



B-Tech Promotion

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B-Tech's video wall mounts

For the tenth year in a row B-Tech will be exhibiting at ISE, presenting amongst other great developments, its latest video wall mounting solutions.

The rapidly expanding firm's BT8310 wall mount with its re-usable spacer kit and "quick-lock push" system, has set new standards of simplicity and ease of use, saving installers valuable time and money.

The hugely popular pop-in, pop-out function has quickly become a firm favourite with installers and end users alike.

This popularity has led to the function being made available on B-Tech's Modular Freestanding Video Wall Mount. Available now, the BT8351 will be on display at ISE 2014 for its first trade show outing.

It enables video walls to be erected in places where previously such a configuration would not have been possible.

Being able to push and pop out the screens for adjustment and repairs means work often requires just half the man-power.

Another new product to be launched at the show is the BT8311. With all the great features of the BT8310 besides the quick-lock push system, the BT8311 fills the gap for a value mounting solution when the added pop-in, pop-out feature is not necessary.

B-Tech's Managing Director Matt Bennett said: "Our video wall solutions received a great deal of attention at last year's ISE show in Amsterdam.

"And at the show in February we will once again be highlighting our innovations in video wall mounting technologies.

"You will be able to find us in Hall 4 at stand number 4-R70 where we will have representatives from our UK, Spanish, Belgium and German offices."



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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.

ISE announcements: Touch technologies

Pyramid adds switchable privacy Stand 8-H270

Pyramid Computer will be showcasing a new 46" polytouch self-service table for retail banking environments alongside new polytouch multi-touch terminals equipped with switchable a privacy filter technology. The technology is said to improve retail banking security by enabling normal touch screens to be modified into PIN Pads that allow a standard (public) viewing mode with

light-insensitive, projected capacitive technology. The terminals are capable of detecting 20 simultaneous touches with 10 millisecond response time while rejecting palms resting on the screens.

The displays are full HD with an anti-glare coating and share a stylish design with standard pedestal, wall-mount or built-in mounting options to suit different applications. Typical



Pyramid Computer's polytouch 22 and 32 CLASSIC.

no obstruction, and a privacy mode in which only one user standing in front of the screen can see the confidential information.

Pyramid will also be showing a range of models from its polytouch family, including the popular polytouch 22 and 32 CLASSIC multi-touch terminals and polytouch 22000 POS and 32000 POS systems. Polytouch 22 and 32 CLASSIC are equipped with modern,

applications include room service check-in/check-out, access control, employee self-service, tourist and city information, product promotion and interactive advertising. The terminals are compatible with Windows 7 and Windows 8 as well as Linux. They also connect to the web to facilitate multi-channel strategies such as cross-selling, product promotion applications and social network integration.

MultiTouch previews prototype 84" Stand 11-N50

MultiTouch will show a prototype, 4K 84" MultiTaction Cell at ISE. The new 4K 84" MultiTaction Cell is supported by MultiTouch's Cornerstone 2 software development kit (SDK). This enables developers to build bespoke interactive applications. Cornerstone 2 is said to streamline the development of 4K resolution applications and scales from single displays to 50 Megapixel walls with 50% performance increase compared to previous versions of Cornerstone. The company has announced a pre-order package. This in-



In addition to the new 84", MultiTouch will also be showing six of its displays configured as an interactive video wall.

cludes a built-in 4K application PC, MultiTaction 'experience app' with example 4K content, a support agreement, a floor mount trolley with wheels, and all necessary transport cases. Hannu Anttila, VP of Business Development at MultiTouch, adds, "Customers who take advantage of the pre-ordering programme will not only be among the first to benefit from this ground-breaking technology, but will also be able to purchase the complete package at a discount of more than 20%."

Sahara Presentation Systems shows 84" Stand 3-A118

Sahara Presentation Systems will be showing full Clevertouch range of interactive displays, including the new 84" model, Cleveraudio and the Cleverboard IWBs, plus new additions to the Sahara TV range introduced last year. The new 84" Clevertouch S-Series will be on display with Sahara's full software suite, including CleverLynx, Wordwall and DisplayNote. Following the extension of Sahara's deal with Mimio, the mobile IWB vendor will be sharing the Sahara stand.

installers and integrators the opportunity to create striking and impactful display arrangements.

With universal mounting for 46" to 70" flat panels and complete 360° rotation in 15 degree increments Peerless says there is no limitation to

wall solutions received a great deal of attention at last year's ISE show in Amsterdam. At the show in February, we will once again be highlighting our innovations in video wall mounting technologies."

B-Tech's 'pop-in, pop-out' function has proved popular.



the endless array configurations that can be created. Ten points of tool-less micro adjustment enable the fine tuning required to deliver a truly seamless video wall appearance in any orientation, while the articulating arm extension from the wall allows for quick and convenient rear display access and servicing. Peerless-AV is also launching a range of 'Quick Release' video wall mounts at ISE, designed to offer added convenience in accessing mid-array and recessed displays. This spring loaded push mechanism can be restricted with a locking screw when not needed and the carriage extension force can be adjusted to accommodate different weight of screens. Three versions will be available in the UK and Europe, with both portrait and landscape for up to 65" panels and a super size model for displays up to 95".

ISE announcements: Distributors

TDMaverick ready for take off Stand 5-S82

TDMaverick promises a stand designed to capture visitor's attention and stand out from the crowd. The company is focusing on quality interactions with its customers, and, borrowing from its airline theme for its ISE advertising campaign, is planning to offer a "First Class experience". Exhibits will include: more Maverick Solutions as well as product sales; an expanded range from in-house manufacturer Vision, including a major focus on components for meeting rooms; and the recently announced digital signage eco system with its Intel NUC players. Also new from TDMaverick is new web platform for the distributor's Hotlamps business, with special attention for the company's Go Lamps brand of compatible lamps. European Director Jon Sidwick believes that TDMaverick will be 'flying high' at ISE.

Just Lamps reinforces core benefits Stand 1-P85

Just Lamps is using its presence at ISE to remind visitors of their unique position in the AV market. Playing on the 'Just' element of their name, the stand reinforces the benefits of dealing with a distributor whose whole business is focused on 'just' lamps. Richard Charge, Just Lamps' Sales and Marketing Director for EMEA, explains: "the dictionary definition of a specialist is someone who devotes themselves to one subject or to one particular branch of a subject or pursuit. And that is exactly what we do at Just Lamps. We devote ourselves to lamps. There are no other product groups to distract our focus. As a result, all our staff are lamp experts. We deal directly with all the original manufacturers. And we offer the broadest product range, the best stock availability and fast worldwide delivery from one of five global warehouses."

ISE announcements: Videowall technologies

Philips Signage Solutions shows Ultra HD Stand 10-K114

MMD / Philips Signage Solutions will present Philips Video Walls based on a 55" display. These can be daisy-chained and combined to a maximum of 150 displays. With a super-slim bezel, the screens can be arranged almost seamlessly. The new video walls with factory-set calibration, which helps to achieve an even colour gamut when combined. MMD will also put on display an Ultra HD (3840 x 2160 pixels) prototype. The new display technology features over 8 million pixels on a screen on the 84" (213 cm) diagonal.

SiliconCore Technology new fine pitch LED Stand 10-K152

LED display panel designer and manufacturer SiliconCore Technology will launch its Magnolia 1.5mm pixel pitch LED

display at ISE. The company's Common Cathode technology is said to make LED perfect for close proximity applications for the first time. Common Cathode technology addresses the



Silicon Core: the company's Common Cathode technology is said to make LED perfect for close proximity applications

green and blue LEDs separately, eliminating the need for a resistor/ P power is not lost to heat and the lifespan of the display is increased.

Typical applications of Silicon Core's products include corporate lobbies and conference suites, high-end signage in retail environments, VIP areas in sporting arenas and large format displays for command and control centres. The 1.5mm

pixel pitch allows integrators to create a 1920 x 1080 Full HD screen at 130", making this the ideal replacement for rear projection solutions in boardrooms and smaller meeting

rooms. Steve Scorse, Vice President for SiliconCore in EMEA, comments: "The 1.5mm LED display is suitable for shorter viewing distances, resulting in the resolution of a videowall but with far superior image quality. The technology is modular so it can be configured for any size or shape, without any seams, gaps or bezels."

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ISE announcements: Mounts and brackets

Peerless-AV finds a new angle Stand 11-H58

Peerless-AV will show a new product that believes will give its end-users an edge in the fight for viewer's attention in visually crowded mall and other public spaces. The new Mosaic Video Wall mount (DS-VWM770) enables imaginative



Peerless-AV: no limitation to the endless array configurations that can be created with the new Mosaic Video Wall mount.

B-Tech expands video wall options Stand 4-R70

B-Tech will be exhibiting at ISE for the tenth year in a row, presenting amongst other developments, its latest video wall mounting solutions. The BT8310 wall mount with its re-usable spacer kit and 'quick-lock push' system, is said to offer both simplicity and ease of use, saving installers time and money.

The 'pop-in, pop-out' function has proved popular and has led to the function being made available on B-Tech's Modular Freestanding Video Wall Mount - the BT8351. This will be on display at ISE 2014 for the first time and enables video walls to be erected in places where previously such a configuration would not have been possible. B-Tech's Managing Director Matt Bennett said: "Our video

B-TECH TO FOCUS ON DIGITAL SIGNAGE AND VIDEO WALL MOUNTING AT ISE

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Digital signage and video walls will once again be a key area of focus

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by Zoe Mutter
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For the tenth year in a row B-Tech will be exhibiting at ISE, presenting numerous recently launched mounting solutions as well as a few old favourites and some newly developed innovations.

With the pop-in, pop-out video wall system now available on the BT8350 freestanding video wall mount, digital signage and video walls will once again be a key area of focus.

Alongside these will be new flat screen mounting solutions such as the heavy duty universal flat screen wall mount which is designed for screens larger than 65-inch with weights of up to 130kg.

In contrast to the super size BT9903 is the new ultra-slim BT8221 double arm flat screen wall mount which will mount screens up to 65-inch 37mm from the wall.

Additionally a heavy duty flat screen trolley for extra-large screens and new range of floor stands has also been developed which includes options for mounting screens in a back-to-back format. Also on display will be the BTV914, a universal sound-bar mount, which is designed to mount soundbar speakers to a flat screen TV.

Matt Bennett, managing director of B-Tech, said: "ISE is the most important trade show for us in the calendar and this year we have a lot to shout about. We have attended every ISE show for the past 10 years and as ISE has developed so have we.

"Almost 45,000 visitors attended last year making it one of the fastest-growing and best-attended shows in the professional AV and electronic systems sector. It's also a great opportunity to see what is happening across the AV industry, which is incredibly fast-moving."

"You will be able to find us in Hall 4 at stand number 4-R70 where we will have representatives from our UK, Spanish, Belgium and German offices."



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