



B-Tech Promotion

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Big is best at B-Tech

B-Tech's recently launched Heavy duty Universal Flat Screen Wall Mount has been developed to satisfy the growing demand for large screen installations into the commercial and public sectors.

The new super-size BT9903 is suitable for large screens over 65" and with the capability to support weights of 130kg, is ideal for heavy touchscreens.

The universal interface fits screens with mounting patterns up to 1100mm x 730mm and has adjustment screws that enable the screen to be levelled once mounted.

It comes with a simple 'hook-on' installation and all mounting hardware is included.

The BT9903 compliments the company's existing and extensive range of mounts covering all types of screens and mounting styles.

B-Tech's Managing Director Matt Bennett said: "At B-Tech we always strive to provide mounting solutions which support the latest screen technologies and this mount does just that."

"We've designed the BT9903 Heavy Duty Wall Mount to be secure yet unobtrusive, mounting the screen just 30mm from the wall."

"The mount comes in a durable black powder coat finish and features post installation lateral and vertical adjustment."

B-Tech is based in Daventry, Northants, and has recently opened a subsidiary in Spain, to add to its European outlets in Belgium and Germany.

It also has a presence in Hong Kong, Singapore, Mainland China and North America.



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Daventry, UK, (2nd December 2013) – www.btechavmounts.com - B-Tech AV Mounts

About B-Tech

B-Tech AV Mounts, a division of B-Tech International Ltd, is an industry leading family owned company that has over 40 years of experience in design, manufacture and distribution of audio video accessories. B-Tech's head office is located in Daventry, United Kingdom and it is from here where B-Tech's product range is designed by our in-house engineering team. B-Tech offers a comprehensive range of audio and video mounting solutions including wall, ceiling and floor stands and mounts for flat screen TVs, displays, projectors and loudspeakers. You can find B-Tech products in almost any location; at home, in your hotel, at your office, in schools and universities, at airports, in hospitals, in bars/clubs, in restaurants, in sports stadia – the list is endless...

B-Tech International Ltd has the following brands; B-Tech AV Mounts, Ventry, Bib, Lawton Trade and The Diamond Stylus Company. The B-Tech International group of companies has offices and distribution facilities in Daventry UK, Brussels Belgium, Berlin Germany, Barcelona Spain, Hong Kong, China and Singapore which support a global network of authorised distributors and dealers.

For more information, please visit www.btechavmounts.com.

Industry Update

the power of video

Video is the most powerful tool at our disposal when it comes to driving user adoption, argues Paul Ross, Training Design Manager at N-vest, so why not use it?

Whilst we all learn in different ways, we use the same senses of sound and vision to absorb that information.

That's why video allows direct and targeted delivery of information in a short space of time, making it a powerful tool for the promotion of your product or service.

The key to effective adoption of any system is the ability of the user to understand what it does and how it works.

The traditional route to this understanding can be costly, as it requires the user to purchase in order to find out for themselves.

Even if you operate a try-before-you-buy policy, the user still needs to know how to use it effectively.

Video allows you to show the customer **exactly** what they are getting **before** they have spent a single penny.

You can show a plug being inserted in the right socket, or a key being pressed to deliver the right menu setting, without ever having touched a physical device.

You can see the results.

Moreover, once a user is assured that the thing you are offering is what they need, they can utilise video to show everyone in their organisation what they have learnt.



Paul Ross, Training Design Manager, N-vest

It promotes confidence to use, and once used establishes familiarity with the product.

In addition, the same video can be utilised in a number of different ways to get the maximum benefit from the investment.

Video can be delivered in a number of ways: by email, on YouTube, embedded on your website or linked from third party sites, or even given with the purchase of a product on USB or DVD, adding both value and customer service.

While you might have the technology to create video at your fingertips, you may not see clearly how best to harness video as a tool for your business.

But there's no reason to miss out. Why not partner with a specialist like N-vest who can design video resources that work for you **and** your customers?

To find out how, get in touch with me, Paul Ross, at paul.ross@n-vest.co.uk



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Mount makers go large

Chief has launched the Extra-Large Fusion Mobile Cart – the XPAU. The cart is designed for extra-large and touch panel displays from 55" to more than 100", weighing up to 300 pounds (136 kg). The cart also can be customised for dual monitor videoconferencing use with the dual monitor accessory and a camera shelf.

"The extra-large carts were designed with the installer and end-user in mind," said Kathryn Gaskell, Product Manager. "The height adjustment system and storage capabilities make this a versatile solution capable of accommodating many requirements."



Chief's XPAU (left) the Extra-Large Fusion Mobile Cart and B-Tech's new heavy-duty Universal Flat Screen (right) support the move to larger displays.

Other features include:

- A turn knob to allow a single user to easily adjust the screen

- height 48-65" (122-165 cm)
- Flexible cable covers for lay-in access anywhere along the column
- Room for internal storage of AV components, including hardware to vertically mount 2 RUs of AV gear
- A black or silver finish

The XPAU is now shipping, and available accessories include Fusion CPU holders, storage, and quick tie clips. Many Fusion accessories work across the ceiling, cart and bolt-down solutions.

Also new in the larger mounts category is B-Tech's new heavy-duty Universal Flat Screen Wall Mount. This has been developed to satisfy the growing demand for large screen installations into the commercial and public sectors. The super-size BT9903 is suitable for large screens over 65" and with the capability to support weights of 130kg, is ideal for heavy touchscreens.

The universal interface fits screens with mounting patterns up to 1100mm x 730mm and has adjustment screws that enable the screen to be levelled once mounted. It comes with a simple 'hook-on' installation and all mounting hardware is included.

B-Tech Managing Director Matt Bennett said: "At B-Tech, we always strive to provide mounting solutions which support the latest screen technologies and this mount does just that. We've designed the BT9903 Heavy Duty Wall Mount to be secure yet unobtrusive, mounting the screen just 30mm from the wall."

Bett 2014 tackles higher education



'Technology has the power to accelerate the internationalisation of higher education', is the theme of a special Bett conference. With the introduction of £9,000 tuition fees, an increasing burden has been placed on universities to respond to the demands of their students and provide a much more business-like service. Whether it's enabling users to bring their own devices to campus, providing 24/7 support or personalising learning, the pressure in higher education is immense where technology is concerned.

Running from 22 – 24 January at Bett 2014, the Technology in Higher Education Summit is a free to attend conference, supported by knowledge partner, Cisco. The summit creates a space for higher education professionals to share ideas, future-gaze and streamline technology decision-making, with a full programme of sessions delivered by the sector's leading visionaries.

As part of the line-up of inspirational speakers, David Bulman, director of IT at Virgin Atlantic Airways, will present a case study, focusing on maximising efficiency across all systems and touch points, to enhance the

customer experience; offering higher education professionals advice on how implementing these changes at their university can enhance the student experience.

Another speaker confirmed is Steve Ryan, director at the Centre for Learning Technology, London School of Economics, who will provide an overview of the impact of technology on learning in higher education, while Doug Belshaw, badges and skills lead, Mozilla Foundation will offer a master class in improving digital literacy among staff and students.

Also confirmed, Gavin Brooks, pro-vice chancellor for Teaching and Learning at University of Reading will be discussing the changing learning landscape, with a case study focusing on preparing higher education for the digital age.

Martin Butler, head of education and research UK at Cisco, commented: "As sponsors of the Technology in Higher Education Summit, we are looking forward to engaging with higher education professionals and IT leaders to discuss their most pressing challenges, and envision potential strategies to drive innovation inside and outside the campus."

Installation of the month

Arcstream AV provides cutting edge visual effects and interactive experiences for events, attractions and corporate environments. The company works with clients to push the boundaries using new interactive technologies and effects, and creates audiovisual and sensory experiences that engage consumers and inject ideas with life.

The company has been commissioned by Sony to supply 2 x 20k Christie projectors to Scotland's newest venue, the 12,000 seat SSE Hydro in Glasgow. Used to promote events and deliver other communications, the projected images are overlaid to display an image of 20m x 12.5m on the roof of the building above the front entrance.

As the projectors have to endure harsh Scottish winters, Arcstream also supplied temperature-controlled enclosures created by Tempest Lighting, ensuring that they remain fully operational whatever the weather. Projection is controlled via a Delta media server from 7th Sense.

"Whilst the installation was fairly straightforward it took several months of planning," explains Neil Dickinson, managing director of Arcstream. "Getting the equipment on to the roof was always going to be the most difficult part so we designed a full framework with a tilt mechanism which meant everything could be lifted by crane. In the end the site work only took us three days."

Richard Foster of Sony comments: "As the only UK venue of its scale built specifically for concerts, and the fifth busiest entertainment arena in the world, everything about the SSE Hydro is big and bold, offering a mix of aesthetic appeal and functionality. We're delighted that Arcstream's bold installation works in harmony with the overall Hydro experience."

Built on the site of the former Queen's Dock, Hydro will augment the Scottish Exhibition and Conference Centre's (SECC) existing facilities, and will play host to around 140 events every year. From its opening in 2013, the Hydro has the potential to inject an additional £131million annually into the local economy.

The unique Foster and Partners designed façade of the Hydro, made up of pneumatic translucent cushions, has been made possible by using a special film originally developed for the space industry. This will allow natural light to illuminate the foyers during the day and the arena to 'glow' at night.



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B-TECH LAUNCHES SUPER-SIZE SCREEN MOUNT

02 December 2013



B-Tech has launched its super-size BT9903 Flat Screen Wall Mount, suitable for large screens over 65" and with the capability to support weights of 130kg.

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