

Multi-display system performance

Gefen has an ideal solution when integrating audio/video systems using displays with different native resolutions. The Gefen ToolBox HD 1080p Scaler will automatically scale up or down any high definition signal to meet the maximum resolution supported by the connected HDTV display.

When used in an installation with more than one display in the room, such as in digital signage or home theater, it allows 1080p resolutions to be viewed on displays with 1080p full HD capability, while scaling the lower resolution display to its maximum resolution.

www.gefen.com



New raft of hires for pro video team

Avid has announced three new hires to further boost its Pro Video sales and channel partner teams across EMEA. The new team will be solely focused on sales of video products and services through its accredited partners and will enable closer collaboration between Avid, its channel and their customers to provide an improved customer experience.

Mark Bainbridge has been appointed Northern Pro Video channel sales manager, EMEA. He will be responsible for managing sales and pre-sales technical support teams in the UK, Ireland, Northern Europe and Israel, as well as accredited Avid resellers in these regions.

Louisa Maguire has been appointed Pro Video channel partner account manager and Rachel Daly has joined Avid as customer and partner sales representative after spending nine years at Microsoft.

www.avid.com



Triple cup success with I-Movix

FA Cup Final Wembley Stadium London 14th May 2011: Two I-Movix Cameras on the NEP Cymru truck, one for ITV Sport and the other as a standalone for shooting ESPN promotional material.

UEFA Europa League Final Aviva Stadium Dublin 18th May 2011: One I-Movix Camera on the SIS OB Truck for UEFA.

UEFA Champions League Final Wembley Stadium London 28th May 2011: One I-Movix Camera on the Visions OB Truck for Sky Sports.

Editec have announced great customer reaction to this exciting new product. The dual output facility is a winner as the camera can now be used as a normal camera in coverage as well as a specialist high speed device. With a good Vision Engineer, the camera can be precisely adjusted to match all the other cameras on the outside broadcast. The sensitivity of the Phantom 640 camera and the I-Movix integration, the ability to change the shooting speed within seconds, make this camera an invaluable tool for today's fast moving live sporting events.

Editec are currently providing the I-Movix experience for the following clients: Sky Sports, ITV Sport, ESPN, BBC Wales, UEFA.

If you have not yet experienced the truly amazing Extreme Slow Motion images, give Hayley or Steve a call and arrange a demonstration 0116 272 7800

www.editecuk.co.uk

Powerful software that's easy to use

The "Software Initiative Deutschland" awarded the duplicating and printing equipment manufacturer Primera Technology with the "Software Award 2010" for their software suite PTPublisher and won against more than 60 other manufacturers. Criteria for the award were the functionality and usefulness of the software for Primera's Disc Publishers.

<http://primera.eu>

