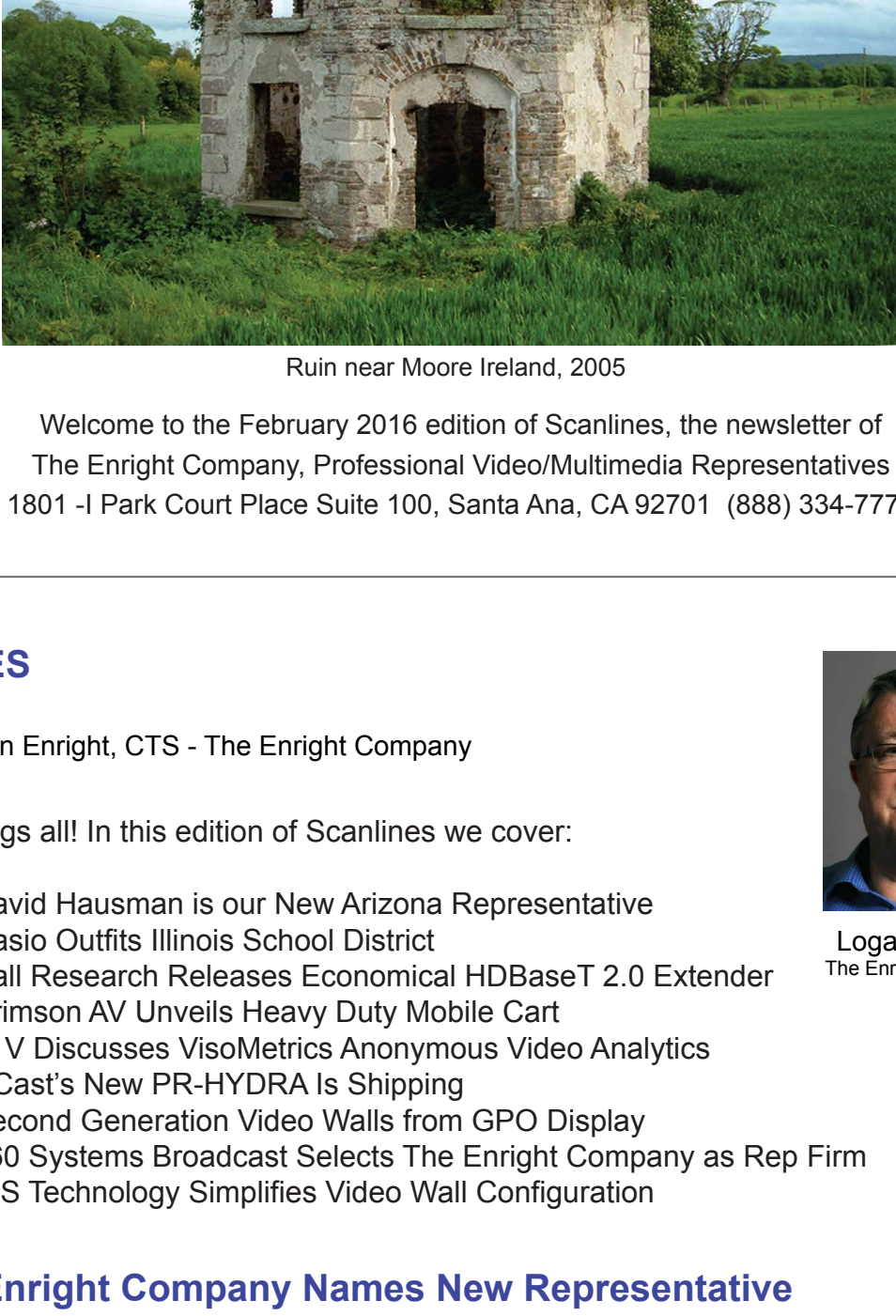


www.enrightcompany.com



Ruin near Moore Ireland, 2005

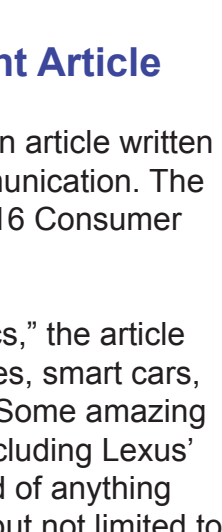
Welcome to the February 2016 edition of Scanlines, the newsletter of The Enright Company, Professional Video/Multimedia Representatives 1801-I Park Court Place Suite 100, Santa Ana, CA 92701 (888) 334-7773

NOTES

by Logan Enright, CTS - The Enright Company

Greetings all! In this edition of Scanlines we cover:

- David Hausman is our New Arizona Representative
- Casio Outreach Illinois School District
- Hall Research Releases Economical HDBaseT 2.0 Extender
- Crimson AV Unveils Heavy Duty Mobile Cart
- T1V Discusses VisoMetrics Anonymous Video Analytics
- NCast's New PR-HYDRA Is Shipping
- Second Generation Video Walls from GPO Display
- 360 Systems Broadcast Selects The Enright Company as Rep Firm
- ICS Technology Simplifies Video Wall Configuration

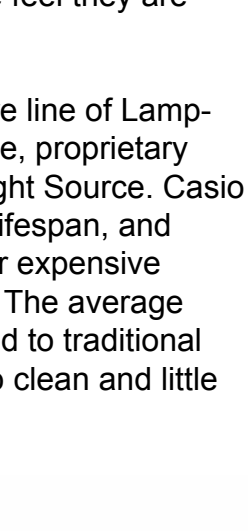


Logan Enright
The Enright Company

The Enright Company Names New Representative

David Hausman is our new representative in Arizona.

Dave is an industry veteran with over 30 years of experience. He began his career in sales at Pacific Video Products in Anaheim, CA. He then spent 6 years at Sony helping launch DVCAM and other digital formats while also providing pre sales and post-sales support across Southern California. Before joining The Enright Company he was the district sales manager for JVC Professional Products in the Rocky Mountains while also supporting his home state of Arizona for 7 years.



Dave Hausman
The Enright Company

Please welcome Dave by sending a note to dhausman@enrightcompany.com or call 623-243-5773 (Office) or 714-928-5944 (Cell).

Sound and Communication Publishes Logan Enright Article

"CES 2016 - Guess I'll Never Have to Buy the White Album Again", an article written by Logan Enright appears in the February issue of Sound and Communication. The article reviews numerous concepts and products displayed at the 2016 Consumer Electronics Show in Las Vegas.

"Much of the show had little to do with home entertainment electronics," the article states. "It was more an expo of all consumer technology. Smart homes, smart cars, smart appliances, smart watches, drones, health devices and more. Some amazing car innovations; the whole North Hall seemed to be an auto show, including Lexus' electro-magnetic hover board. IoT (Internet of Things) is a watchword of anything networkable (any device on or connected to the internet), including, but not limited to TVs, watches, portables, health devices and more."

You can read the full article here.

Casio Outfits Campuses With New Projection Technology

by Stephen Noonoo, Editor of eSchool News

A major overhaul of projectors led one district to Casio's LampFree line (www.casioprojector.com). The School City of Hammond, a major school district in Indiana, has installed more than 200 of Casio America Signature XJ-M141 projection units in five different locations.

"We were in the process of looking for a new and advanced technological solution that would enhance learning in the classroom. When we researched Casio's Signature projector line, we were thrilled to learn about the LampFree technology and the significant financial resources we would be saving over the projectors' lifespan," said Ken Benich, Director of Technology and Assessment in the School City of Hammond. "Additionally, the standard 5 year/10,000 hour light source warranty for educational institutions helped fortify our decision to use Casio projectors as we feel they are truly a partner with schools."

Benich and the district's technology team selected Casio's Signature line of Lamp-Free projectors specifically because of its affordability, long-term use, proprietary LampFree technology and state-of-the-art LASER & LED Hybrid Light Source. Casio LampFree projectors provides users with a 20,000 hour estimated lifespan, and unlike competitive projectors with lamps, they eliminate the need for expensive mercury-based projection lamps that require frequent replacement. The average user can save an estimated \$800 after 6,000 hours of use compared to traditional mercury lamp projectors. In addition, these units require no filters to clean and little to no overall maintenance.

"We were able to complete a seamless swap of our old projectors with the new LampFree units while still using our existing mounts," added Benich. "With the new projectors, our teachers have been able to continue their work without discoloration and dimming. They love the instant on feature and that there has been no disruption in the classroom due to lamp issues."



Weighing in at 8.6 pounds, Casio's line of Signature projectors including the XJ-M141, offers a wide range of connectivity options including video, HDMI and RGB inputs plus audio as well as RS-232 for remote control and a built in 5 watt speaker. Signature series models with USB capability can connect wirelessly with PC and Mac computers or using the Free C-Assist APP connect with iOS and Android mobile devices for a true BYOD experience. These models also incorporate LAN connectivity for remote access and control as well as 2GB of built in memory that allows many file formats, such as PDF and Quicktime to be stored in the projector for quick and easy playback.

"Casio is proud to partner with the School City of Hammond and provide its schools with state-of-the-art Signature XJ-M141 projectors," said Joe Gillio, Senior Director Strategic Planning and Marketing of Casio's Business Projector Division. "The Signature series has become one of our most popular product lines in the K-12 education market. Our LampFree technology, low maintenance, and affordability are unrivaled in the industry allowing teachers and students to have the best technology resources possible in the classroom."

The Enright Company represents Casio in CA, NV, AZ and HI.

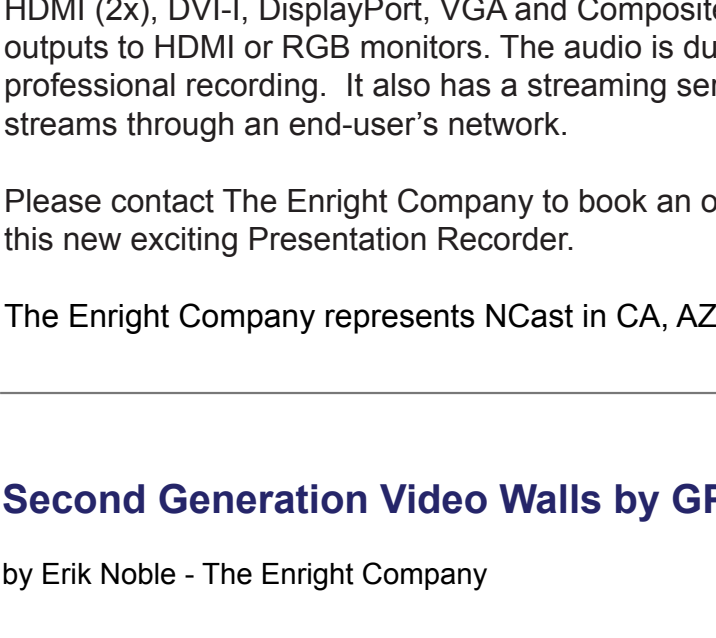
Hall Research Introduces Economical HDBaseT 2.0 Extender

by Dave Fahrback, CTS - The Enright Company

Hall Research (www.hallresearch.com/page/products/UH2X-P1) has introduced the UH2X-P1 extender utilizing the new HDBaseT 2.0 standard to extend uncompressed HDMI, USB 2.0, Ethernet, RS232, IR, and PoE over a single CAT5e/6 cable. The extender kit consists of a compact transmitter and a corresponding Receiver. Fully compliant with HDBaseT specifications, the devices are designed to work with all other certified HDBaseT 1.0 and 2.0 products. For example, the UH2X-P1 transmitter can be connected to displays with native HDBaseT inputs such as Panasonic's Digital Link equipped projectors.



Dave Fahrback
The Enright Company



The plug-n-play extender supports all PC and HDTV resolutions including 4K (UHD) and can extend video along with IR, RS232, USB, and IP using a single run of CAT5e/6 cable up to 100m (330 ft). The PoH/PoE

compliant extender includes a power supply that plugs to the transmitter end. The receiver gets its power through the Cat6 cable per IEEE802.3af standard as required by HDBaseT Alliance. The receiver includes an integrated 2-port USB 2.0 Hub, making it perfect for remote KVM applications. The USB extension is transparent to the PC Host and requires no drivers or software.

In addition, the UH2X-P1 features audio return from receiver to the sender. The source for the independent audio return path is user selectable. It can be either from the ARC pin of the HDMI output connector (ARC signal from the connected TV), or from a separate SPDIF audio input connector available on the Receiver.

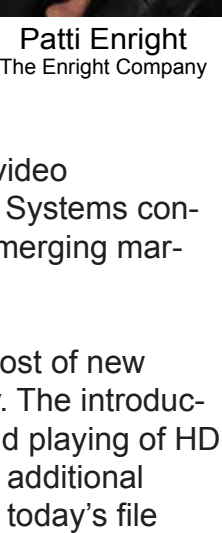
The extenders are housed in low profile and sturdy metal enclosures and feature brackets for easy mounting on walls or under desk surfaces. The UH2X-P1 is economically priced, carries a 3 year warranty and is available for immediate shipment from stock.

The Enright Company represents Hall Research in CA, NV, AZ and HI.

The M90 Heavy Duty Mobile Cart by Crimson AV

by Stephen McNeil - The Enright Company

Crimson AV Mounting Solutions (www.crimsonav.com) introduces the M90, a heavy duty mobile cart for extra-large displays that is made for high traffic environments. Choose from a variety of preconfigured models or build your own specific configuration a-la-carte. Side shelves are designed for heavy use of presentation laptops and can be vertically adjusted without the use of tools as well as swiveled continuously up to 45° in front or behind the display. Side shelves also easily retract for transport and storage. The solid front/back shelf can be mounted either in front or behind the display at any height position.



Stephen McNeil
The Enright Company



Model M90XL

The M90 base model includes built, flat mounting brackets as well as tilt brackets with built in dual keyed locks. Features include through-column cord management, cord wrap brackets capable of holding 50 feet of heavy gauge extension cable and removable handles for easy transporting the cart. The M90 is constructed of heavy duty high grade steel with epoxy powder coating and heavy duty lockable casters.

Preconfigured models include the M90, M90LT, M90EDU, M90LS, M90LTZ and the M90XL. These can be viewed and compared at <https://crimsonav.com/product-type/tv-commercial-display/floor/carts.html>.

Accessories can be purchased separately, which include a back cover and configurable shelves.

The Enright Company represents Crimson AV Solutions in CA, NV, AZ and HI.

3 Ways To Boost Your Digital Content Strategy with T1V's VisoMetrics Anonymous Video Analytics

By Don Duterte - The Enright Company

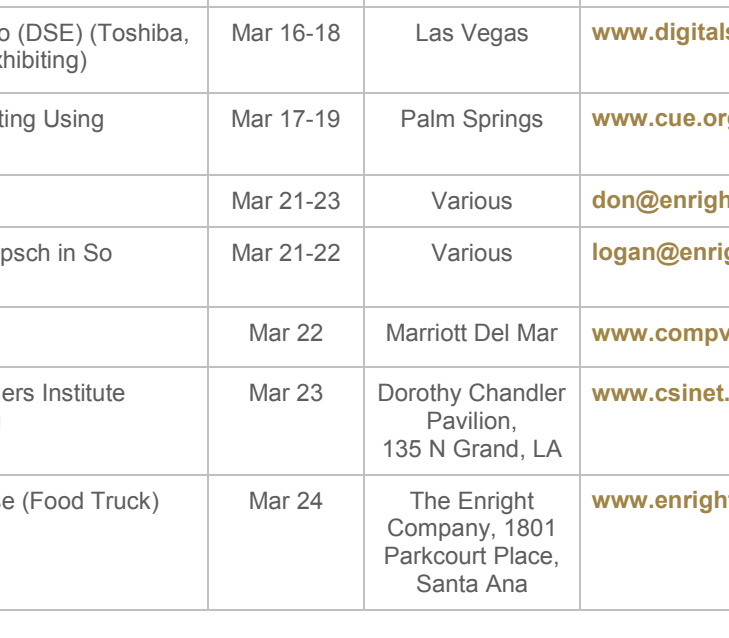
Digital Signage is a powerful communication tool, especially when paired with analytics. Analytics can tell you how many people have passed your digital sign, the ratio of men vs. women, average age, and high traffic times - which can all be used to tailor your messaging accordingly.



Don Duterte
The Enright Company

VisoMetrics by T1V (www.t1v.com) takes this to the next level, using AVA (anonymous video analytics) software to track and measure your content performance with precision. Embedded camera sensors are used to detect the gender, age, mood, proximity, dwell time, and level of engagement of passersby so you know exactly who your message is reaching, and how long it is capturing their attention. With these valuable insights, there are a number of ways you can improve the effectiveness of your digital content strategy:

1. Capture data to determine the effectiveness of your content - VisoMetrics will give you not only a quick headcount of foot traffic, but demographics that can be used to your advantage - if you're a women's clothing store marketing to young women and the majority of your viewers are older men, you may want to consider moving advertising locations or updating the content on your sign. On the other hand, if the majority of your viewers are attentive young women, you know you've reached your target audience.



2. Perform A/B tests - Are you advertising a new product, but not sure which message will resonate most with your target audience? Do you have more than one target audience? With VisoMetrics, A/B testing has never been easier - simply swap out content based on location and/or time of day, and compare resulting analytics to see which version of your message is yielding higher attention rates in your target market.

3. Trigger immediate content changes based on the viewer - Ensure the right message meets the correct audience by selecting specific content to be triggered by age or gender. Advertise different products to different audiences, or change the messaging around the same product to better capture the interest of differing demographics.

Watch the video to see how it works:

https://www.youtube.com/watch?time_continue=1&v=jWaZcnM-W6M

The Enright Company represents T1V in CA, NV, AZ and HI.

NCast's New PR-HYDRA Is Shipping

by David Hausman - The Enright Company

NCast (www.ncast.com) proudly announces, the arrival of its latest presentation recording and streaming system, Presentation Recorder Hydra -- now shipping!

Dave Hausman
The Enright Company

This new Presentation Recorder addresses the need to record and stream in either Single Screen Mode or Dual Screen Mode. Two independently recorded files and/or media streams can be generated for no-compromise dual-screen capture of a presenter and

presentation. Dual streams, dual record, dual upload, dual everything. Three active windows and graphical overlays can show a lecture, operation, university logo and heart-monitor or a slideshow presentation all embedded into a video.

60-frames per second, allowing for 1080p HD recordings per second, allowing for use across a variety of devices. Professors can rework these recordings via editing software to alter their lectures for later use. Hydra can be connected with 3G-SDI, HDMI (2x), DVI-I, DisplayPort, VGA and Composite sources. It is also equipped with outputs to HDMI or RGB monitors. The audio is dual-balanced, which allows for professional recording. It also has a streaming server built in for up to 10 unicast streams through an end-user's network.

Please contact The Enright Company to book an online demonstration webinar of this new exciting Presentation Recorder.

The Enright Company represents NCast in CA, AZ, NV and HI.

Second Generation Video Walls by GPO Display

by Erik Noble - The Enright Company

With a new year comes new innovations from GPO Display (www.gpodisplay.com). Within the past month, GPO Display has added three new video wall series to their lineup. Featuring "The New Standard" (NSV-series), "Slim+" (ZEN-series), and an improved approach to Touch Video Walls (G2T-series).

Erik Noble
The Enright Company

The "New Standard"

The New Standard Video Wall (NSV-series) is an updated version of their flagship Standard Video Wall (SV-Series). This series comes with improvements in both design and functionality. The New Standard features Ultra Narrow Bezels (3.5mm combined bezel width); a status monitoring / diagnostic program (Auto-Condition Reporting Lite); HDMI, DisplayPort & DVI inputs, as well as a slimmed-down mounted profile. Replaceable Controller Kits are included on 55" models, allowing you to remove, service, and replace an individual display's controller/input board without dismounting of panels.

Slim+ Video Wall

GPO Display's Slim+ Video Wall (ZEN-series) features a mounted depth of less than 4", allowing for compliance with the guidelines set forth by the Americans with Disabilities Act (ADA). Slim+ Displays also feature Ultra Narrow Bezels (3.5mm combined), Auto-Condition Reporting Lite monitoring/diagnostics, and a Replaceable Controller Kit on both 46" and 55" models. **Touch Video Wall**

Lastly, we have the Touch Video Wall (G2T-Series), which is protected by optically-bonded featuring anti-glare, anti-streak and fingerprint-resistant properties. These touch video walls feature G2, Labi-tech technology and allows them to reach up to 32 simultaneous touch points. These displays also include Replaceable Controller Kits and Auto-Condition Reporting Lite monitoring/diagnostics

Auto-Condition Reporting Lite

You're probably curious as to what Auto-Condition Reporting (ACR) Lite is, as it's either optional or included with GPO Display's new video walls. Auto-Condition Reporting Lite allows users to pull real-time and historical data from the moment a display is set up. It works by pulling the displays for power status, backlight operation, internal temperature, and input activity. This information can be accessed via an Android mobile application or a Windows program running on a PC. Think of it as a FitBit for your video wall.

The Enright Company represents GPO Displays in CA, NV, AZ and HI.

360 Systems Broadcast Selects The Enright Company

by Patti Enright - The Enright Company

360 Systems (www.360systems.com) has just appointed The Enright Company as their manufacturers' reps for our region.

Patti Enright
The Enright Company

Over the course of 45 years, 360 Systems has manufactured and delivered high quality audio and video products to the broadcast industry. 360 Systems lead the digital audio equipment revolution with the first Digicart products and followed with the Instant Replay, used in radio stations worldwide. Branching out into the digital video market the Image Server and Maxx series of broadcast video servers delivered the highest value and lowest cost per channel. 360 Systems continues to advance progression in the broadcast industry, and many emerging markets.

The TSS and VTH are the latest lines of video server, introducing a host of new features requested by customers further enhancing system versatility. The introduction of independently configurable channels enables the recording and playing of HD and SD resolutions simultaneously within a single server. Support for additional codecs and file formats gives broadcasters the flexibility they need in today's file based workflows. The ability to up/down/cross convert content on the fly simplifies playlist building, allowing mixed recording media to be played on any channel. These new features are provided as part of the standard server package at no additional cost to the customer.

360 Systems takes pride in its tradition of providing quality, reliable products manufactured and supported here in the United States. They understand the needs of broadcasters by continually consulting their customers for ways to improve their products. The 360 Systems' team continually strives to bring new and exciting video and audio equipment into the ever evolving broadcast and professional AV market.

The Enright Company represents 360 Systems Broadcast in CA, NV, AZ and HI.

ICS Technology Simplifies Video Wall Configuration

by Dave Fahrback - The Enright Company

Video wall controllers are not all created equal. ICS Technology (www.icstec.com) helps take the confusion out of configuring systems that use third party devices.

ICS's WC2500 video wall controller

In today's AV environment the words "video wall controller" or "video wall processor" are used to describe many different devices that are not true video wall controllers. These other solutions often use cross point and other types of switches, the tile or big screen modes built into the new narrow bezel video wall screens, along with cat6 cable that connects drive electronics. In many cases, what happens is confusion between the different parties specifying a video wall project and the end customer. often, what is delivered falls short of expectations.

One of the differences if not well understood will result in a total lack of useful functionality during certain situations - specifically, when the end user cannot quickly and easily update or change user defined wall presets on site, to get information displayed correctly, as needed, on their video wall in a way that accommodates unforeseen situations. This will happen in cases where video is selected and positioned on the wall exclusively using unique code written to run on third party hardware.

In these cases the end-user would be required to go back to the installation AV integrator or consultant to have the code rewritten and then installed and tested. For example, consultants or AV integrators may specify a cross point or other type of switch that allows the inputs to the wall to be programmed to place specific captured video input on single screens or over multiple screens. This is accomplished by sending combinations of commands to both the switch and the screens simultaneously. These commands direct which output to route from the switch to a specific screen or screens, and if screens are in single screen mode or multiscreen mode, which piece of the image will be taken. This is programmed and coded through a third-party control device that requires somebody trained and certified to program this device. If the customer needs to change or update the preset layouts immediately onsite -- good luck.

You can also end up with the same problem while using some of the video wall controllers that are on the market today. That is because these wall controllers are also only operated through programmed, third-party, control devices as discussed above.

Therefore, one of the first things to consider when deciding if the project needs a video wall controller that is onsite configurable is to know your end-user's environment. If it is anything that may need on-the-fly changes to the configuration that is being displayed without the need of reprogramming, then you will need to choose a video wall controller that has that capability.

ICS controllers simultaneously support both third party programmable devices as

EVENTS

What	When	Where	More Info
Dave Hausman and Logan Enright Visit Integrators/consultants in AZ	Feb 22-24	Various	dhausman@enrightcompany.com
Trevor Gibson of Klipsch in Bay Area	Feb 23-24	Various	don@enrightcompany.com
Teladata Consultant Show	Feb 25	Santa Clara Convention Center	www.teladata.com
SpinetX Webinar for No Calif Integrators	Feb 25 10AM	Webinar	don@enrightcompany.com
Trevor Gibson of Klipsch in So California	Feb 29- Mar 4	Various	erik@enrightcompany.com
Construction Specifiers Institute meeting (LA Chapter)	Mar 2	LA Hotel, 333 S. Figueroa St., LA	www.lacsi.org
Don Duterte and Logan Enright calling on integrators/ consultants in the Bay Area	Mar 2-4	Various	don@enrightcompany.com
InfoComm Connections Show	Mar 3-4	San Jose Convention Center	www.infocommconnections.org
SpinetX Webinar for No Calif Integrators	Mar 7 10AM	Webinar	don@enrightcompany.com
Troxell Waffles and Tech Shows	Mar 8-9	Bakersfield and Fresno	www.trox.com
Primacoustic in Bay Area	Mar 10-11	Various	don@enrightcompany.com
Spinitar Chairman's Club	Mar 8-10	Puerto Vallarta	www.spinitar.com
Digital Signage Expo (DSE) (Toshiba, Hall, Crimson AV exhibiting)	Mar 16-18	Las Vegas	www.digitalsignageexpo.net
CUE Show (Computing Using Educators)	Mar 17-19	Palm Springs	www.cue.org
Casio in Bay Area	Mar 21-23	Various	don@enrightcompany.com
Trevor Gibson of Klipsch in So California	Mar 21-22	Various	logan@enrightcompany.com
Compview Show	Mar 22	Marriott Del Mar	www.compview.com
Construction Specifiers Institute LA Chapter Meeting	Mar 23	Dorothy Chandler Pavilion, 135 N Grand, LA	www.csinet.org
Toshiba Open House (Food Truck)	Mar 24	The Enright Company, 1801 Parkcourt Place, Santa Ana	www.enrightcompany.com

Thanks for scanning Scanlines. Send us your comments.

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