



# 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



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

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[To the table of contents](#)

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.

[Top](#)

## 1) ISE 2007 almost sold out - just a few spaces left

The show organisers of Integrated Systems Europe 2007 announced that 95% of available space at the show in Amsterdam from January 30th - February 1st 2007 had been sold, leaving only a handful of booths available. Integrated Systems Europe surprised the market and the exhibition industry with this news, confirming that ISE is on pace to set a record-breaking event. With the fourth show just three months away, ISE 2007 has grown larger, with the newly booked Hall Four nearly full. During the last 6 months, the show organisers have reacted quickly to meet the insatiable demand from companies anxious to be part of Europe's largest show for professional AV and Electronic System Integrators. Over 11,000sqm of space has now been sold, making ISE 2007 the largest show ever held.

**Integrated  
Systems  
Europe**

An intensive visitor marketing campaign is currently underway and Mike Blackman was equally pleased to report that the awareness and anticipation of ISE 2007 is also increasing. "Our focus now is on attracting the maximum number of trade visitors. Registration on the website is now functional and we are now accelerating the mailing and press activities over the next two months to raise awareness of how strategically important the ISE show is in this vibrant and growing market."

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

[Top](#)

Enjoy reading !  
Yours Kai Kröger

Headlines

[To the main menu](#)

- 1) ISE 2007 almost sold out - just a few spaces left
- 2) Mitsubishi: Two new portable projectors
- 3) Toshiba's new x range also features overhead projector
- 4) Sanyo: PLC-XU74 – Projector to go
- 5) NEC: Three new models in the NP projector range
- 6) Panasonic: New 3-chip 10,000 projector range
- 7) projectiondesign: cineo 3+ 1080 projector for true 1080p images
- 8) CASIO: Super slim and super chic
- 9) Da-lite: Tab Tensioned Professional Electrol Screen
- 10) Media Vision: Magic Daylight Screen now even brighter
- 11) Planar's Xscreen Named International CES 2007 Innovation
- 12) SCREEN RESEARCH introduced SolidPix
- 13) ThemeScene® HD3000 Enhanced HD Video Processor
- 14) RGB Spectrum: Expanded line of multiple image display processors
- 15) Zandar: MultiViewers on Mitsubishi Stand at ISE
- 16) Adtec: Innovative and Value-Oriented HD Solutions
- 17) Kramer Electronics Introduces 1:2 HDMI Distribution Amplifier
- 18) Listen Technologies deliver wireless Infrared Audio System
- 19) Polycom announces new HDX 9000 series
- 20) ict: Spectacular Shows for „Hot Rods“
- 21) CL: On-site support
- 22) Gahrens + Battermann: Media technology at the Internet
- 23) ISE Roadshow hailed an outstanding success
- 24) SMART: SMART Board software 9.5 for Linux
- 25) NEC Display Solutions: Successful first term
- 26) A successful first ever ACF Central Europe
- 27) T+W Marketing increases presence in largest markets
- 28) BMB CUSTOM A/V partners with TRIBUTARIES CABLES
- 29) Akamai: The first four seconds are critical

## 2) Mitsubishi: Two new portable projectors

In November Mitsubishi Electric added 2 new models to its range of portable LCD projectors: the XL650U and XL550U. Developed especially for classrooms, meetings, conferences, showrooms and trade shows, the new projectors' excellent picture quality is particularly impressive. Both feature XGA resolution, high brightness levels and high contrast – the XL550U emitting 3,100 ANSI lumens with a contrast rate of 400:1, and the XL650U with 4,200 ANSI lumens and a contrast rate of 600:1. This means they can deliver incredibly sharp images even in larger rooms with daylight or ambient light. Thanks to their light weight of 4.7 and 4.5 kilograms respectively and compact dimensions (333 x 113 x 272 mm), the projectors are ideal for mobile use, such as moving from one classroom to another. Whether permanently installed or placed on a table or lectern, digital keystone correction ensures perfectly positioned images. By using a technologically advanced ventilation unit, the operating noise of the XL550U has been reduced to an extremely low 22 dB.

**More:** <http://www.mitsubishi-evs.de/en/home.asp>

[Top](#)

### Alphabetical index of companies:

ACF (26), Adtec (16), Akamai (29), BMB Custom A/V (28), Casio (8), CL (21), Da-Lite (9), G+B (22), ict (20), ISE 2007 (1) (23), Kramer (17), Listen Technologies (18), Media Vision (10), Mitsubishi EVS (2), NEC (5), NEC Display Solutions (25), Optoma (13), Panasonic (6), Planar (11), Polycom (19), projectiondesign (7), RGB Spectrum (14), Sanyo (4), Screen Research (12), SMART (24), T+W Marketing (27), Toshiba (3), Zandar (15)

## 3) Toshiba's new x range also features overhead projector

Toshiba Projection & Display Technology (PDT) has added 2 additional business models to its recently launched x range. The newcomers, xc2500 and xc3000, are based on the x2500 and x3000 projectors, and complete these by an integrated projection camera. Hence, both new models can be transformed into overhead projectors in the twinkling of an eye. The CMOS camera can be swivelled through 270° offering a 3 mega pixel resolution and an 8x digital zoom. The feature enables handwritten notes or small objects to be shown to large audiences in conference or lecture halls. The projection camera in models xc2500 and xc3000 has a 3-megapixel CMOS sensor for crystal-clear picture reproduction even in very large rooms. Like the other models in Toshiba's new x range, the xc2500 and xc3000 include the NCE 3 chip, developed by Toshiba and aligned specifically to the colour optimization needs of LCD technology to deliver vibrant, brilliant and natural colour.

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



[Top](#)

#### 4) **Sanyo: PLC-XU74 – Projector to go**

Mobility is now an absolute must in many areas. The new SANYO PLC-XU74 projector for Business & Education simplifies daily life in businesses, universities and schools and offers unrivalled flexibility, technology, and quality. At just 2.4 kg, it can easily be carried to meetings or the next lecture room. The Direct Power On/Off switch means that very little time is lost before you can begin your presentation. Even when you are finished, you can turn off and unplug the PLC-XU74 immediately as well. Thanks to the integrated, intelligent capacitor, the fan will continue to operate until the lamp is completely cooled. To facilitate installation, the projector is equipped with vertical keystone correction. This feature ensures that the PLC-XU74 projects a perfectly rectangular image from any setup position. The digital keystone correction eliminates vertical image distortions by up to +/-20°. And if you need to leave the projector unattended in a presentation room, you can block the unit's setting buttons with the Key Lock function. SANYO's PLC-XU74 meets the most exacting demands during presentation as well. The brightness of 2,500 ANSI lumens guarantees brilliant image quality that will capture the undivided attention of everyone in the room. The 400:1 contrast ratio and XGA resolution (1024 x 768 pixels) deliver vivid, detailed projections. In addition, the projector is HDTV compatible (1080i, 1035i and 720p processing).

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

[Top](#)

#### 5) **NEC: Three new models in the NP projector range**

Each of NEC's 3 new DLP projectors, the NP40, the NP50, and the NP60, features a so-called hybrid cooling system. This innovative system uses both a fan and an additional pump, which focuses a current of air on the lamp, to cool the lamp unit. This not only extends the lamp life to up to 3,000 hours in Eco Mode, it also significantly reduces the weight and size of the housing. The 1,024 x 768 XGA resolution and high contrast ratio of 1,500:1 in the NP40 (1,600:1 in the NP50 and NP60) guarantee brilliant image rendition. All three projectors have a long list of features. The only difference between the NP40 and NP50 and the top model is their slightly lower brightness levels of 2,200 and 2,600 ANSI lumens respectively. The 'Quick Start' and 'Direct-Power-Off' functions shorten waiting periods before and after presentations. The Auto Focus System ensures razor-sharp images in next to no time without manual adjustment. But the NP range is also a joy for users who prefer manual operation: manual fine-tuning has now been made even easier and more accurate. Automatic wall colour correction ensures colour fidelity when projecting onto coloured backgrounds and automatic digital keystone correction gives users more freedom when selecting a location for the projector.

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

[Top](#)

#### 6) **Panasonic: New 3-chip 10,000 projector range**

Among the new big cinema projectors, Panasonic now presents its PT-DW10.000E and PT-D10.000E projectors featuring 3-chip DLP technology and 10,000 ANSI lumens. The new wide screen PT-DW10.000E projector not only delivers an impressive 10,000 ANSI lumens using the new 3-chip DLP panels by Texas Instruments. It also ensures High Definition images at a full 1,920 x 1,080 pixels resolution. As for projectors featuring an SXGA+ resolution (1,400 x 1,050 pixels), Panasonic offers the otherwise similarly equipped PT-D10.000E. Both large screen projectors can therefore be counted among the lightest and most compact devices in its class. Thanks to the dynamic shutter, which is a Panasonic exclusive, the 10,000 range achieves an outstanding 5,000:1 contrast ratio thus rendering ultimate cinema quality. The new projectors also come with an improved, dust-proof optical segment. Further basic features include horizontal and vertical lens correction, a DVI input featuring HDCP as well as LAN control via the 'PLink' standard protocol.

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

[Top](#)

#### 7) **projectiondesign: cineo 3+ 1080 projector for true 1080p images**

The cineo3+ 1080 projector from projectiondesign is a true 1080p HDTV resolution projector that uses 1920 x 1080 DLP technology. "Offering the best possible reliability and accurate picture detail, the cineo3+ 1080 projector meets the stringent demands of High Definition applications" states Anders Løkke, Marcom Manager at projectiondesign. "This single-chip projector is used in a vast range of applications around the globe including digital dailies, post production work and HD screenings, high quality graphics generation, 3D graphics and mapping, command, control and surveillance, broadcast control room and presentation areas, medical imaging, automotive design, and even digital signage." Key operational features include a failsafe DuArch™ architecture whereby lamps are replaced whilst the projector is operating with no down time. The compact unit has dust contamination proof sealed optics making it ideal for permanent installations that are tricky to access. A wider colour gamut enabling a rich palette of colours, and strongly saturated images is produced using Texas Instruments© BrilliantColour technology, and projectiondesign's proprietary RealColor system simplifies colour management, calibration and set up for perfectly rendered natural images. The cineo3+ 1080 features a full HD

compliant REC709 colour gamut, and can even be delivered with a full DCI compliant colour gamut. It can even achieve more than 20ft Lambert on a 5 metre wide screen for critical image viewing. A user adjustable iris enables the projector to achieve perfect brightness and contrast levels in every application. The maximum contrast ratio is 7500:1 (this is a true optical figure) and a brightness output of up to 3,500 ANSI lumens is possible. As expected, the native aspect ratio of the projector is 16:9. It is also available in a 4:3, SXGA+ resolution format that can achieve an even higher brightness output (model F30 sx+).

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

[Top](#)

#### 8) CASIO: Super slim and super chic

CASIO now offers additional fashionable accessory bags along with its new Super Slim projectors XJ-S30 and XJ-S35. The line features 3 different models which have been especially designed for the Super Slim projector range. The practical bags are made from high-quality black leather including handle and shoulder strap. The bags not only protect the projectors against dirt, dust and moisture but also ensure space for a Super Slim projector including all cables and a remote control. The design highlight out of all 3 bag models is a high-quality nylon bag featuring a clear form which has been designed with the young and trendy customer in mind. For those who already own a briefcase or who would like to put the super slim projector (270(W) x 199(D) x 43(H) mm) next to their notebook CASIO offers a leather case. This leather case protects the Super Slim projector from unnecessary scratches. Due to its compact dimensions, the case resembles a classic organizer.

**More:** <http://www.casio-projectors.com>

[Top](#)

#### 9) Da-lite: Tab Tensioned Professional Electrol Screen

The Tensioned Professional is now available in standard sizes from 180" to 240" diagonal Video, 188" and 220" diagonal HDTV and from 9' x 12' to 12' x 16' square formats. The Tensioned Professional Electrol is fully customizable to aspect ratios and sizes upon request and includes a three position Decora® style wall switch. The Tensioned Professional Electrol can be controlled with Da-Lite's Video Projector Interface, Single Motor Low Voltage Controller, or Da-Lite's line of Integrated Screen Control products for more sophisticated control and networking.



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

[Top](#)

#### 10) Media Vision: Magic Daylight Screen now even brighter

German MediaVision GmbH is now offering their successful rear projection screen range Magic Daylight Screen with a gain factor 12 instead of previously 9. The consistent brightness of nearly 97%, even in corners, delivers a high-quality, homogenous image over the entire screen. According to MediaVision, improving price-performance ratio with regards to beamers facilitates an entirely new market for "TV Commercials at a Competitive Price" in various Marketing segments. For long term use of beamers in combination with the Magic Daylight Screen, MediaVision developed a timer featuring pause function (Timevision 7000). According to leading projector manufacturers, experience shows that the following assumption is true: In order to protect panels, a 20 minute break after a 6 hour operation period has a positive impact on the panel's life span and the related colour purity. MediaVision is currently looking for sales distributors worldwide.

**More:** <http://www.media-vision.de>

[Top](#)

#### 11) Planar's Xscreen Named International CES 2007 Innovation

Planar Systems, Inc. announced that its first-ever home theater offering, the Planar Xscreen, was designated as an International CES Innovations 2007 Design and Engineering Awards Honoree by the Consumer Electronics Association (CEA®). This prestigious program honors outstanding design and engineering in cutting-edge consumer electronics products, as judged by an independent panel of industrial designers, engineers and members of the trade press. The Planar Xscreen is a best-in-class front-projection screen system, featuring Daytime Film Technology™ that enables the Xscreen to overcome the most common problem associated with the at-home cinema experience – ambient lighting. Combating reflected light from windows, lamps or other light sources that can degrade picture quality, the Xscreen delivers bright colors, rich contrast and sharp images, regardless of lighting conditions, to deliver highest-quality picture in 60-inch, 70-inch, 80-inch and 100-inch diagonal viewing sizes. Planar's Xscreen will be displayed in the Innovations Design and Engineering Showcase at the Sands Expo and Convention Center, Booth #68747, as part of 2007 International CES January 8-11, 2007

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

[Top](#)

## 12) SCREEN RESEARCH introduced SolidPix

Screen Research, recognized for its high-end quality projection screens, announces its new product range: SolidPix™. The SolidPix is the first non-acoustically screen from Screen Research. This new fabric made by Screen Research complements the existing fabric range (ClearPix1 & ClearPix2) and enlarges the product offer to customers interested in high-end quality screen and Screen Research services performances. SolidPix has been designed to offer a high-end quality screen that offers a new solution when the positioning of the speakers behind the screen is not convenient. The research and development of the screen surface was conducted to reach the high standards of video quality required by the "Imaging Science Foundation". The product will be available in all screen versions of the Screen Research products line, except Le Wing, for maximum versatility to any customer's situation. This new range is a new step in our strategy to offer one of the most exciting ranges of projection screens for "no-compromise" home theater applications.

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

[Top](#)

## 13) ThemeScene® HD3000 Enhanced HD Video Processor

Optoma introduced the company's first video enhancement processor and switcher, the ThemeScene® HD3000. The HD3000 is specifically designed to enhance the image quality of all Digital Projectors, Digital TV's, Plasma and LCD. It combines the very latest studio grade video enhancement and colour management with state-of-the-art video switching, scaling and format conversion. At the heart of the HD3000 is the renowned Gennum Visual Excellence Processing™ (VXP™) technology - capable of optimising any video signal including HD 1080i from broadcast or disc, making it ideal for use with High Definition TV or HD-DVD and Blu-Ray sources. The HD3000 excels in all areas of video processing: Switching, Scaling, Deinterlacing, Colour Management and Image Enhancement. Video switching enables the fourteen digital and analogue video inputs, including three HDMI, two Component and two SCART RGB, to be simultaneously connected, optimised and then converted to a single High Definition HDMI output, simplifying the connections to a Home Cinema Display. The HD3000 can scale any video signal, up to a maximum of 1080P, to precisely match the resolution of a HD Home Cinema display. 1:1 pixel matching ensures that the Home Cinema display produces the best possible image quality. The HD3000 excels at per-pixel motion adaptive deinterlacing with automatic film mode support of both standard definition and High Definition formats - ensuring perfect image quality even in the most demanding of conditions.

**More:** <http://www.themescene.tv>

[Top](#)

## 14) RGB Spectrum: Expanded line of multiple image display processors

RGB Spectrum is expanding its View™ line of multiple image display processors with the introduction of two low cost models, the QuadView® 2+2 and DualView™ 2. These processors are ideal for any application requiring display of multiple video and computer images on a single screen: security, video teleconferencing, education, medical, monitoring, surveillance, control rooms, and public display. The QuadView 2+2 processor accepts two RGB/DVI/HD graphic inputs up to eight NTSC/PAL/S-video inputs, four of which can be displayed simultaneously on a single screen. The processor offers high flexibility in the choice of signals to be displayed, with possibilities including one computer and three video, two of each type, or four video signals. The Dualview 2 processor accepts two RGB/DVI/HD graphic inputs and four NTSC/PAL/S-video video inputs, any two of which can be displayed simultaneously. The QuadView 2+2 and DualView 2 both offer outstanding image quality and a new feature set, with web based control, dynamic window sizing, borders and titling, and smooth zooms and pans. All display windows can be independently positioned and sized anywhere on the screen and panned and zoomed to emphasize areas of particular interest. Display alternatives are virtually infinite and include quad split, side-by-side, picture-in-picture, and overlapping windows. 24 user programmable presets are provided for pre-configured display arrangement selection. Control is provided via Ethernet or RS-232 serial port. The QuadView 2+2 and DualView 2 web based control system offers both local and remote operation. The embedded GUI interface provides a graphical representation of the multi-image screen with "drag and drop" window positioning and sizing.

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

[Top](#)

## 15) Zandar: MultiViewers on Mitsubishi Stand at ISE

At ISE 2007, Zandar will demonstrate high-quality image monitoring using the advanced FusionPro+ and Predator Series MultiViewers. Zandar MultiViewers are able to process and combine multiple real-time video images, audio and computer graphics in numerous configurations for large screen display. "Zandar will highlight the benefits of using MultiViewers within a varied range of specific monitoring applications ranging from simple AV solutions to high-end digital signage, content management and security command and control rooms. The application of our products represents Zandar's continuing commitment to AV system integrators in providing innovative products for integrated applications", explains Deirdre Smith, CEO at Zandar Technologies. Zandar's fixed configuration Predator HD MultiViewer solutions are ideal for true HDTV monitoring. The 4, 8, 12 and 16

channel systems match the native resolution of most HD displays, provide optimal rendering for highest video quality and boast the lowest possible frame delays. Predator VC/VS MultiViewers are ideal for security and surveillance control rooms. They excel in the combination of 12 or 16 multiple CCTV camera and graphical data inputs (with 12 channel models offering expansion for 2 or 4 more video or computer sources). All data is easily labeled and video & power alarms are inbuilt to ensure operators find it easy use. Predator VC/VS MultiViewers can also be integrated with third-party surveillance devices such as spot monitors, access control and video recording systems. These highly accurate and reliable MultiViewers work with popular display technologies including LCD and projection systems. In integrated applications that require a changeable and flexible configuration of data, the highly powerful FusionPro+ MultiViewer combines both HD and SD formats with ease as well as RGBHV or DVI computer inputs. Images can also be output at 1080p resolution. All FusionPro+ and Predator MultiViewer models feature the advanced Zandar Dual Head control (ZdHT) which allows any system in the range to drive one or two displays, easily controlled by the intuitive and highly flexible Z-Configurator layout editing software.

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

[Top](#)

#### **16) Adtec: Innovative and Value-Oriented HD Solutions**

Adtec Digital introduced its new line of high definition Digital Media Players for superior content management and value-oriented solutions, at Telco TV in Dallas, TX. "Adtec's Soloist 4111 HD and award winning edge 4111 HD Digital Media Players boast MPEG 4 H.264, and MPEG 2 high definition (HD) and standard definition (SD) media playback," Vice President of Sales and Marketing, Ron Johnson, said. "Regardless of the source, each device can automatically scale the content to match your output target up to 1080i60 for outstanding HD playback." Media can easily be loaded, managed and scheduled for payout, utilizing the included mediaControl software with command interface and scheduler to play a list of files and loop indefinitely. "MediaControl is a Java-based, cross-platform rich user interface enabling command, control, list building, scheduling, and verification management of the 4111 players", Johnson said. The Soloist 4111 HD boasts the ability to tune into IPTV networks, decoding IP Multicast HD content with fall-back payout of stored content. "For private IP networks (PVNs), you can stream content to the Soloist 4111 HD over IP for point-to-point or multicast payout," Johnson said. "It is also useful in broadcast and cable television, museums, large screen presentations and IP IRD for backhaul, because of its large storage capacity, one rack-unit size and ability to encode the highest quality of video at 40 Mbs." Applications for the edge 4111 HD include kiosk, trade show, retail point-of-sale, museums, digital signage and private IP networks. Both devices feature multi-channel Dolby Digital AC-3 audio for crystal clear sound.

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

[Top](#)

#### **17) Kramer Electronics Introduces 1:2 HDMI Distribution Amplifier**

Kramer Electronics is pleased to announce the introduction of the VM-2HDMI 1:2 distribution amplifier for HDMI signals with the ability to store and recall EDID information. The VM-2HDMI is a compact and high quality 1 input, 2 output distribution amplifier for HDMI signals from tuners, set top boxes, DVD players and other HDMI equipped sources. The unit supports up to 1.65Gbps bandwidth to ensure compatibility with all HDTV standards including 1080p/60 signals. It will allow the connection of one HDMI source to 2 HDMI equipped display devices. The VM-2HDMI features a default EDID setting for fast and efficient connection of the unit. With a default EDID setting, you can turn on the distribution amplifier and source device without first connecting and powering on any of the displays. The VM-2HDMI can also store and recall an EDID setting from either connected display device. The VM-2HDMI is housed in a compact Kramer DigiTOOLS® enclosure and is fed from an external 100-240 VAC universal switching power supply.

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

[Top](#)

#### **18) Listen Technologies deliver wireless Infrared Audio System**

Listen Technologies start shipping the new wireless infrared audio system for transmission of 4 mono or 4 stereo signals. The Listen IR radiators cover more than 900sqm, can be cascaded for a larger coverage and are powered from the transmitters. Only installation friendly cabling like coax and CAT5 is used to wire a Listen system. Various mounting solutions are included to mount the radiators to surfaces such as wall, ceiling, corner or even on tripod stands. The IR receivers, available as Stetho or Lanyard versions, work for 30 hours with standard AA batteries and 15 hours with rechargeable batteries. By using modern microprocessor technology, a Listen system is compatible with most existing installations. It will even enhance the coverage and provide impressive reception qualities without direct line of sight. Both receiver types can be charged and stored in ergonomical wall and desktop mountable stations. Listen Technologies will exhibit at ISE 2007, Booth R01.

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

[Top](#)

### 19) Polycom announces new HDX 9000 series

This new breakthrough HD platform offers broad flexibility and highest levels of performance to support any video collaboration application. The Polycom HDX solutions combine the comprehensive benefits of HD Voice, HD video and HD content sharing, and feature many industry-first capabilities such as simultaneous HD dual streams for People and Content, Siren™ 22 kHz StereoSurround™ audio and unmatched HD camera performance. The Polycom HDX solutions are based on the Polycom UltimateHD™ architecture. That represents the foundation for the industry's only integrated and complete HD video collaboration offering that includes video systems, video multipoint control units (MCU), HD recording, streaming and playback systems (for both video and content), related HD services, and integrated Polycom HD Voice endpoints. High definition significantly improves the clarity of video communications, creating a more engaging, lifelike and seamless communication and collaboration experience over distances. HD video enables a new broad range of business applications that rely on small but critical details with regards to video and sound for a variety of industries.

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

[Top](#)

### 20) ict: Spectacular Shows for „Hot Rods“

„COOL! HOT! INTERMOT“ – was the motto at the Cologne trade fair from 11th to 15th October 2006 as the focal point of the biker world. First class event technology from ict Innovative Communication Technologies AG, Kohlberg, set the audio and visual scene at the BMW Motorcycle and KTM booths. Lead-managed by WengerWittmann GmbH, Munich-Haar, who had been commissioned with the realization of the brand presentation, the ict team planned and realized the video and sound technology



installations for the presentation of BMW Motorcycles and their new models. An Odeon shaped show area complete with catwalk in the centre served as the core element in the booth concept. Professional projection, camera, production and audio technology provided impressive event characteristics for the half-hourly fashion and promotion shows at the booth. A tandem projection (Panasonic PT-D9600) visualized the high resolution feed from the ict equipped audio and video production on a 6 x 4 meter screen suspended from a ceiling rig. The corresponding sound was supplied by several d & b 902 high performance loudspeakers mounted on the ceiling rig and subwoofers (model Föön Sub E272HL) installed under the stand. Wireless microphone technology completed the audio equipment. Visitors to the booth received product information about BMW Motorcycle models on numerous 50" plasma displays distributed throughout the booth and fed from DVD players. A band consisting of eleven TFT displays in the lounge and bar area showed emotional riding scenes. ict implemented a factor 11 DVD synchronized feed for the display, frame-exact controlled via an ict ControlMachine CM 2. The second largest motorcycle manufacturer in Europe – KTM, also presented their sporty, versatile and high performance machines. In line with the company philosophy „Ready to Race“, the most extensive range of motorcycles in the history of KTM was displayed in the Cologne trade fair halls. Professional display technology by ict created the corresponding multimedia core. Commissioned by, and in close cooperation with Picture, Sound & Design GmbH, Lampertheim, the ict team installed a 4 x 4 Seamless Plasma Display screen on the stage, which additionally emphasized the colourful KTM appearance. The almost 8 sqm screen visualized charts and videos fed from PC during the press conference. The high resolution image wall provided thrilling image movies which created an amazing racing atmosphere at the booth during the trade show.

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

[Top](#)

### 21) CL: On-site support

The Middle Eastern market is a challenging one. Not only the language barrier but also the different cultural habits make it hard for a company to break into the market in the Middle Eastern region. However, CL video rental GmbH & Co. KG has been successfully established their branch in that region. It has been three years by now since the rental company, which rents technical equipment, has received orders from local companies. Starting in October 2004, the company has kept a branch in Dubai. Now, the video professionals offer their colleagues to support them with all their logistics related issues. The advantages for the CL partners are clear: They can profit from CL's experience in all possible ways. Hence, even short-term projects can be realized easily. "We have good operatives on site who are accustomed to all customs requirements", says Managing Director Jörg Heinze. "We have an own customs number for import and export, and we know the officials personally which generally facilitates a lot of procedures." However, a faster and safe border crossing process is not the only advantage that CL will pass on to their partners. Thanks to numerous large projects that could be realized in the Middle East, the company was able to negotiate excellent terms for air- and sea transports. Moreover, CL customers can use the company's stock which is located near the Dubai airport.

**More:** <http://www.cl-group.de>

[Top](#)

## **22) Gahrens + Battermann: Media technology at the Intermot**

In October, the International Motorcycle trade show 2006 – Intermot – attracted more than 187,000 visitors to the Cologne fairgrounds. Suzuki started off the exhibitors' press conference series at the Intermot presenting its new models. All in all, Gahrens + Battermann realized a very special trade show appearance for Suzuki on a booth that exceeded 2,000 sq m: plasma monitors and lighting technology was set up at several cross beam circles featuring a diameter of up to 20m. An 18 sq m large LED wall, made out of Barco's i-Lite6 modules, was set up at one of the central cross beams. The modular set up offers outstanding flexibility with regards to size and format and thus enables freedom of creative design. At Intermot, media technology provider Gahrens + Battermann was responsible for setting up all cross beam systems and the entire light, sound and video technology for Suzuki.

**More:** <http://www.gb-mediensysteme.de>

[Top](#)

## **23) ISE Roadshow hailed an outstanding success**

Over 400 visitors attended four ISE Roadshow events in Eastern Europe which concluded at the Istanbul Hilton. The organisers were delighted to report that attendee levels exceeded all expectations and the events attracted positive and enthusiastic comments from both visitors and sponsors alike. Mike Blackman, ISE Managing Director was delighted with the results, which justified the decision to take this event beyond the existing European frontier. "Attendance was excellent and initial feedback has been extremely positive. We had visitors who came ready to talk and were prepared to do business. They brought with them an optimistic approach to the exciting opportunities in the AV and electronic systems industry. These events have demonstrated to us how influential and exciting the Eastern European and Turkish markets are for our industry. In every location attendees sought us out to thank us for bringing a taste of ISE to their country." As these Roadshow events come to a close, all eyes are now turning to Integrated Systems Europe 2007 which is already almost sold out. Online registration is now officially open for visitors on the ISE 2007 website at <http://www.iseurope.org>. Registration is filling up fast, so the organiser's advice to secure a hotel room as soon as possible if you need one. "We have secured some unbeatable deals with the leading hotels in Amsterdam offering you the very best rates; these can be booked via the ISE website".

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

[Top](#)

## **24) SMART: SMART Board software 9.5 for Linux**

SMART Technologies recently presented the SMART Board™ software 9.5 designed for Linux operating systems. Based on the recently launched version 9.5 for Mac and Windows® systems, this Linux version represents an important update for this platform as well as the most encompassing SMART Board software up to now. With this new software, SMART is paving the way to a simultaneous development for Linux, Mac and Windows integrating innovations and improvements simultaneously on all platforms. The new release currently supports 3 distributions: Fedora Core 3, Red Hat Enterprise Linux 4 (RHEL 4), and SUSE 10. SMART Board software for Linux systems were already introduced as early as 1999 in their first version. „Linux now becomes more and more popular around the globe and offers a highly functional platform for SMART users“, says Nancy Knowlton, President and Co-CEO at SMART. „The launch of the SMART Board software 9.5 for Linux emphasizes SMART's commitment to serve our clients' needs and demands globally“.

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

[Top](#)

## **25) NEC Display Solutions: Successful first term**

Despite of competitive prices on the European monitor market, NEC Display Solutions Europe GmbH has fully achieved its goals for the first business term in 2006 (April to September) and thus presents excellent results. Despite decreasing prices, the LCD display manufacturer can present a positive result and, according to market research institute iSuppli, currently belongs to the no.1 companies worldwide in the speciality displays segment – professional monitors for colour management, medicine, CAD/CAM, and graphics. A large part of the success is due to the great performance of large format LCD NEC Public Displays (32" to 57"). These devices are frequently used at the Point-of-Sale, at airports, as well as in retail. NEC managed to avoid the general downtrend in the monitor market by developing a clear vertical product direction with regards to CAD/CAM, colour management, medicine, office-applications, Public Displays, high-end gaming, and its focus on Corporate Business. Instead, cooperation with existing partners has been intensified taking on a clear position as display solution provider.

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

[Top](#)

## 26) A successful first ever ACF Central Europe

The ACF Budapest recently closed its doors and the organisers can now take stock of the first ACF organised in Central Europe. More than 1000 visitors met some sixty exhibitors in one of Budapest's most impressive congress centres. Against a spectacular backdrop, including giant screens, state-of-the-art acoustic and lighting installations, laser shows, for this first audiovisual event, professionals from the audiovisual equipment sector from Hungary and neighbouring countries, were able to discover the interest of this new initiative in Central Europe, which promises to become a not to be missed event for audiovisual professionals from this part of Europe. Numerous exhibitors have already informed them of their complete satisfaction and expressed an interest in reserving space for 2008. The twelfth ACF Brussels will be held from 14 to 17 November 2007, in halls 11 & 12 of Brussels Exhibition Center. International exhibitors, new items, workshops and various events will be organised on the occasion of the 2007 fair. The organisers have already started work in recent weeks on the conference programme.

**More:** <http://www.acf.be>

[Top](#)

## 27) T+W Marketing increases presence in largest markets

T+W Marketing continues to expand its reach and presence with industry veterans Neil Davidson and Hartmut Bayer joining its ranks, adding more than 30 years of experience in high-end audio and video. Effective immediately, Neil will be the point of contact for the UK and Hartmut for Germany, Austria and Switzerland for all existing and new T+W Marketing-customers. Wim De Vos, co-founder of T+W Marketing, noted 'Neil Davidson and Hartmut Bayer are extremely reputable and experienced professionals in our industry and we are proud to have them on board to further build T+W Marketing into the leading distributor of Premium Consumer Technology for custom-installers in Europe. T+W Marketings' approach is to provide trainings, support and solutions for the existing custom installers as well as for the AV retailers who are moving into the booming european custom install market.' Both Neil Davidson and Hartmut Bayer are all-round professionals in audio, video and integration from a technical and sales point-of-view. Custom installers will find in them a source of knowledge and support whenever they need help or information in designing, installing or calibrating a home entertainment system.

**More:** <http://www.tw-marketing.com>

[Top](#)

## 28) BMB CUSTOM A/V partners with TRIBUTARIES CABLES

BMB Custom A/V (a division of BMB Electronics BV) announced a further extension of its brand portfolio via a distribution partnership with the American company TRIBUTARIES Cable. This Distribution and Marketing alliance covers all of Europe. TRIBUTARIES Cable, whose "value-high-end" audio and video cabling and accessory products are known and respected around the world, provides one of the widest of selections available of high quality products made for the Audio, Video and Custom Installation marketplace. Joe Perfito, the TRIBUTARIES companies President and Founder said "We are delighted with our new partnership with the BMB Team, which helps us to form a beachhead to further build our business in Europe and marks our 15th Anniversary year with continued growth. We take our customer's needs seriously ourselves, and we wanted a partner whose own company style mirrors our own 'service first' way of doing business. We know that with BMB we have a company who shares that philosophy".

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

[Top](#)

## 29) Akamai: The first four seconds are critical

Four seconds is the maximum length of time an average online shopper will wait for a Web page to load before potentially abandoning a retail site. This is one of several key findings revealed in a report made available by Akamai Technologies, Inc., commissioned through JupiterResearch, which examines consumer reaction to a poor online shopping experience. Based on the feedback of 1,058 online shoppers that were surveyed during the first half of 2006, JupiterResearch offers the following analysis: The consequences for an online retailer whose site underperforms include diminished goodwill, negative brand perception, and, most important, significant loss in overall sales. Secondly, online shopper loyalty is contingent upon quick page loading, especially for high-spending shoppers and those with greater tenure. Three-quarter of the respondents said that they would not go back to a site at all if page loading time was too long. Additional findings in the report show that more than one-third of shoppers with a poor experience abandoned the site entirely. According to Jupiter Research, four seconds is the maximum length of time an average online shopper will wait for a Web page to load before potentially abandoning a retail site. Roughly half of "mature" online shoppers – those with either two or more years tenure shopping online or that spend more than \$1,500 annually – especially identify page loading time as one of their top priorities for online sites. Sixty-five percent indicated they are likely to return to a site that is easy to navigate, particularly during the registration, log-in and checkout processes. These results demonstrate that a poorly performing website can be damaging to a company's reputation; according to the

survey, nearly 30 percent of unsatisfied customers will either develop a negative perception of the company or tell their friends and family about the experience. "The critical takeaway from this research is that online shoppers not only demand quality site performance, they expect it," said Brad Rinklin, vice president of marketing at Akamai. "Four seconds is the new benchmark by which a retail site will be judged, which leaves little room for error for retailers to maintain a loyal online customer base. Site performance becomes even more critical as retailers add more dynamic content and applications to their site." For a complimentary copy of the full report, please visit [www.akamai.com/4seconds](http://www.akamai.com/4seconds).

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

[Top](#)

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