



# 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)

Publisher: CREAT Spain, Senior Editor: Wolfgang Schoelermann

Wednesday, 14th June 2004

Dear Newsletter Readers,

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in this edition of <http://www.avp-newsletter.com/> you will find the latest news from data video projection/presentation. We have concentrated in this edition especially on InfoComm - the congress (5th-11th) and the exhibition, 9th to 11th June.

### 1) InfoComm 04 - Technology trends

The most important exhibition worldwide in the AV branch took place this year in Atlanta from 9th to 11th June. The exhibition was accompanied by a series of workshops, seminars and meetings on various aspects of audio-visual media technology. The 647 exhibitors, 22,894 visitors and 5,962 seminar participants clearly testified to the positive trend in the American economy. Claus Lohse ([AV-Mediamap Consulting, Tel. +49\(0\)89-612097060](#)) was there and has summarised the technology trends for the AVP Newsletter:



IT and AV are coming closer together. Even video and audio conferences will undergo huge growth in the future particularly at the workplace. AV signal transmission technology is experiencing a renaissance. On the one hand the signals which are to be transmitted are increasingly digital and the bandwidths, as a result of their greater resolution or frequency, are getting higher, on the other hand new technologies like UTP/CAT5 and glass fibres are offering new solutions for the AV branch. Firms like Extron, Crestron, Altinex and Magenta Research are pinning their hopes on the well-known twisted pair cables, Communications Specialities is looking more at glass fibre.

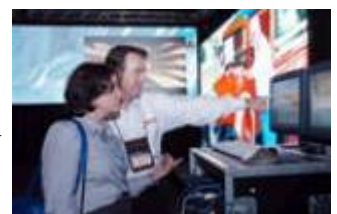


The battle between LCD and plasma goes on. From the technological side the advantages are certainly with LCD technology. These are: no burn-in, low energy consumption and high resolution. It is often asked why is NEC selling its plasma factory to Pioneer? The advantage of plasma up to now has been its low production cost. In the USA, the first 50" plasma models are being offered to the end user for under 5000 US \$, the end of the year should see the first 42" plasmas for a retail price of less than 2000 US \$. Samsung showed an 84" plasma and a 57" LCD display at the InfoComm. Rear-projection systems are playing a big role on the consumer market. Thomson exhibited with RCA a Rear-projection TV just 18 cm thick. The decision to buy here is

mainly based on the price.

DLP, LCOS and LCD are the names of the video data projector competitors. DLP is still scoring points over LCD. Sony is stopping production of LCD Engines to concentrate its energies on reflective technology. In the shoot out between the large projectors, the first 4K (4 m. pixels) projector from Sony was on show. In particular, Christie (DLP) and JVC (DLA-LCOS) exhibited projectors which are qualitatively perfect for digital cinema.

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



Enjoy reading!

Yours Wolfgang Schoelermann

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## **2) Samsung: 50000 Hours with the PPM-50 H3Q**

The new plasma from Samsung gives you 50,000 hours of operation without any loss of picture quality. The irritating burn-in effects with large screens have also been reduced. The PPM-50 H3Q has a brightness of 1000 Candelas per m2 and a contrast ratio of 3000:1. This means the new Samsung products leave the older makes of plasma screens and TFT monitors far behind. The DNIE (Digital Natural Image engine) makes the picture sharper and clearer. DNIE algorithms adjust the values of the incoming signals to human vision. With DNIE it is possible to interpolate a TV signal to such an extent that a high-quality picture suitable for large projection surfaces can be produced. To show a picture on an even larger surface several of the 50" Samsung plasmas can be joined to make a matrix display which can be controlled like a desktop monitor.

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

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## **3) A+K FlatPanels 26",30",42",50"+60"**

Anders+Kern, the presentation technology experts, brought its new own brand of flat screens onto the market in June. The Norderstedter company presented two LCD and three plasma screens. The models A+K FlatPanel LT-2600 with 26"/66 cm picture diagonal and LT-3000 with a 30"/76 cm picture diagonal are two extremely long-life LCD televisions with built-in TV tuners which will set completely new standards in the world of home cinema. They are 10 cm wide, weigh 18 or 20 kilos and have a resolution of 1280 x 768 pixels in a 16:9 format. Making up the three plasmas are the A+K FlatPanels PT-4200 (picture diagonal 42"/106 cm), PM-5000 (50"/127 cm) and PM-6000 (60"/125 cm). With 1000 cd/m<sup>2</sup> the three models are very bright and have a very large 160° viewing angle. The PT4200 gives you a natural, colour-intensive picture with a 1200:1 contrast. It comes with a built-in TV tuner with video text. PM-5000 and PM-6000 have a contrast ratio of 1000:1 and run on DCDi technology.



**More:** <http://www.anders-kern.de/>

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## **4) Clarity: InfoComm - New Rear-Projection Display**

At InfoComm 2004 Clarity Visual Systems unveiled several new products including Bengal, a 61-inch ultra thin rear-projection DLP display only 6.5-inches deep, based on a technology collaboration announced with InFocus Corp. earlier this year. Bengal is built on a modular I/O architecture that affords the user installation flexibility - the ability to choose a SNMP-based module for remote monitoring, an SDI video interface for broadcast environments, even a planned mini PC with networking capability. The display is also lightweight and rugged, features low power consumption and is front-serviceable. Other new products include Margay, a zero-mullion, widescreen 50-inch ultra thin rear-projection DLP display designed for multi-display signage and video applications and Bay Cat, a high resolution 46-inch, direct view LCD.

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

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### 5) LCD TV 30" PIP from Metz

The LCD TV 30" PIP extends the Metz product range with another versatile model. The TV's exceptional, sharp picture is a result of the high W-XGA format resolution (1280 x 768 pixels). The ultra-flat TV design is an eye-catcher - either for the wall or tabletop. The TV comes in both variations. Tuner and mains adapter are integrated and the built-in loudspeaker complete the picture. The Metz LCD TV 30" PIP works without fans using passive cooling. The versatile picture-in-picture function (PIP) is a particular highlight. Two different picture sources can be combined: large picture/picture inset or split screen operation. The TV is also fitted with a latest generation video text function. It also has all the sockets necessary to make it the centre of multimedia life. A DVI-D interface lets you enjoy films from DVDs in digital picture quality.

**More:** <http://www.metz.de/en/>

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### 6) NEC Presents VT 47

The new VT47 from NEC, the successor to the VT46, promises The cinema experience within your own four walls. It has an 800 x 600 pixel (SVGA) resolution which makes it especially suitable for playing videos and TV. The brightness has been improved to 1500 ANSI lumens and with a contrast ratio of 400:1 the VT 47 can project films in rich colours. With a working noise value of only 28 dB it is no problem to hear even the quietest dialogues in the film. Even in small rooms the cinema experience is guaranteed, the short 17.5 mm focal length makes it possible to project large pictures from a short distance. The VT47 includes functions like progressive PAL and component input, with a choice of connections for DVD players, computer or VHS recorders. Another convenient aspect is that you can choose between three sources which can be selected either using the three buttons on the projector or by remote control. The VT47 weighs 2.9 kilos, measures 294 x 93 x 260 mm and will be on the market in July.

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

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### 7) Toshibas Top Class: T91 and TW90

Toshiba Projection & Display Technology (PDT) presents the models T91 and TW90, two top class DLP projectors. Both T90 models offer 2000 ANSI lumens, DLP technology, XGA resolution and a high 2000:1 contrast - important performance characteristics which guarantee razor-sharp images and exceptional colour reproduction. With a minimum projector distance of 1.2m the devices can also be used in small conference rooms. The two models offer different additional features. The T91 has in addition a removable projection camera, connected by an RGB cable which makes it possible to do flexible presentations on the spot. The 3.7 kilo T91 can also do the job of an overhead projector. The TW90 is fitted with a WLAN card. This makes wireless data exchange also possible within a network environment. It weighs 2.9 kilos. The WLAN software you need is included.



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

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### 8) TI: New DLP-Projector with SXGA+

Texas Instruments has brought out a new DLP projector with SXGA+ resolution, i.e. with 1400 x 1050 pixels. This is the highest resolution on the market at the moment for projectors with one-chip technology. The DLP-SXGA+ technology provides high luminosity and an excellent contrast ratio. It is a response to the growing demands in industry, medicine and the military for DLP equipment with high resolution. The technology is also ideal for fixed installation and equipping conference rooms. The DLP projector F1+also uses DLP DarkChip2 technology, which ensures an impressive 2500:1 contrast. DLP is a robust, fully digital display technology which maintains its excellent picture characteristics over a long period and is not sensitive to surrounding conditions which could have adverse effects on picture quality. DLP technology makes sure you have clear, bright razor sharp pictures in all kinds of projection applications.

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

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### 9) Luxion: The New ASK/Proxima C170 Is Coming

In the 3rd quarter the portable conference room projector ASK Proxima C170 will be launched in Germany by the AV distributor, Luxion GmbH. The DLP projector, with its XGA resolution, max. 2,000 ANSI lumens, 1,000:1 contrast and a projection ratio of 1.83-2.27:1, is ideal for meeting and conference rooms. And weighing only 2.4 kilos this compact and stylish projector can easily be taken along on business trips. Another main attraction of the "Roadrunner": the C170 is fitted with a USB drive which you can use to play presentations stored on USB sticks. Already standard on ASK Proxima projectors: the C170 has an LCD display with status and warning notices and colour-coded sockets and cables.

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

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#### 10) **HP: New Purchase - money back for the old projector**

There are now two good reasons to buy an HP projector: within the framework of their comprehensive trade-in programme, HP guarantees all customers who purchase a new HP projector before 31st October 2004 money back on their old equipment. The amounts vary depending on the HP model bought: 120 euros if a VP6111 is purchased, 160 euros if a VP6121 or SB21 is bought, 240 euros when buying a MP3130, 410 euros if a XP8010 is purchased and 490 euros when buying a XP8020 - irrespective of the manufacturer of the old projector. The conditions for the trade-in offer are that the old projectors were purchased at least six months before the purchase of the new HP projector and are sent to HP in full working order, undamaged, with all the accessories and a sales slip. You can take part in this cash-back deal for up to 30 days after buying your new HP projector. There is more information on this and other HP trade-in deals in the Internet.

**More:** <http://www.eu.trade-in.hp.com>

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#### 11) **InFocus: ScreenPlay 7205 - High-End Home Cinema**

InFocus provides total cinema enjoyment in your living room with its new ScreenPlay 7205 projector, a device which projects pictures onto the screen in brilliant colour. The projector is based on the ScreenPlay 7200, but comes with a range of technical goodies. They include the company's own development a 7 segment colour wheel which is set to the D65 colour mastering standard. This standard is used in the film and television industry and does away with the need for further calibration. For even better contrast ratio, high colour saturation and consistent brightness InFocus has used the new "Mustang" HD2+ chip from Texas Instruments. The ScreenPlay 7205 projector will impress you with its technical highlights. Along with the 7 segment colour wheel the "Mustang" provides you almost noiseless enjoyment of your films or sporting events. The ScreenPlay 7205 is one of the quietest of the digital one-chip projectors on the market at the moment.

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

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#### 12) **Panasonic: World premiere - 1-chip DLP Projectors**

Panasonic's three new DLP projectors had their world premier at the InfoComm 2004 in Atlanta/USA. In Germany the PT-D5500, PT-DW7000 and PT-D7700 will be officially unveiled at the photokina and will then come on the market. The three projectors are designed for medium-sized to large rooms and particularly suitable for fixed installation. The 1-chip projector PT-D5500 is the first DLP projector in its performance range with only one chip. The brightness is over 4,500 ANSI lumens and the 1000:1 contrast ratio is remarkable. The colour wheel developed by Panasonic with its wide diameter and high rotation speed ensure brilliant colour reproduction. As an alternative to 1-chip technology Panasonic has brought out the two new DLP projectors PT-DW7000 and PT-D7700 with three DMD chips. The PT-DW7000 is the company's first projector with a 16:9 chip. It provides more than 5000 ANSI lumens and has a WXGA resolution of 1366 x 768 pixels. The PT-D7700 has 7000 ANSI lumens and SXGA+ with 1400 x 1050 pixels.

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



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#### 13) **Hitachi TX100+LC5: 2 New Home Cinema Beamer**

They have just appeared in the specialist shops - the two Hitachi projectors PJ-TX 100 and PJ-LC5. The PJ-TX 100 is the projector for the demanding home cinema fan. The technical basis is the new ED Quattro system from Hitachi: four lenses with especially low dispersion combined with aspherical lenses provide 720p pictures with high focus and exact colour reproduction. The PJ-TX 100 manages an even higher picture resolution with improved focus, brightness and colour depth. Hitachi's new electronically-controlled aperture allows you to make the setting manually for any environment, as brightness and contrast can now simply be customised. It costs 1,999 euros. The PJ-LC5, with an introductory price of 999 euros is the perfect model to start with. This high performance projector uses motion adaptive progressive scan technology from Hitachi and its compatibility with nearly all multimedia equipment make it highly attractive.

**More:** <http://www.hitachi-eu.com>

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#### 14) **EPSON Brings Multimedia into Education**

Whether it's a school, university, state or private educational establishment - the price, performance range and easy handling of the EPSON EMP-61 (SVGA) and EMP-81 (XGA) ensure perfect everyday life at school in any circumstances. The new multimedia projectors have been specially developed for the teaching and training market and are also well suited to small or medium-sized conferences. They make exceptional sense for everyday school use: the built-in blackboard mode lets you project even onto dark surfaces for example the green or black blackboards in classrooms or lecture rooms. Despite their 2,000 ANSI lumens both projectors work with a 30dB whisper. The built-in 5 Watt loudspeaker provides clear sound even on the back rows. Both the EMP-61 and the EMP-81 have a bulb life of around 3,000 hours.

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

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### 15) **Barco: New HD 16:9 Projector at InfoComm**

Barco introduced the new iCon H600 network centric visualization solution, featuring a native 1920 x 1080 HDTV resolution and 16:9 wide aspect ratio. The remarkable 6,000 ANSI lumen LCD projector is equipped with a powerful integrated display server and features advanced picture-in-picture functionality. The iCon's progressive features create a visual canvas capable of displaying multiple sources on just one screen, making the projector an ideal solution for higher-education classroom environments, museums, corporate boardrooms, and videoconferencing rooms. The projector's integrated server is easily adapted to the user's network infrastructure, enabling instant, collaborative meetings between remote meeting sites. The iCon is equipped with a powerful, upgradeable Pentium 4-based platform display server and Windows XP.

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

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### 16) **Christie's Roadie 25K**

The new Roadie 25K from Christie, a leading manufacturer of visual solutions, is an exceptional new projector on the market. Its brightness can be adjusted from 8,000 to 25,000 ANSI lumens, the resolution is 2048 x 1080 and the contrast can be adjusted from 1500:1 to 2000:1 thanks to the high-contrasting lenses. The adjustable bulb strength ranges from 2 to 6 Watts. With all that this 3-chip DLP 2K projection solution provides unique flexibility and excellent picture quality with perfect colour saturation for all high end applications for a large public. Thanks to its connectability (ChristieNET connections) as many sections as you want can be controlled over a distance from up to a few hundred metres. The Roadie 25K sets new standards. It is ideal for exhibitions and museums, conferences and churches, concerts and casinos.

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

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### 17) **Liesegang Manages Turnaround**

Liesegang finally got back into the black in business year 2003. To complete the restructuring Liesegang Optoelectronics has been set up as a rescue company for Ed. Liesegang oHG which in September 2002 was declared bankrupt, and will take on the 50 remaining staff, will acquire all the necessary business assets and take over all the present contacts to customers. With the help of a group of private investors and the two Liesegang directors Patrick Palombo and Eduard Dietze it was possible to make around 4.5 million euros available to Liesegang Optoelectronics by 1st June 2004 according to the 150 year old traditional Duesseldorf company. And with that the turnaround has been finally achieved. The new Liesegang's product portfolio now includes video-projectors, daylight projectors, control systems for projection and further accessories. The product range is being built up with innovative devices. In the professional segment flat screens and special solutions for company installations will be coming onto the market.

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



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### 18) **Kindermann: Patent for Universal Projector Mount**

In 2000 Kindermann became one of the first manufacturers to introduce a new universal projector mount to the market which fit all the standard projectors up to 20 kilos. It came complete with a universal joint, alignment system, projector spider and all the necessary mounting materials. At the start of 2004 Kindermann got a patent for this universal projector mount from the German patent office. This newly patented spider universal projector mount is now being used in the three Kindermann ceiling mount systems "Eco, Professional and Home Cinema". An electric ceiling lift and theft protection complete the programme. This patent has further strengthened Kindermann's position as an important supplier of professional presentation and conference technology.

**More:** [http://www.kindermann.com/content/index\\_eng.html](http://www.kindermann.com/content/index_eng.html)

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### 19) **Hagor: LCD Mounts - Innovation in Function & Design**

Flatscreens are on the march and in the next few years will replace standard screens. The advantages are easy to see. LCD screens save space and energy. They can be discretely integrated or used as a new design element. The LCD mounts from Hagor come as stylish wall mounts with one (Monofix), two (Duofix) or three joints (Trifix), as a standing solution or ceiling mount. One of the special features of these LCD screen mounts is the covered cable ducts for the Duofix und Trifix models, for which there is also an extension module. The LCD mounts are suitable for screens from 10"-30". The displays can be twisted by 190° and tilted by +/- 20°. The LCD mounts can take weights up to 20 kilos. A universal VESA Attachment system makes it simple to install these stylish silver mounts.

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



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## 20) Back Projections - SMART Board 4000i

SMART Technologies has brought out its back projection SMART Board 4000i. The touch-sensitive display has a resolution of 1400 x 1050 pixels, with a 4:3 picture format. The display works with an integrated SXGA+ projector. The contrast is 1100:1, the brightness 2500 ANSI lumens and the bulb life about 7000 hours. That makes the SMART Board 4000i a perfect solution for simulations, briefing-rooms, development, design and broadcasting environments. The 4000i has a shadow-free 66" display. A control section on the housing at the front provides access to all the important settings. Further features include the notebook software which collects notes and stores them, the SMART Recorder (Microsoft Windows only) which stores audio and data in a synchronous file for playing back and the SMART video player which makes it possible to tape over videos. The price is expected to be 29,999 euros.

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

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## 21) ErsatzLampen-Shop.de: Projector Bulbs Web-Shop

New to the Internet - [www.ersatzlampen-shop.de](http://www.ersatzlampen-shop.de). The specialist for video data projector bulbs and accessories has more than 2000 replacement bulb types in stock. Dirty projectors and old bulbs mean a high breakdown risk for every professional user. Regular maintenance prevents unpleasant surprises and high repair costs. The ErsatzLampen-Shop.de team also provides an all-round service on its website including picking up the projector, professional cleaning by technicians, bulb changing and return of the device. In the special offer which runs till 15.09.2004 you can have your projector cleaned and the bulb changed for the package price of only 99.- EUR (plus VAT + parts).

**More:** <http://www.ersatzlampen-shop.de>

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## 22) New Visualiser from WolfVision

At the InfoComm in Atlanta WolfVision presented two sensational visualiser models - the professional visualiser VZ-57plus and the ceiling visualiser VZ-C30. Both are fitted with one of WolfVision's own developed 3-CCD progressive scan cameras which are setting new standards for resolution and picture quality: 3 XGA CCDs with 100 percent true-to-life colours, 1000 line resolution, 1300 line resolution in the Image Turn mode, 30 pictures per second and high-end electronics capable of processing 70.8 million pixels per second. Further new features of the two visualisers include USB 2.0 and Ethernet/LAN connections, firmware upgrades over RS232, USB and LAN and lots more. The ceiling visualiser VZ-C30 has its sockets and bulb changing shaft on the top and so are easy to get at. The professional visualiser VZ-57's best known feature is the light and sample system with its synchronised light field. The VZ-57plus costs 21,800 euros, available from August 2004, the VZ-C30 costs 21,460 euros and is available from October 2004.



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

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## 23) ELMO: New Visual Presenter with 2.1 Mega-Pixel

ELMO is bringing out the HV-7600SX, one of the first visual presenters worldwide with 2.1 mega pixels. The 2.1 mega pixel chip with the ELMO Image Processing-Engine (E.I.P.E.) provides colour-faithful finely adjustable picture reproduction. With the medium of your choice, e.g. an LCD projector, plasma screen or a video conference system it is easier than ever before to clarify ideas and information efficiently - thanks to progressive scan technology of the highest quality. A wide range of useful functions make this SXGA presenter an absolutely high-end product for all kinds of applications.

**More:** <http://www.k-n-t.net>

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## 24) VICOM: Slide Presentation/Conversion in XGA

VICOM is now presenting the new VICOM SlideMagic XGA slide-video transfer system with high quality RGB-XGA outputs (1024 x 768 pixels resolution). The device was first exhibited at the InfoComm in Atlanta on the Navitar stand (VICOM's distributor for the USA) under the OEM name DataMate. The SlideMagic slide-video transfer system is designed for small picture slides and superslides in circular magazines for 80 slides. Points of note: auto or manual focus, zoom, automatic or manual brightness mode along with slide transport backwards or forwards. A freeze function gives you seamless presentations as the slides are changed and the various preset buttons make it quick and easy to set the correct picture format. There is a USB2 interface to ensure problem-free data transfer to the computer. Two XGA outputs allow a high quality presentation on projectors or data monitors.

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

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### 25) MSS Presents PRO Speed 54

MSS is introducing the new PRO Speed 54 stand-alone player for Power Point presentations. Wherever presentations are needed (in reception halls, on exhibition stands, etc) PRO Speed 54 can do them by LAN or wireless. The presentations are simply stored on the stand-alone player by the software which comes with PRO Speed 54, selected by (radio) mouse or keyboard and shown as a slide presentation.

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

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### 26) Comm-Tec: Excl. Distributor for Optoma's PI 500

Comm-Tec will now take over exclusive distribution for the interactive Pen Input Panel Optoma PI 500, according to both companies. The distribution region comprises Germany and Austria. The benefits of this innovative graphic display are easy to see. The PI 500 extends or replaces the normal computer monitor. The user can write or draw by hand without the keyboard directly onto the 15" LCD display which is connected either to the computer or the presentation equipment. The PI 500 Pen Input Panel replaces the flipchart and the overhead projector. Handwritten results from meetings can be stored straight away and sent to the participants without further editing. Lectures and teaching sessions are more effective and successful as the lecturer still has eye-contact with the auditorium even when drawing or writing. Standard functions such as marking, copying and inserting can be done intuitively with the sensor pen.



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

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### 27) Philips TV on the Queen Mary 2

As an experienced designer for hotel TV systems Philips has been chosen by the Cunard Shipping Company to install Philips TVs in all the cabins, suites and lounges on the luxury cruise ship "Queen Mary 2". Altogether 2,042 TV sets in five screen sizes from 34 cm to 106 cm were installed on the Cunard luxury liner, including 85 LCD and 10 plasma flat screens. With their extremely wide range - from small 34 cm tube TVs to broadband plasma displays - Philips have a solution for every requirement, even on board ship where space is at a premium. Philips is also making the latest trends in the consumer segment of entertainment electronics available for hotel TV systems - for example with a wide range of flatscreen TVs with LCD and plasma technology. Its worldwide presence makes Philips the ideal partner for these kind of projects - both for the installation on ships and the maintenance and renovation later.

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

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### 28) New Terminal from friendlyway

The Munich company friendlyway is introducing a new category of interactive customer and service terminals of up to 2.60 m height that are touch-sensitive. Displays are up to 60" large. Hence, the new systems can show for example the entire upper body of service personnel in original size. The new terminal size allows for displaying interactive and complex content. Thanks to special software the touch-sensitive screen can be divided into any number of separately controllable segments. The terminals are available with touchscreen in 32", 42", 50" and 60". A powerful multimedia PC, either Fujitsu-Siemens or HP/Compaq, is integrated in the system. The terminals are now available at the local friendlyway dealers in Europe.



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

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### 29) 3Touch: InfoComm - New Event-Management

Conference planning with 3Touch Eventmanager is provided through an ASP-partner of 3Touch. Eventmanager takes care of multi-room conferences: session planning and agenda publishing, facilities selection, event administration, uploading and editing of speaker presentations, administrating bulletin boards, archiving, reports, as well as how to get there, catering, rooms to stay etc. Furthermore, the 3Touch Campuswide systems execute and control the flow of seamless presentations in a seminar, or a large scale conference, or continuously across a university or corporate campus and allow streaming to multiple sites in the world. Campuswide systems allow for remote installation, simultaneous multi-site presentations, live internet based access through real-time streaming services.

**More:** <http://www.3touch.com>

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### 30) SEOS/JVC Bring the Night "Alive" in Valencia

SEOS demonstrated out of this world images with the help of JVC D-ILA (Direct Drive Light Amplifier) projection technology on its booth at the International Planetarium Society (IPS) conference and exhibition in Valencia, Spain, from 4-8 July 2004. The booth had been built specifically for IPS and features four of JVC's DLA SX21 projectors displaying images

onto an innovative 24ft (3.6m diameter) tilted dome. When used in combination with SEOS' ScorpionRT(tm) system, multiple real-time sources could be presented across the dome. In addition SEOS' Chameleon(tm) provided the distortion correction and edge blending required to achieve a 180°H x 160°V field of view. The JVC DLA-SX21 incorporates three high performance SXGA+ (1400 x 1050) 0.7" D-ILA devices (1.5M pixels x 3), which produce rich, natural colours without the annoying flicker effect.

**More:** <http://www.jvcproeurope.com> + <http://www.seos.com>

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### 31) **AVE: Media Technology for Nashuatec-Event-Trucks**

AVE Verhengsten GmbH & Co. located in German Bergisch Gladbach is enhancing Nashuatec event truck trailers with presentation and media technology. Videos are shown on various plasma and TFT displays managed via centralized media control. An 8 channel video server allows for bringing presentations to screen. AVE has realized the planning and implementation. Nashuatec usually uses the trucks at in-house exhibitions and dealer events.

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

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### 32) **AV-Stumpfl: Show Control for McDonald's**

AV Stumpfl USA recently completed a significant installation of AV Stumpfl Show Control equipment at the McDonald's Corporation 2004 Worldwide Convention in Orlando Florida. The convention, held at the Orange County Convention Center, brought together more than 10,000 McDonald's franchisees from all over the world. AV Stumpfl Wings Platinum software was running multi-display video in 2 key areas; the Quality exhibit and the Supply Chain booth. The Quality exhibit used 3 video tracks, displayed on 9 plasma screens. The displays were tied into a single implementation of Wings Platinum, automatically looping the video and audio tracks to keep the exhibit running unattended throughout the day. The Supply Chain exhibit used 5 plasma displays. The 5 video tracks guided visitors through the various steps in the McDonald's supply chain. A single installation of Wings Platinum controlled slave computers was running the individual plasma displays. The 5 separate video and audio tracks were set to loop on a precise schedule.



**More:** <http://www.avstumpfl.com/> + <http://www.avstumpflusa.com>

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### 33) **CL: Festival-Summer with Creative Lighting**

Rental company for technology products, CREATIVE LIGHTING media technology GmbH & Co. KG, has accepted a bid for two of the biggest Open Air-Festivals in East Germany. The organizers of "MELT!" and "SonneMondSterne" have decided in favour of a long term engagement of the Dresden company. Since 2001 CREATIVE LIGHTING has provided the two festivals with entire video technology plus infra structure. In use will be 14 projectors out of various categories each, Panasonic MX50 and MX70 video mixers, as well as Sony camera- and directing technology. In addition, Dresden CL company will be responsible of the entire cabling up to mobile transmission technology. Both festivals focus on new bands from the electronic music area.

**More:** <http://www.cl-group.de/creative-lighting-aktuelles.php?pageoffset=1>

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### 34) **Velten Is Renting Barco SLM G10**

This year Velten has again invested in new products. In the 10.000 ANSI-lumen DLP-projector range, the company has invested in Barco's SLM G10 devices. These compact and comparatively light devices offer XGA-resolution and picture-in-picture function. An integrated Seamless-Switcher is switching between video- and data source without changing signals. In addition, in the rental park are Barco DLP-projectors SLM R10 with 10.000 ANSI-lumen and ELM R18 with 17.000 ANSI-lumen, both of them offering a better resolution compared to the SLM G10, namely SXGA, compressed UXGA. All DLP-projectors are used for example in Panorama/Widescreen-projections due to an integrated SoftEdge-function in combination with Watchout. Current Watchout-system Version 2.2 is also available for rent at VELTEN.

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

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### 35) **Synelec: Video Wall in the EOS Control Room**

German Synelec Telekom Multimedia GmbH delivered eight ID-Cube-Multi XGA 50" to EOS Transport, business unit of the Swiss EOS Holding. EOS Holding's Transport Business Unit manages its high and very high voltage transmission grid in Western Switzerland. The high resolution DLP rear projection cubes, that belong to the IndiSys Displays (ID) series, were installed (in 4 x 2 formation) in the new control room of the Operations and Management Centre (CEG), based in Lausanne. There, the cube wall is the focal point of all operations. The CEG is responsible, 24 hours a day, for the real-time management of the grid and output control. In the recently installed control room, the cube wall composed of 4 x 2 ID-

Cube-Multi XGA 50" (1024 x 768) is operated by an ID LAN Controller. This Synelec ID LAN Controller is used for displaying applications directly onto the video wall. Display of LAN based applications is then ensured by ComBase, an especially developed Synelec software suite dedicated to wall display applications.

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

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### **36) LANG-AV: "Hands on High Definition"**

A two-day workshop entitled "Hands on High Definition" was held by Lang Audiovision AG from June 30 to July 1. More than 100 participants were counted on both days, and the Lindlar Dry-Hire firm was highly satisfied with the good response. Special interest was drawn to solutions in form of an entire product range including HD equipment. The HD-chain was composed of (among other products) the Lightning 35HD-2K projector from Digital Projection, the BARCO Folsom Encore Seamless Switching system, Sony's HDTV HDC-950 and HDW-750 cameras, the MikroM MVP 100 and DVS Pronto as payout solutions, the Snell & Wilcox HD 108 image mixer as well as various Optical Fiber DVI products. Dr. Martin Hahn from the Heinrich Hertz Institute, who next to others was invited as a speaker, unfortunately had to cancel his visit. However, parts of his speech, which informed about various HD standards and related compression possibilities, were presented by Holger Krahn from MikroM.

**More:** <http://www.lang-av.com>

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### **37) Polycom V500 - New Video Calling System**

Polycom has unveiled the Polycom V500, a class-defining video calling system that brings the productivity and accelerated decision-making benefits of enterprise video communications to small and medium sized businesses and telecommuters. The Polycom V500 delivers natural, enterprise-quality video communications (30 frames per second), Polycom Siren14 wideband audio (14 KHz), H.264 video compression for higher quality video over lower bandwidth, and advanced video calling capabilities in a system priced at just over 2,000 Euros. More capabilities of the Polycom V500 include: multiple network support options (cable, DSL, ISDN or LAN connections), data sharing support, dual monitor emulation and international language support. Polycom V500 is an integrated part of the Polycom Office, a strategy for integrating voice, video, web and data conferencing into a single user experience, and is compatible with other Polycom endpoints, multipoint control units, and management systems. The Polycom V500 includes a one-year hardware and 90-day software warranty.

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

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### **38) Tandberg: New in the Portfolio MPS and TMS 9.0**

Tandberg, provider of video communication solutions, has carried out significant product enhancements. Among the newcomers in the portfolio is the Media Processing System (MPS), a multipoint conference system that enables up to 96 audio- and video inputs for large organisations operating via centralized network management. Up to 96 parties can participate in a conference over various locations. A scalable architecture is adjustable to an organisation's growth, and there is only one common conference management platform. Another new product: TANDBERG Management Suite (TMS) 9.0, a software that simplifies the entire conference network administration. TMS 9.0 is based on Microsoft's net architecture and is characterized by improved instant-messaging functions enhancing the integration of TANDBERG IM 2.0 on support of the Microsoft Live Communication Server. In addition, there is new software for video conference-end devices.

**More:** <http://www.tandberg.net>

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### **39) BC: Future-Forum (9./10. Sept., Mallorca)**

Developments of the 21st century will dramatically change our lives, our thinking and acting. A seminar entitled "Business Strategies for a Successful Future" will focus on these developments presenting economic and social future trends. The seminar will help to show general solution strategies in reaction to new business goals and market strategies. The featured topics are: 1. The most important factors for economic structural changes and resulting consequences in customer behaviour (theory, first day). 2. Basics of a new business-management-psychology (theory, first day) and 3. leading companies into a better future using exceptional strategies (workshop, second day). Contents are based on the "Universally"-method. In that theory, topics covering company management on the one hand and consciousness research on the other hand are combined to a new application-oriented coaching model.

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



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### **40) Insight Media and DisplaySearch: HDTV Forum 2004**

Insight Media and DisplaySearch will bring together TV industry leaders to discuss the transition to HD on a three-day conference entitled Accelerating the HDTV Transition, on August 24-26 at the Westin Century Plaza in Los Angeles, California. Bryan Burns, vice president of strategic business planning and development heading up ESPN HD, the first 24-hour

high definition sports channel in the US, will keynote the upcoming HDTV Forum. Mr. Burns's presentation will kick off the Expanding HDTV Programming session, which will be followed by a panel session featuring various TV and film executives. This session will address the issues each network/studio has dealt with in their transition and commitment to HD. Reserve Your Room By July 15 and enter a Chance to Win 3 Nights in the "Western White House." Hurry to register online for only \$1,395 at [www.DisplaySearch.com/hdtvforum](http://www.DisplaySearch.com/hdtvforum). More about other sessions, topics and companies at HDTV Forum 2004 can be found in the agenda on the Insight Media website.

**More:** <http://www.insightmedia.info/HDTVConference/HDTV04AGENDA.htm>

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#### 41) **Sanyo Is Sponsoring Munich Film Festival**

During the Munich film festival "Digitale Cinematographie" on July 1 Sanyo had presented its digital HD projectors and also supported the event as a sponsor. Various exhibitors and experts presented application possibilities for digital technology on the accompanying Technology Forum (Museumsinsel 1, Munich). They offered free workshops and discussed about future prospects of digital cinematography. Interested guests were informed about the application of digital Sanyo projectors in cinema.

**More:** <http://www.digitale-cinematographie.de>

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#### 42) **"Imaging is more" - photokina 2004**

New highlights will accompany the broad product spectrum on photokina in Cologne from September 28 until October 3. The spectrum of audio visual technology and AV-related services in the "world of imaging" will be presented in hall 10.2. Especially, innovations within high resolution plasma displays and LCD walls as well as compact, powerful projectors will be at the heart of attention. All leading companies and the global players in the entertainment industry, information technology and telecommunication will be presenting under the photokina-motto "Imaging is more". A top-class supporting programme with international panel conventions covering current branch topics will be offering know-how and background information. Special business centres present contact- and information possibilities for dealers and users. Also new as part of the supporting programme: the MediaVision Cologne symposium about High Definition in Cinema and TV. The HD topic is especially prevailing since the football world championships 2006 in Germany are going to be produced entirely in HD. ([compare AVP-Newsletter May 2004, Nr. 37](#)).

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



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#### 43) **friendlyway Product Festival**

Friendlyway will hold a festival on July 14 and 15 (2pm to 6pm) presenting interactive friendlyway products. For the first time, a great number of interactive company products will be presented live on one event. Latest friendlyway developments will be on display - as for example the multimedia phone booth or a vending machine connected to a videocall centre. The show will be held in the Muenchner StraÙe 12 in 85774 Unterfoehring, Germany. Entrance is free, however, registration at [sabine.trox@friendlyway.com](mailto:sabine.trox@friendlyway.com) is necessary.

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

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#### 44) **Names are News**

##### - **EIKI Germany is filling the job in Marketing/PR**

Pamela Schlimm, 24, has taken up her role in Marketing and PR for EIKI Germany GmbH on June 15. She is successor of Kerstin Urban, who is on maternity leave.

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

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##### - **New President at Fujitsu Siemens**

Bernd Bischoff, former VP Sales, Marketing & Customer Services, is now succeeding Adrian von Hammerstein at Fujitsu Siemens Computers as President and CEO. Hammerstein is moving to Siemens Business Services. Bernd Bischoff has joined Fujitsu Siemens three years ago starting as Executive Vice President Sales, Marketing & Customer Services. The new CEO can count on a strong and stable management team, and build on a successful strategic business orientation. Fujitsu Siemens Computers made a profit of 62 million Euro in the business year 2003/2004.

**More:** <http://www.fujitsu-siemens.de/>



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- **Barco: New Sales Manager at Barco in Germany**

Dirk Quartemont has been appointed sales manager of the Presentation Division at Barco in Germany. In this position, he will become responsible for all the German speaking countries. Dirk Quartemont, experienced in system integration and business consulting, has been successfully working in the Audio Visual and ICT world. 43 years old, he has spent the last years as National Sales Manager for Heuvelmann GmbH in Germany. Prior to that, he created Media Technology & Consulting. He is a graduate of the San Jacinto University in Houston.

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

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**45) LastMinute, company-, cooperation- and short news**

- **Sanyo Wireless Home Theatre**

The Sanyo Fisher innovative home theatre complete system DCS-HT900WL makes true entertainment possible at home. Digital sound is transmitted wireless to both rear speakers via 2,4 GHz radio transmission. Thanks to this complete system a distance of up to ten metres can be bridged wireless. The top-class sound is realized by a DVD receiver with RDS radio, 1-bit digital amplifier, double-subwoofer-system and 330 watt sinus sound output power. A dolby-AC3 decoder can transform analogue signals into 5.1 sound standard and 3D surround sound. The DVD player plays all current formats, including DVD-R/RW and +R/RW, and is realizing an excellent picture. Among the ports are Composite-, S-Video- and component-video-output.

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

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- **TDS Promethean and CoTec are now Partners!**

CoTec GmbH and TDS Promethean Germany GmbH have agreed to a strategic partnership. c&H Ausbildungsmedien Distribution GmbH, distributor for standard products on the education sector, will enhance the CoTec product portfolio with TDS Promethean's ACTIVboard. A distributor for research and education products, c&H represents a competent and reliable logistic centre for software manufacturers.

**More:** <http://www.tds-promethean.com>

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- **MIMIO - GMK Is Master Distributor for Germany**

The GMK-Gesellschaft für Medien und Kommunikationstechnologie mbH, Filderstadt, serves as new master distributor for the interactive whiteboard system MIMIO in Germany. Since 1999 GMK is registered MIMIO dealer for Germany. "In taking over the master distribution we will re-align the MIMIO business strategically", explains GMK-director Dirk Siedle. Now, they will focus on trade dealers. Dealers who wish to include MIMIO in their portfolio are kindly asked to contact GMK. Especially for the education market, GMK offers a professional presentation bundle for a special price: The MIMIO classic-system including whiteboard is available for 399 EUR.

**More:** <http://www.gmk.tv> + <http://www.mimio.com>

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- **ViewSonic and X3D Cooperate**

ViewSonic, a leading company on the visual technologies sector, and X3D-Technologies, also leading in the area of 3D, have agreed on cooperation. X3D is going to use ViewSonic LCDs integrating them in their 3D-solutions. The flat displays will render a special impression. 3-D-glasses will not be necessary any more. The 3D-flat displays will be used for presentation applications at trade shows and events, in 3D-graphics, games, 3D-TV or on the automobile sector.

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

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- **Livingston Has Acquired Bechtle's IT-Rental Division**

Livingston Electronic Services has acquired the Bechtle IT-rental division and will thus take over devices worth more than 1.000.000 Euros. In addition, the entire customer base as well as staff will be integrated on July 1. The acquisition provides Livingston with an own pool of devices, and the company will profit from the new employee's know-how. "The acquisition of the IT-rental division will not influence the good cooperation with Bechtle at all", ensures Siegbert Franz, Livingston director. "It just means, that both parties can concentrate on their key business."

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

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- **DVS CLIPSTER Awarded**

Following NAB 2004 the online-editing system CLIPSTER from DVS received the prestigious "Making THE CUT" Award. With this award the editing expert and "Video Systems" magazine contributing editor Bob Turner recognizes "the best and most exciting post production products seen at the NAB convention". According to Turner the awarded products

"stood out as those that could take post production to the next level". In Las Vegas DVS presented its multi-resolution real-time editing- and versioning-system for the first time with primary real-time colour correction for files up to 2K resolution. For selective colour grading DVS is cooperating with Pandora (Pogle) and da Vinci (2K and 2K Plus).

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

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- **KDS: TED Voting System in the Rental Park**

KDS AG is now offering KDS-TED in their rental park. This voting system allows for participants actively interact in a conference, congress, workshop or panel discussion. KDS-TED can be integrated easily in PowerPoint-presentations. It allows almost all voting possibilities: open or secret, with weighting or groups. The device can be used for groups from 10 to 4096 participants maximum. Results are presented quickly - after a few seconds graphics are displayed. The system offers absolute control over the number of voting units and voting behaviour. All results are available in form of PowerPoint- and Excel-files.

**More:** <http://www.kds-ag.ch>

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- **CT Germany Has Enhanced Rental Park by MiPIX Road Modules**

CT Germany has enhanced its rental park by the new MiPIX road modules. MiPIX road module is a special construction from CT Germany, it has a size of 896 x 896 mm. It is compatible with standard LED modules from Barco. The road module is individually built out of single MiPIX blocks, thus enabling quick on the spot assembling. It is the ideal device for large measured area applications such as stage backgrounds or TV-shows. Both as "See Through" with 7 x 7 MiPIX-blocks and fully measured with 11x11 MiPIX-module - the MiPIX road module offers various possibilities for any special event.

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

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- **G-LEC "ClassicTube" Won "Star Duell"**

German SAT.1 TV show, "Star Duell", was looking for an extraordinary LED-solution that would fit into a futuristic design. The LED-projection screens should be rolling extending over several levels and at the same time guarantee as much transparency as possible. The system should be equipped to be fed with all current data formats. G-LEC could offer all of this. For an entire LED-area that was bigger than 62 m<sup>2</sup>, 1080 single LED-tubes were installed on horizontal levels on rolling carriers. Result: a curtain-similar projection screen extending through the entire studio. Managed by G-LEC Controll Server, a stunning display of images was the result. G-LEC Europe had only one week for the realization of this project - a true challenge. However, the installation showed the possibilities and flexibilities that G-LEC can offer creative users.

**More:** <http://www.G-LEC.com>

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- **Extron: Motorized Hideaway Surface A/V Access**

Extron Electronics announces the introduction of the new HSA 822M, a motorized Hideaway Surface Access enclosure for tabletop access to A/V connectors and controls. The HSA 822M is an elegant, double sided enclosure that rises smoothly out of the table to reveal power, data, and other popular A/V interface connections. When closed, the lid of the HSA 822M fits flush with the tabletop, storing connectors out of sight. The HSA 822M is available in black anodised or brushed aluminium finish. International models will be available with AC power outlets that accept UK, Israel, Central Europe, France, Australia, India, or Switzerland power connectors.

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

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- **cinemateq picture optimizer plus II SDI**

The optimising specialists from cinemateq present the picture optimizer plus II SDI. It is the new generation device setting new standards: the completely digital, perfect video picture optimisation at an absolutely affordable price. cinemateq's picture optimizer plus II SDI offers the latest technologies. It integrates 22 predefined resolutions up to the highest possible resolution HDTV 1080p with 50 and 60Hz for PAL and NTSC. This is a "true" 1080p resolution without any artificial interpolation on the output side. In addition to that the device offers in total four so called "custom resolutions"(2 for PAL and NTSC each). The cinemateq picture optimizer plus II SDI easily distributes doubling with 100 Hz resolutions with PAL (120Hz with NTSC) or tripling (respectively quadrupling (50Hz / 72Hz) or wide XGA with 100 Hz (90Hz with NTSC).

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

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- **Kramer: New High Quality DVI Switcher and Amplifier**

The new Kramer VM-2DVI and VS-21DVI belong to the Kramer DigiTOOLS family of high quality digital products in small enclosures. The VM-2DVI is a 1:2 distribution amplifier for DVI-D (Digital) signals, and the VS-21DVI is a 2x1 switcher for DVI-D (Digital) signals. Both machines are technologically advanced, supporting "Dual Link" and the DDWG

DVI 1.0 standard. This allows a data rate of over 3 Gbits/s, making them compatible with the distribution and switching of signals having resolutions beyond UXGA. Both machines use a carefully designed PCB and include all buffering, conditioning and amplifying circuitry to provide top-notch output signals. The VM-2DVI and VS-21DVI are housed in small Kramer DigiTOOLS enclosures, and are 12VDC fed.

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

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- **Adtec: New Product at InfoComm - Soloist 3 Digital Media Server**

Adtec Digital introduced its evolutionary multimedia product, the Soloist 3 Digital Media Server at InfoComm. The digital media appliance combines the functions of a digital video recorder, player, switcher and server in one device. The S3DMS offers automated Real Time MPEG 1 and 2 encoding from Analog or Serial Digital (SDI) sources as well as Real Time transcoding of DV formats from non-linear editors through IEEE 1394 (Firewire). The innovative two slot design provides flexibility with regards to implementation in a system configuration. The S3DMS supports new and future compression CODEC devices. Content is played back in Composite and YC or optional SDI formats by time or cue. It is controlled via the front panel, terminal, remote client web interface, Ethernet or stand alone. The product is expected to appeal to a wide range of markets, including production and post-production, entertainment, digital signage, surveillance, news gathering.

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

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- **QuickLogix: NetControl 1.5 Software Update**

QuickLogix released at InfoComm 2004 an update of its top selling NetControl media control software application. With its latest software update NetControl 1.5 supports the Extron IPLink products IPL T S2, IPL T S4, and IPL T S6. All three TCP/IP interfaces can be setup through the NetControl application using a comfortable user interface. NetControl is one of the only media control software applications on the market offering driver support to Extron IPLink products. The new update will be a free update for registered users of the NetControl(r) Advanced Package.

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

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- **IC: Video Surveillance Market (CCTV) Is Growing**

According to the latest InterConnection (IC) study more than 1,3 million Closed Circuit TV-products (CCTV) had been sold in Europe in 2003. That is a growth of 13,6% in comparison to the year before. The most successful country markets were Austria, Switzerland and Spain/Portugal. Until the year 2006 IC expects sales of up to 2,3 million units in Europe, among them approx. 440.000 digital video recorders. Currently, digital product groups are increasing the demand. Thus, digital VCRs, for example, already constitute 17% of all CCTV products. With regards to distribution channels for CCTV products, the specialized (CCTV-) channel is leading (55% share). System-integrators constitute 23%, the IT-channel 17%, others are direct sales. One of the most important trends in the CCTV-market in the next few years, are according to the IC-study: wireless, digital and pre-installed CCTV-product networks, higher market concentration with further acquisitions, higher IT-channel-market share in the distribution business, and IP-technology will become standard.

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

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- **HP Technology Doubles the Resolution of Digital Projection Displays**

HP has developed a technology that enables twice the resolution of digital projection displays without increasing the cost of the projector. HP has filed patent applications related to this resolution enhancement technology, code-named "wobulation," which resulted from extensive work performed by HP's Imaging and Printing Group. When combined with DLP technology from Texas Instruments, "wobulation" allows for a digital image to be projected at double its resolution - without changing the light modulator or increasing pixels - while maintaining a crisp image. The result is that better resolution is available at a more affordable price. The resolution enhancement technology is applicable to both front projection and rear projection applications. HP's "wobulation" technology is not dependent on a particular SLM technology and is expected to work with future SLM technologies. HP plans to introduce front projection and rear projection products in 2005 based on the "wobulation" technology.

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

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- **TFCinfo: Study Reveals the Strongest European Projector Brands**

AV Market Research firm TFCinfo reveals its European brand findings from their new report entitled "TFCinfo International Projector Brand Strength Study-Projectors in North America and Europe 2004." According to the study Sony is a leader on overall brand awareness among experienced European projector users in the 5 key market segments surveyed: Large Corporation, Small and Medium Business, Small Offices and Home, Government, and Education. Epson and NEC did well across the board in Europe. InFocus came in among the top four brands being considered for purchase among 4

segments. Sanyo did particularly well in the Education and Government segments, while Toshiba performed better among the business segments surveyed. This is the 3rd year that TFCinfo has conducted this research. The study not only focuses on the top brands in North America and Europe, but on brand performance, brand affinity and brand associations. The study is comprised of two parts: a US and a European. Each part may be purchased separately.

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

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- **Samsung: 8-GB-DDR-DRAM-Module**

Samsung Electronics is now offering the 8-Gigabyte-DDR-DRAM-Module with the highest capacity. It consists of 72 monolithic 1-Gigabit-components. The highly compact module has been developed for special applications such as real-time data-processing in video-conferencing-systems and in 3D-graphics, but also in high-end-servers and workstations. The 8GB-DDR-DRAM-Module is available in two versions of the so-called Package Stacking Technology - as twofold stack of 1Gb-DDR-DRAMs in Thin-Small-Outline-Package or as fourfold stack of 1Gb-DDR-DRAMs in Finepitch-Ball-Grid-Array housing.

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

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Good bye, see you next month

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