotlights were submerged completely under the flooded pitch of the main stadium, each light controllable over DMX. Next to the Athens Mat, a lightweight and yet daylight bright display, ST provided a touring LED video screen that was lightweight (1600kgs for 78m²), very bright and flexible. The most challenging project was the Athens Belly. During the opening ceremony the womb of a Greek pregnant woman would start shining a bright light, fed by 1200 High brightness surface mount LED. A fantastically realistic proteases was made by Hybrid from Leeds and ST/ ID integrated the custom designed LED boards, and circuitry.

More: <http://www.systemtechnologies.be>

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32) Integrated Systems Europe 2005

The second edition of Integrated Systems Europe - 26-28 January 2005 at The RAI, in Amsterdam - announces its expanded Business Conference and Educational Programs. Playing an integral part of this unique pan-European showcase, they feature as a key element of the show's profile. Representing advanced technology and applications-led solutions for the home, the workplace and commercial applications, ISEurope 05 is on target to grow in size by at least 50%. Currently, over 4,000 sq metres (net space) have been committed by 100 key organizations. The Business Conference features as the main drive behind the show's curriculum. Additionally, the co-hosting consortium will stage a variety of complementary educational forums during the show. Comprising 24 sessions over 3 days, these are presented by European and US industry experts covering a vast spectrum of topical issues affecting the industry.



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

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33) Successful bmco project

The bmco (broadcast mobile convergence) project, now completed after 14 months, has shown that the convergence of digital terrestrial television and mobile communications has promising potentials to establish itself in the market. The bmco project partners have gained valuable experience with respect to content and service offerings, promising business and market models and user acceptance. The bmco project was started by Vodafone Pilotentwicklung, Nokia, Philips and Universal Studios Networks Germany in order to examine and test new convergent services based on broadcast and mobile communications networks. For the first time worldwide, video, audio and data streams based on the new DVB-H standard have been transmitted alongside DVB-T services in a shared multiplex via a public digital terrestrial television network and were received by devices provided to participants in the bmco user trial. The market research conducted for the bmco project, which focused on the handheld mobile phone form-factor, indicated a high acceptance of mobile TV-like services.

More: [http:// www.bmco-berlin.com](http://www.bmco-berlin.com)

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34) Legamaster Dynamic Show

The Legamaster Dynamic Show 2004 was a full success: Events were sold out, over 50 % new contacts could be made and top decision makers were to be found in the audience. It was the moment to attend to customers on location. In one month, eight German cities became the visual communication "Mecca". All in all, more than 700 attendees participated in the event. Legamaster was supported by five renowned cooperation partners: trade publisher Gabal and the companies Moderatio, Speakers Excellence, 3M Visual Systems as well as the business trade magazine working@office. Another Dynamic Show highlight was the lectures given by eight professionals from Speakers Excellence. It is sure that Legamaster will be touring again in 2005. A national event is planned taking stops in various locations showing a lot of innovative products.

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

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35) ISCO has signed a sales contract with Cinecom AG

ISCO Precision Optics GmbH, Göttingen – Germany has signed a sales contract with the Swiss company Cinecom AG, Zürich with respect to the delivery of 500 LCD/DLP- projection lenses for the digital projection of advertising in cinemas in Switzerland. The installation will be carried out within a time frame of approx. 6 month. Cinecom AG, Zürich is the leading supplier of cinema advertising in Switzerland with a market share of more than 90 %. Cinecom AG starts to replace traditional 35 mm film and slides by digital distribution and projection of all her advertising. As a consequence all the cinemas will be part of a nationwide network. The project manager Patrick W. Jung from LJ Engineering stated that: "it`s a revolution of the cinema technology" and "the online-advertising is the first step on the way to achieve a total digitalization of the traditional cinema." Digital film projection is not common yet. Special equipment is needed. High performance lenses with respect to brilliance, contrast, resolution and distortion are used. The supplier that could meet these tough requirements was the Göttingen based ISCO Precision Optics, founded in 1936.

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

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Your AVP-Newsletter Editorial-Team

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