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EYEEVISION



JURASSIC PARK AT THE EDGE OF THE SWABIAN ALB

The unique fossils of Holzmaden

BUSES AND TRAMS ALWAYS UNDER CONTROL

Video wall improves monitoring
of the metropolitan public transport
system in Stuttgart, Germany

ONE DIMENSION FURTHER

The 3D-versions of the
omniSHAPES and eyeLCDs

REDUCE TO THE MAX!

The communication of eyevis
focusing on the essential



EDITORIAL



**Dear customers, dear friends
and employees of eyevis GmbH,**

Just as our markets are subject to continuous change, we see ourselves in a constant process of development which we not only want to keep up, but which we want to shape and promote significantly. That is why eyevis strives to constantly initiate new developments and to be pioneers in relation to the state of technology. This is also true for all other departments of our company. In order to emphasize this dynamic and the consistent orientation towards our target groups and markets, eyevis' entire communication appearance is given a facelift. Hereby, particularly our products and their different areas of application are paramount. More on this on page 28.

Our series "Natural Wonders of the 'Ländle'" this time deals with one of the most exciting topics of all: What did the edge of the Swabian Alb look like in primitive times and what kinds of animals lived in our region then? The answer is given in our report about the fascinating Primeval World Museum in Holzmaden starting on page 06.

The future belongs to 3D visualizations. Anyone who has seen a 3D movie knows the effect of this technology which more and more finds its way into our area of business. In the article on page 20 we introduce you to eyevis' 3D technology with the omniSHAPES and our LCD monitors.

As always there are exciting facts about other new eyevis products, our commitment at international trade fairs and interesting projects which we were able to realize for our customers.

A lot of fun and an exciting read!

Your Michael W. Nagel
CEO

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EYEVIS IN SOCIAL NETWORKS

Constantly updated information about our projects and products, with many photos are available at:

-  twitter.com/eyevis
-  www.facebook.com/eyevis
-  www.linkedin.com/companies/eyevis

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WORKING EFFICIENTLY AT THE “STAR OF SENDLING”

17 floors high, the tower of the new ADAC headquarters soars above a five-floor, star-shaped plinth in the Munich district of Sendling. In the new building called the “Star of Sendling”, seven former locations of the “Allgemeiner Deutscher Automobil-Club e. V. (ADAC)” with around 2400 employees were combined. In order to allow for an efficient operation according to a so called Flex-Office-Principle, the ADAC intensively invested in the equipment with media technology. Also installed were video walls made of 60” eyevis EYE-LCD-6000-SN.

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BUSES AND TRAMS ALWAYS UNDER CONTROL

The video wall consisting of twelve 67” LED-back-projection cubes from eyevis supports the work in the traffic control center of the Stuttgart Straßenbahnen AG (SSB). The 8.76 m wide und 1.64 m high wall displaying 48 live camera images makes possible the monitoring of the whole public transport network and a swift, coordinated response to any disruption of operations or dangerous situations.

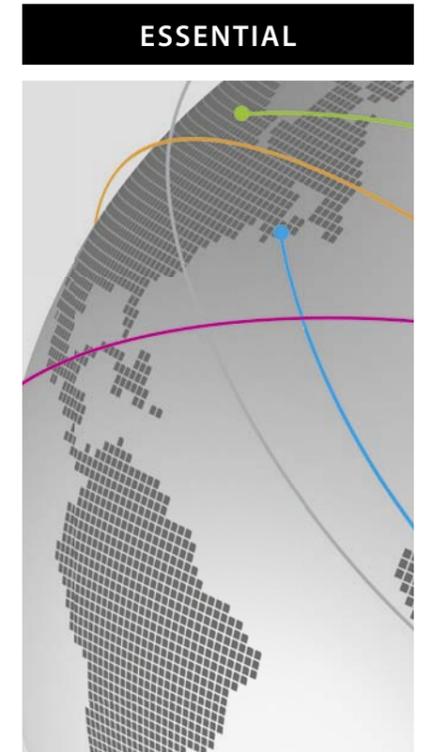
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ONE DIMENSION FURTHER

Meanwhile almost everybody knows the effect of three-dimensional images and movies in movie theatres. It is fantastic to be part of the events and sometimes even try to avoid objects that are seemingly flying towards the audience. But 3D technology is more than just a nice feature that is first and foremost supposed to entertain us. It offers substantial advantages for many areas of application.

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REDUCE TO THE MAX!

New-look communication from eyevis – focussed on the essentials: the reason for the relaunch of eyevis’ marketing communications was not a lack of success of the existing line. But the new structures in the company management and the ongoing further development of the brand eyevis brought a new approach for sales and marketing with them. Through the new design of our communicational and promotional appearance, now all corporate areas follow this new orientation.

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Looking for food, the female Ichthyosaurus swam around 100 – 150 km off the coastline of the Jurassic sea. Exactly at the point where the south of Baden-Württemberg would be at some point. The animal was pregnant and would have six descendants in the foreseeable future. But something about the water was different than usual. And it kept changing. Stirred by heavy turbulences, it somehow became “lighter” and would not really carry the female anymore. The dam was barely able to reach the surface and catch air. And even worse: the air instead of the essential oxygen suddenly contained toxic methane which first took the animal’s consciousness and then its life. In its death struggle, the Ichthyosaurus sank to the ground of the sea where one of the embryos was pressed out of its body and found its last resting place next to its already dead mother.

JURASSIC-PARK

AT THE EDGE OF THE SWABIAN ALB

**The unique fossils
of Holzmaden**

In this or a similar way the story of one of the most exciting exhibits of the Primeval World Museum Hauff in Holzmaden could have taken place. Embedded in a big slate consisting of several parts, the fossil remains of an almost three meter long Ichthyosaurus dam are hanging on the wall of the museum. The embryos inside the animal are clearly visible. Just as the embryo lying next to it which, together with its mother and its siblings outlasted the last 180 million years embedded in the Posidonian shale at the edge of the Swabian Alb near Holzmaden.

THE TIME OF THE DINOSAURS

A reason that this is one of the most yielding sites for fossils is the geological change of the region. The world is around 4.5 billion years old and looked completely different 180 million years ago. Greenland was next to Africa and India at the South Pole. Even the sight that our planet offers today is only a snapshot, since the continents are continuously drifting apart like millions of years ago. The once connected continent Laurasia in the northern hemisphere had already broken apart and the land around the breakages was flooded by shallow shelf seas. Such a sea was the Jurassic sea that except for a few islands flooded large parts of what would later be Europe. And at the time of the black Jurassic the area around today's fossil sight Holzmaden was 150 km off the next coast.

The Swabian Alb consists of layers of black, brown and white Jurassic which are altogether 700 meters thick. They developed 190 to 130 million years ago at the bottom of the Jurassic Sea and later rose to their current level through the change of the earth.

The oily slate that even today is partially extracted here is the legacy of the sludge that deposited at the bottom of the Jurassic Sea. Particularly many very well preserved fossils can be found here, since the bodies of dead animals only decayed very slowly in the sludge of the shallow sea which was very low in oxygen.

DIVING INTO THE WORLD OF FOSSILS

Situated conveniently with an own indication sign at the A8, around 50 km from Stuttgart and Reutlingen – eyevis' headquarters – Germany's largest private natural history museum can be visited here today. At the Primeval World Museum Hauff in Holzmaden the visitors can dive into the world of fossils in an area of 1000 squaremeters. The exhibition contains numerous highly interesting exhibits of fossils found in the slate quarries of the region. Different kinds of dinosaurs, fish, ammonites and belemnites are

FOSSILS GRANT INSIGHTS IN TIMES WHERE NOT A SINGLE HUMAN BEING LIVED

Quote by Ernst Probst, scientific author and fossil dealer

just as impressive as the largest exhibit so far, a 18x6 m colony of sea-lilies.

The museum with its unique witnesses of evolution wants to give an insight into the secrets of the primeval world. In the foreground is above all the transfer of knowledge about geology and habits of the primeval animals. With the help of models, films and animations the astonished visitor – in an entertaining and comprehensible way – experiences details about the Jurassic Sea and the single kinds of animals.

Because of the already mentioned low amount of oxygen in the sludge the dead animals did not produce corpse-gases that would have led to a rise to the surface.

In addition, no scavengers were able to inhibit the bottom of the sea. Also, the sludge at the bottom was very finely granulated and penetrated every hollow space and the finest pores of the dead animals.

No water movement or current disrupted the deposit of the sludge into the finest layers and the bones of the dead sea animals were not whirled apart, but were embedded in fine sea sludge as a whole skeleton on site. In some cases, even individual destinies can be reconstructed.

All fossils that can be seen in the museum originate from the workshop of the paleontologist and taxidermist family Hauff. In already three generations the taxidermist

technique could be improved. Today, even the finest fossil structures can be extracted. Like the pieces of a puzzle all findings contribute to a better understanding of the primeval world.

Particularly exciting for the small visitors is the Dino-Garden with eight lifelike designed dinosaur-reconstructions in original size and the possibility to dig up a dinosaur that is hidden in an excavation site. Who wants to go on a hunt for fossils with hammer and chisel can do this at one of the slate quarries nearby.

The cafeteria with daily fresh bread and pastries and the museum shop round up the visit. Those who are looking for a memory or a unique souvenir will find something here.



THE PRIMEVAL WORLD MUSEUM HAUFF

Aichelberger Straße 90
73271 Holzmaden
Telefon: +49 (0) 7023 2873
Manager: Rolf Bernhard Hauff

OPEN HOURS:
all year, Tuesday to Sunday
open from 9 a.m. to 5 p.m. Closed on
Monday and the following holidays:
24./25.12., 31.12. and 01. 01.

Should a holiday (except for the 24th
and 31st of December) be a Monday,
the museum will be open on that day.

ENTRANCE FEES:
Adults: 6,00 Euro
Children older than 3 years: 1,50 Euro
Students: 3,50 Euro
Disabled: 3,50 Euro

More information about reservation
for groups of more than 20 persons,
group admission, film screenings
in the museum, personal tours and
children's birthday parties at:



www.urweltmuseum.de/en



NEWS FROM THE MARKETS – IN A NUTSHELL

CONTROL ROOMS AND OPERATING CENTERS



HIGH-TECH IN THE CONTROL ROOM OF THE WALHEIM POWER STATION

“Modern control and surveillance processes in an old shell” is how the construction of Walheim’s power station could be characterized. Exactly for this matter eyevis is the right partner.

The power station, built 1962 – 1967, has been used by EnBW as security stock for peaks of demand since 2005. For further improvement of efficiency a modernization in the control sector was conducted in the process of which the equipment of the control room was brought up to date.

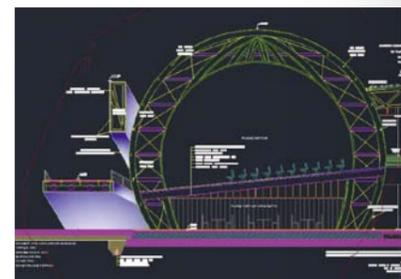
In order to keep the intrusion as small as possible, the spatial shell was barely changed.

The focus was much more put on the technical, ergonomic and creative update of the workstations.

In Walheim two eyevis walls with four 60"-Full-HD-Cubes of type EC-60-LHD-CP were installed. The cubes were placed on a special anti-vibration frame that is supposed to secure the installation. Both walls are controlled by a netPIX-Splitcontroller which is made possible through the software solu-

tion MultiWalls in the eyeCON-Wallmanagement-Software.

VIRTUAL REALITY AND SIMULATION



PLANETARIUM OSNABRÜCK

Since February 2013, Osnabrück Planetarium welcomes its visitors with even more brilliant stars thanks to Sky-Skan’s Definiti® theater, a first-class projection technology for powerful immersive digital full-dome theaters. For the blending and crossfading of pictures, sound, and text, Sky-Skan chose latest LED-lit DLP® projectors from eyevis’ ESP series.

The full-dome system Definiti® theater, developed by the American-German company Sky-Skan, represents the state-of-the-art in the fields of dome projection. It projects digital images over the entire dome theater with a diameter of eight meters. Up to 64 spectators sitting in comfortable chairs may gaze up to the skies and enjoy the Milky Way in stunning picture quality

While a planetarium projector type Sky-master SCC 4 by Zeiss projects the starry sky onto the dome, eyevis projectors ESP-LWXT with WUXGA resolution provide additional pictures and videos depending on the program. With latest LED-projection technology projects the projectors bring images their their images in brilliant color and image quality with a total resolution of approximately 2700 x 2700 pixels on the

100 sqm area of the dome. In addition to the outstanding image quality, these projectors have another important advantage: they are simple to operate, highly reliable and nearly maintenance-free.

PRESENTATION AND INFORMATION



CUSTOMER INFORMATION FOR SWISS BANK

The Raiffeisenbank Solothurn Genossenschaft in their Bank at the Hauptgasse in Solothurn’s old town installed a video wall of nine 46"-LCD-Displays of type EYE-LCD-4600-M-USN-LD by eyevis.

Since March 2013 the wall is predominantly used as a display for the digital signage system which the bank uses for their customer information. In addition, frequent exhibitions, event information, presentations and films can also be displayed.

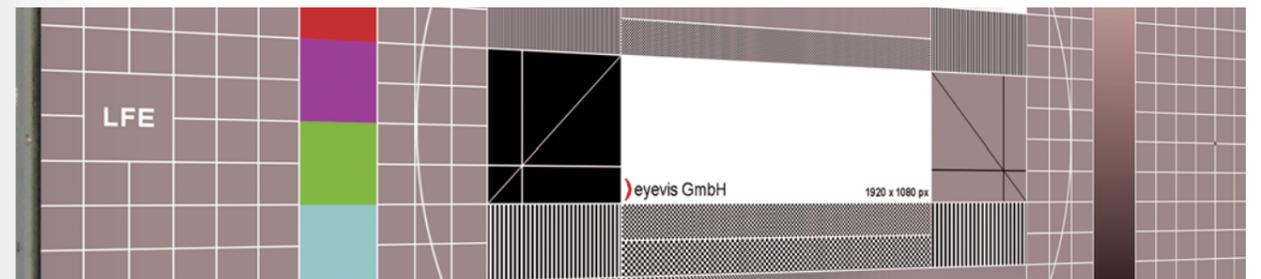
The video wall made of the thin eyevis displays was directly integrated into the customer hall of the bank in a balustrade over the entrance in cooperation with John Lay

Solutions AG. Due to the exposed design of the wall, a seamless integration into the building with a simultaneous service-friendly configuration was required. Thanks to the quality components, eyevis displays guarantee long maintenance intervals. If a display needs to be adjusted directly, the front access allows for uncomplicated handling.

The Full-HD resolution of the displays offers a detailed depiction of all contents.

Thanks to the Direct-LED backlight the LCD displays have a homogenous illumination, clear color rendition, a high contrast and brightness. In this way the contents are clearly visible even in a bright ambient light. The thin bezels of only 5.7 mm between the active image areas allow for a good presentation of image contents over several displays.

BROADCAST



EYEVIS SEAMLESS-LCD-MONITORS FOR TV STUDIOS

Everyone knows them, inserts and reports which accompany and loosen up our daily talk and entertainment shows on television. If in the studio background or on the moderator desk – the quality requirements for the displayed images are immensely high, so the audience and guests of the show are able to fully concentrate on what is going on on the show. But perfect images in front of the camera are by no means always granted.

The display of digital image signals within a TV studio – meaning in front of the camera – is most likely the supreme discipline in the sector of professional visualization. It is in the nature of things that there are extreme lighting conditions in TV studios. For the best possible lighting and original light effects, numerous spotlights, luminaires and other devices are put into operation which raise the

requirements for screens inside the studio and demand for special display characteristics in order for the camera to capture the displayed contents accordingly.

In this way the screens inside the studio have to be adjusted to a color temperature of 3200K. A demanding venture that can only be realized by a few LCD monitors. For this reason,

eyevis developed a solution for their 46" and 55" Seamless-LCDs in order to be able to perfectly display this color temperature range. Thus, it is also possible to apply the screens in videowalls in TV studios. This is achieved through a special coating of the screen surface. All other and already known advantages of the displays stay unaffected and are at the users unlimited disposal.



WORKING EFFICIENTLY AT THE STAR OF SENDLING

17 floors high, the tower of the new ADAC headquarters soars above a five-floor, star-shaped plinth in the Munich district of Sendling. In the new building called the "Star of Sendling", seven former locations of the "Allgemeiner Deutscher Automobil-Club e. V. (ADAC)" with around 2400 employees were combined. In order to allow for an efficient operation according to a so called Flex-Office-Principle, the ADAC intensively invested in the equipment with media technology. Also installed were video walls made of 60" eyevis EYE-LCD-6000-SN.

The Flex-Office-Principle enables the ADAC employees, without a personal desk, but with individual roller containers and laptops to be flexibly put together as required in work and project groups. This guarantees an efficient use of space and effective work. Sufficient meeting spaces for the teams are provided by four assembly halls, 36 conference rooms and 40 spaces for meetings on the go which are spread out all over the building. To secure a smooth exchange of information, all of these spaces were equipped with complex media technology.

INTEGRATION OF MEDIA TECHNOLOGY WAS A CHALLENGE

"The integration of the media technology was a challenge", explains Michael Krämer, Senior Sales Manager at BFE Studio und Medien Systeme GmbH in Mainz. The system integrator had integrated the media technology since February 2012 during running operation. Thereby, not only the existing IT infrastructure of the building should be used. In addition, different hardware and software solutions of different manufacturers were installed according to demand and requirements.

BFE installed over 150 displays, panels and monitors of different manufacturers in the meeting and conference rooms. 60" LCD displays type EYE-LCD-6000-SN with 152 cm screen diagonal by eyevis have been used at important points. In the large 350 seat lecture and event room for example, a 6x3 video wall can be found. Inside the two large assembly halls on the 21st and 22nd floor of the central tower, a 2x2 and a 3x3 video wall were installed. In addition, a 2x2 and a 3x3 video wall were put into operation on two of the training rooms on the ground floor.

COMPATIBILITY OF ALL SYSTEMS OF VITAL IMPORTANCE

"Due to the diversity of applied media technology, the compatibility of all systems was of vital importance for the realization of the project" emphasizes Detlef Hartmann, project manager at the planning office Hartman und Mathias Partnerschaft that was en-

trusted with the technological integration. Thanks to the technological sophistication of the eyevis displays, they seamlessly fit into the overall concept. In this way the displays in the large event hall are controlled through a Vista-Systems Spyder X20-Video processor/switcher without interface problems. In the conference rooms, the displays can be fed from the seats. Due to the laptop docking stations in every seat, presentations can directly be displayed on the video wall.

"More reasons to go with eyevis were the very good price-performance ratio as well as the simple maintenance. Also essential were the technological features like the display brightness, the very small seam width, the possibility of 24/7 operation and the homogenous illumination of the Direct-LED-Backlight", Krämer explains.

EYEVIS TECHNOLOGY CONVINCES

On the eyevis video walls, fixed images and graphics as well as video files are displayed. The video wall in the lecture and event hall for instance can be fed with a TV signal, or a DVD or BluRay signal. With the high WXGA resolution with 1366x768 pixels per display and the small seam width of only 6.5 mm between active screen areas, the image and video signals can also be viewed over several displays with good resolution.

With the Direct-LED-Backlight with a durability of 60,000 hours the displays in addition provide a high life expectancy and are almost maintenance-free. Thereby the full-surface backlight guarantees homogenous illumination with a high brightness of 700 cd/m² and perfect colors. Moreover, the automatic brightness adjustment to the ambient light conditions allows for a good visibility of contents even in direct sunlight.

INSTALLED PRODUCTS

9x omniSHAPES

PRESENTATION OF THE BABOLAT PLAY CONNECTED RACKET PROTOTYPE

GAME, SET, MATCH – EYEVIS AT THE FRENCH OPEN

eyevis accompanied the presentation of the Babolat Play connected racket prototype of the French manufacturer Babolat VS S.A. during the French Open 2013 from 21st of May to 9th of June 2013 at Roland Garros, Paris. With a racket shaped video wall consisting of nine eyevis omniSHAPES the innovative tennis racket was promoted in the heart of a presentation stand at the tennis tournament.

The Babolat Play racket is Babolat's newest innovation. The connected racket collects game data every time it hits the ball. Thus the player gets information to analyze his game. On the presentation area at Roland Garros Babolat also shows its history of continuous innovations in tennis since the invention of the first tennis strings in 1875.

omniSHAPES PROMOTE BABOLAT'S NEWEST INNOVATION

Thanks to the unique flexibility of the eyevis omniSHAPES a video wall, shaped like a tennis racket, could be realized. The handle consisted of a 1x3 base of omniSHAPES. On top a 2x3 set of omniSHAPES was attached. To give the set a "round" shape like the head of a racket, the outside corners used omniSHAPES with cut-off screens. This customized video wall was used to show a tweets animation where every visitor could answer the question: "What do you expect of the Babolat Play racket?" Each tweet was first displayed in a prominent position in the upper region of the racket's head. With every new tweet the previous one slid down and became part of the visual stringing. This way the innovation of the Babolat Play racket was linked to the first Babolat invention: strings.

A RACKET SHAPED VIDEO WALL – THERE IS NO WAY AROUND omniSHAPES

To build the racket shaped wall it was necessary to develop a structure that allows you to put a set of 2x3 monitors onto a base that is only one display wide. Additionally it had to be possible to use displays not only with a rectangular shape but also with cut off corners. This was only realizable with eyevis omniSHAPES. Thanks to its modular concept and the possibility to use multiple shapes for the displays the omniSHAPES are predestined for individual installations and designs like the Babolat tennis racket.

Because of the very tight timetable the eyevis design engineers had only four days for the design and the construction of this video wall configuration. Thanks to the standardized components and the widespread experience of the eyevis design engineers with creative and customized video walls this was feasible. To realize the T-shaped connection between the handle and the head of the video wall eyevis offers standardized connection plates for horizontal steps, for example.



So it was easy to build a two display wide set of omniSHAPES onto a one display wide base. The customer also wanted to connect sidepanels to the omniSHAPES. Thus the eyevis design engineers developed new connection plates between the SHAPES that could also hold the side and rear panels of the construction. This way the racket shaped video wall could be built within the tight time frame.

EYEVIS MULTI-TOUCH DISPLAYS GUIDE VISITORS IN REUTLINGEN

TOUCH INTERACTION THROUGH STORE WINDOW

Interactive access to relevant information around the clock in Reutlingen's pedestrian zone: that is now possible thanks to an innovative interactive system from eyevis installed in the new tourist information center in Reutlingen's city center.

Two 46" LCD screens type EYE-LCD-4600-LE with multi-touch user interface provide information about points of interest, actual events and the history of the town of Reutlingen. The specially designed touch solution applied to the window of the tourist information center grants access to the information even outside the center's business hours.

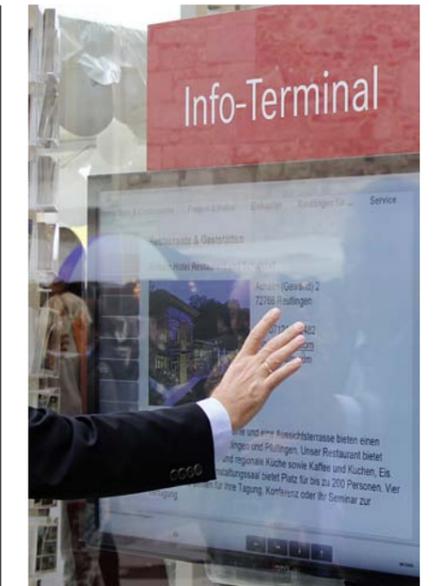
The touch interactivity of the display installed right behind the window of the center is achieved through a capacitive touch foil that is applied to the inner side of the window and connected to the display. This special foil enables interaction with the displayed content by touching the outer side of the window. The displayed content is controlled on a Windows 7/8 based browser system. This solution provides native support of common multi-touch gestures that users are used to from their tablet PCs and smart phones supports such as zooming with two fingers.

The direct sunlight shining for several hours per day on the display installed behind the window created an additional challenge for the eyevis engineers. But the brightness level of the screens of 500 cd/m², their contrast ratio of 4000:1 and Full HD image resolution provides perfect readability even under these demanding lighting conditions.



The Edge-LED backlight technology further allows the slim design and minor power consumption of these professional LCD monitors. Since the center window is made of ordinary glass an additional foil was applied to prevent the displays from extraordinary aging through UV radiation.

Currently the two displays show website content from the tourist information including PDF brochures and web videos. For the future further expansions of the available



information are planned, such as the integration of Reutlingen's public transport information app.

BUSES AND TRAMS ALWAYS UNDER CONTROL

The video wall consisting of twelve 67" LED-back-projection cubes from eyevis supports the work in the traffic control center of the Stuttgart Straßenbahnen AG (SSB). The 8.76 m wide und 1.64 m high wall displaying 48 live camera images makes possible the monitoring of the whole public transport network and a swift, coordinated response to any disruption of operations or dangerous situations.

The Live camera images on the new video wall show SSB bus and tram stops and rails. Suddenly a camera image starts to blink. At a tram stop someone has pushed an emergency button. The responsible employees in the traffic control center call up the image and check the situation at the relevant stop. The picture shows waiting passengers on the platform. Nothing indicates a dangerous situation. A brief radio call to the driver of the approaching train confirms: it was a false alarm. The staff in the control room can relax.

In the SSB control room in the center of Stuttgart all the communication threads of the bus and tram transport companies of the SSB commuting area in the regional capital converge. Around 450 vehicles and more than 900 kilometers of routes are monitored and coordinated from here, around 500,000 passengers safely delivered to their destinations. On the day shift there are always six SSB staff present in the center, during the night always two.

If at one of the stops or in one of the many lifts an emergency button is activated, the SSB staff are immediately informed via the new video wall. Moreover, if there is an

emergency call from one of the tram stops, the police are automatically informed. In the case of technical faults, if, for instance, a switch point or a signal fails to change, the monitoring staff are informed by radio. Thanks to the video wall information they can quickly decide, whether a tram or – in other cases – a bus can continue their journey or whether they must wait until the fault has been put right. Moreover, they can directly inform the following vehicles about the hold-up and if necessary respond with the provision of a substitute bus service. In this way the SSB staff can react fast and flexibly, so that on-going operations are not further disrupted.



NEW MONITOR WALL ENABLES QUICK DECISIONS

Quick and reliable, the new monitor wall supplies the employees of the traffic control center with a complete picture of the network – precondition for the right decision. So that the SSB personnel have continuous access to live images from all routes of the network, the wall is in operation 24 hours a day and seven days a week. On the wall not

only the live images from more than 300 digitized IP-security cameras are shown. In addition a satellite tuner can be activated to show TV-images. In a crisis the technicians can in this way receive additional information from news broadcasts. In the near future it is planned that the radiograph location plan of all SSB routes, generated by the geoinformation system Geotrams will also be on the screens. Every stop will be indicated on the map.

This comprehensive presentation only became feasible with the installation of the new video wall. With the old one, made up of twenty 28-inch CRT displays, this was impossible due to the smaller size of the

screens and the lack of possibilities to feed the screens with a variety of signals. In addition, "the analogue CRT displays had a relatively short lifespan and therefore had to be replaced relatively often", explains Frank Pieger-Behringer, deputy project manager for the media wall at the SSB, a further disadvantage of the old wall. They therefore arrived very quickly at the decision to install the back-projection solution with larger screens in the control room.

The SSB and the expert commissioned from the Stuttgart firm, PKE Deutschland GmbH, had a detailed conception of which criteria the new wall should fulfil. In order to reduce the frequency of periodic maintenance, for instance, a long lifespan of the presentation technology was essential. The bezels between the active image area of the individual displays should be thinner than one millimeter, so that content could be spread over several screens. Since in the course of a working day various members of staff would access the wall, it should also be possible to partition the sources of the media wall as needed. In addition, so that the smallest detail of the camera shots could be displayed, it was necessary to have each display with a 16:9-width-to-height ratio and Full-HD-resolution.

These requirements were met by the eyevis LED-rear-projection cubes, the graphic controller from the netPIX series and the extra eyeCON wallmanagement software. The rear-projection technology of the display-cubes, for instance, prevents burn-in of static image content on the screens. This technology also guarantees high contrast values and long lifespan of the illumination technology with no loss of color quality. The flicker-free image presentation on the displays without rainbow effects also allows – even in 24/7-operation – the ergonomic and less tiring observation of the displays for the SSB employees. The essential core of the large screen system for the management of the incoming graphic and video signals is the netPIX-Controller. Thanks to multiple entry points it can receive many different types of signal and convert them for presentation on the wall. As a precaution against system failure it is also fitted with redundant components.

INSTALLATION DURING CONTINUOUS OPERATION

The employees of the telecommunications' workshop and the technicians of the traffic control center tackled together with eyevis technicians. The new LED-Cubes were installed precisely fitting in an existing separating wall. Parts of the existing facing as well as the supporting structure were to be re-used. So the outline measurements of the new wall were sawn out of the existing facing and the Cubes were fitted seamlessly into the supporting structure. This offered enough space for fitted cupboards under the Cubes.

In order not to disturb the day-to-day running of the transport system, the new video wall also had to be installed whilst the control center was fully operative. "Since we had to continue to monitor the ongoing operation of the traffic, we could not simply switch off the current video wall, take it out and replace it with the new LED-Cubes.



INSTALLED PRODUCTS

12x EC-67-LHD-CP

1x NPX-4812R-D30-G1.0

1x ECS-800R-G2.0

1x eyeCON V4 Basic plus Capture Module

The 20 CRT displays stayed operational till the finish," explains Pieger-Behringer. Only when the old monitors had been removed from the wall whilst still operating and the new video wall had been installed were the camera signals transferred step by step to the new displays. A technician was always on standby, to transfer the signal immediately back to the old monitor if the video signals were not properly displayed on the new monitor. A precaution which was happily unnecessary. "Thanks to the flexible Cube systems, the support of the the eyevis technicians and the good planning of PKE Electronics we were able to start running the new wall with no complications," concludes Mr. Pieger-Behringer.

ABOUT THE SSB

The Stuttgarter Straßenbahn AG (Stuttgart Tram Company) is the largest and most modern provider of metropolitan and suburban public transport in the Federal Republic of Germany. More than 350 buses and 164 trams and around 2950 employees daily transport some 500,000 passengers about 900 kilometres.

ABOUT PKE

PKE is a manufacturer and integrator of all-in-one solutions for security technology. In the German-speaking world, PKE runs 16 subsidiaries and a headquarter in Vienna.

INSTALLED PRODUCTS

20x EYE-LCD-5500-M-USN-LD

1x NPX-4820R-D2-IP24-G1.0

12 METER VIDEO-WALL SUPPORTS MORE EFFICIENT AIR TRAFFIC

ALL AT A GLANCE

In order to make processes more effective, improve internal coordination and through this achieve a higher punctuality for the passengers, the operators of Düsseldorf's airport set up the Airport Control Center (ACC) as a central point of coordination for ground operation.

As the centerpiece, a 12 meter long video wall made of 20x eyevis 55" EYE-LCD-5500-M-USN-LD monitors visualizes camera signals, radar data and site plans of the airport. In this way the wall offers all necessary information for a central optical site depiction of the airport and its involved partners at a glance.

Around 3 million Euros were invested in the ACC by the airport's operators. As a modern control center the ACC improves the efficiency of the cooperation of all positions involved in air traffic. Since October 2012 around 15 experts of the airport, the transportation companies, the Federal Police and handling companies are working together in one room. Moreover, there is a constant connection to the German Air Traffic Control and the German Weather Service.

CENTRAL VISUALIZATION IMPROVES EFFICIENCY

On the video wall current camera views, weather data, the flight plan, the software Performance Manager for traffic surveillance and forecast as well as the new AirportMap, an interactive site plan for current events at the airport, are flexibly displayed. This central visualization structures the flow of information. In addition, all processes can be coordinated, necessary resources can be budgeted and possible weaknesses can be identified early on.

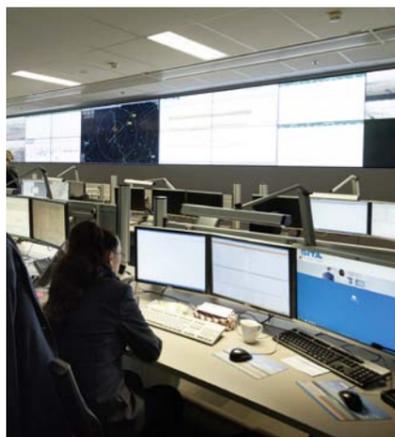
EYEVIS TECHNOLOGY ALREADY STOOD THE TEST

"We also successfully use eyevis products in other areas of the airport. So with regard to future service works it suggested itself to go with eyevis for the ACC", Stefan Beitelmann, Director of Aviation and Central Infrastructure Management at the Airport Düsseldorf, explains.

Since the video wall was supposed to display freeze images as well as video data, it was required to be able to display different DVI sources. Thereby, besides the realization of an IP-interface between the monitor wall and the video system, the HD resolution as well as IP-Capture was necessary. For the visualization of the up to 24 IP camera signals, eyevis' engineers relied on a very own IP-De-

coder solution. For this hardware decoding of the IP-signals, the camera signals are fed through separate slot cards – not through a software which additionally runs on the operating netPIX-Controller. This lowers the workload of the controller and ensures a higher availability.

Thanks to the netPIX-Controller the free scalability and positioning of the images on the video wall is guaranteed. Depending on site situation or requirements, camera images can be enlarged and moved or for instance be replaced by extensively displayed satellite data. The Full-HD resolution and the Direct-LED-Backlight of the eyevis LCD displays furthermore guarantee a detailed and homogeneously illuminated visualization of all data. The minimal bezels of only 5.7 mm between active image areas of the displays allow for a good depiction of contents even over several displays.



HIGH RESOLUTION WQXGA PROJECTOR FROM EYEVIS' ESP SERIES

PERFECTION IN HIGHEST RESOLUTION

With the new LED DLP® projector ESP-LWQX-1000, eyevis presents a high-end projector for demanding applications that require highest resolution visual display systems.

ESP-LWQX-1000 is eyevis' new Cluster-LED-lit DLP® projector with WQXGA resolution (2560 x 1600 pixels). The new projector from the ESP Series relies on innovative Cluster-LED technology which enables a light output of approx. 1000 Lumens, a remarkably higher brightness value compared to standard LED versions. The robust design of our projectors makes them a first choice for demanding applications, e.g. in moving simulator installations. Different mounting possibilities allow their installation in almost any orientation. Thanks to the long-life concept of the LEDs with more than 60,000 hours in continuous operation and the maintenance-free heatpipe cooling system, the projectors from our ESP Series provide long service intervals and outstanding stable operation.

The projectors from the ESP 1000 Series feature new Cluster-LEDs, where the active LED surface is divided into several sections. Besides higher light output this also guarantees that in the event of a failure of a single LED section, the image is preserved in almost its entire condition.



3D TECHNOLOGY BY EYEVIS

ONE DIMENSION FURTHER

Meanwhile almost everybody knows the effect of three-dimensional images and movies in movie theatres. It is fantastic to be part of the events and sometimes even try to avoid objects that are seemingly flying towards the audience. But 3D technology is more than just a nice feature that is first and foremost supposed to entertain us. It offers substantial advantages for many areas of application.

Construction is one of those areas, since three-dimensional visualizations allow for a much more efficient evaluation of circumstances. For the analysis and presentation of spatial data in urban planning or mining, 3D-depiction provides more realistic visualizations and with this a more meaningful interpretation of extensive amounts of data. Particularly for large construction projects, but also for the search for raw material sources, the application of stereoscopic 3D-presentations makes sense, for informed decisions can be made faster and more determined.

Especially spatial connections and proportions cannot really be evaluated efficiently with the help of two-dimensional images. Stereoscopic 3D-visualization through its depth information offers real advantages in this case. Collisions or position conflicts at building projects can often times be detected quicker. This not only lowers the potential for errors during planning, but also allows for a more objective, faster and more determined decision-making for all people involved in the project.

In mining, the application of 3D visualization for the analysis of spatial data in the search for resources has been common for a long time. The data provided by exploration drills for instance is fed into three-dimensional volume models and evaluated by experts. Cost-intensive mistakes in the exploitation of resources can in this way be avoided. 3D-ready video walls for the mutual observation of several people are indispensable standard for these evaluations by now.

If in architecture, at the construction of technical structures or in production design – CAD and 3D software is applied everywhere in development nowadays. And no matter how fantastic the possibilities of those meanwhile highly developed programs are: so far interactions and impressions of shape and structure can only be reliably evaluated with the help of models and prototypes.

Also in Gaming: Need for Speed on a 15x 3D-omniSHAPES curved wall. Highest immersion at the hunt for best times!



But model-making – in vehicle construction for instance – is expensive and time-intensive. And if several steps to the final shape are necessary, costs can quickly get out of hand. It is obvious that the application of monitors for realistic 3D visualizations are an effective measure to lower costs and get to the finish line more effectively. But also in medicine 3D technology can make an invaluable contribution. This is especially true for critical areas which often times decide upon life or death like diagnostics of serious illnesses. Is a tumor operable and how can it best be removed? What does the surrounding tissue look like and where are critical areas during surgery? Such questions can in advance mostly be clarified with the help of 3D visualization on the basis of MRT data.

Further areas of application of large-scale image systems with 3D visualization can be found in the area of trade fairs, where companies can present their products to the visitors on large video walls and in 3D. Display systems for creative design possibilities in 3D allow for a full integration of image areas into the fair booth and in this way improve the attention factor. Moreover, such systems are the perfect medium to present information more attractively in museum surroundings.

HOW DOES 3D ACTUALLY WORK?

In principle, different images for the right and left eye have to be displayed. Those

images create depth information for the viewer. In 3D visualization technology active and passive systems are differentiated. Active systems display images with a high frequency (120 Hz). The display in this case alternately shows the image for the right and the left eye. Shutter glasses synchronously to the images switch one glass transparent and the other opaque which lets each eye only see the according image. Passive systems divide the displayed information for both eyes through glasses with polarized filters which only let through the “matching” polarized light of the respective view, which lets every eye only see “its” image. Both technologies allow for a good selectivity for stereoscopic presentations. In order to achieve a convincing 3D-effect, contrast is the decisive parameter for both systems. Conventional projector solutions that project the image on a screen only have a very low contrast that is even depending on the ambient light. The brighter the room the lower the contrast. This lessens the 3D impression.

3D TECHNOLOGY BY EYEVIS

The 3D-LCD monitors as well as the omniSHAPES rear projection modules by eyevis feature a very high contrast. Even in normally lit conference rooms, high quality 3D visualizations can be achieved.

Through the 120 Hz image processing of the omniSHAPES in Active Stereo the flexibility of the small all-rounders is further enhanced. The pin sharp and jerk-free images

– even for quickly moving sequences – on single omniSHAPES or on combine video wall areas due to their high resolution of the omniSHAPES and their almost seam-free design provide unique 3D images. Thanks to the modular concept of the omniSHAPES creative, highly flexible video walls can be realized quickly and easily. This results in simple and cost-effective solutions for larger stereoscopic presentation areas. The eyevis 55" 3D-LCDs use the Passive Stereo technology for the visualization of three-dimensional contents. The displays split the images for the right and left eye line by line: the even lines display the images for the right eye and the uneven lines display the image for the left eye. Special pole filters in front of the lines allow for the separation during observation and offer the viewer breathtakingly realistic and pin sharp visualizations of image and video material or 3D-software applications. For a presentation for the evaluation of data with several persons a display solution with an area as large as possible is necessary. With an active image area of 1.2 x 0.7 meters the eyevis 3D-LCDs, even as a single monitor, are an interesting solution, but can also be modularly combined to a larger screen. The almost seam-free design of the monitors and the internal matrix feature make the arrangement of video wall with most minimal gaps between the active image areas of adjacent displays.

omniSHAPES

- Active Stereo (120 Hz)
- Brightness: 530 cd/m² (2D); 200 cd/m² (3D)
- Contrast: 800:1
- Display-Resolution: 800 x 600 px (3D); 1024 x 768 px (2D)

EYE-LCD-5500-M-USN-LD-3D

- Passive Stereo (polarized line by line)
- Brightness: 450 cd/m² (2D); 170 cd/m² (3D)
- Contrast: 1400:1
- Display-Resolution: 1920 x 1080 px (2D); 1920 x 540 px pro Auge (3D)



EYEVIS AT ITEC 2013 IN ROME

MORE THAN JUST CAMOUFLAGE

Numerous exhibitors, among them 130 internationals, met at this year's ITEC in Rome – the international platform for experts in the fields of military and simulation. The event had the motto "Defense, Training, Simulation and Instruction".

After the repeated success of last year, eyevis took up the concept of the booth and made the omniSHAPES the center of their 25 squaremeter booth. Again they demonstrated their adaptability. Thanks to newly implemented 120 Hz technology, eyevis' versatile rear projection modules are capable of displaying Active Stereo 3D contents with shutter glasses. A 4x2 wall drew the curious views, since despite 3D, the images are pin sharp.



The omniSHAPES infopoint consisting of five omniSHAPES, perfect for a creative and individual visualization of information, attracted the audience and at the same time informed them about the exhibits. To complete the whole array of versatility the omniSHAPES floor had to be present. Through it, great appearances are possible, if one wants to walk on water or above clouds. The chosen range of LCDs in 46", 55" and 80" with touch option was also well received.

Moreover, an eStreaming solution was presented at the trade fair booth. It allows for the broadcasting and distribution of DVI signals via standard networks (TCP/IP). Furthermore, the high-resolution WQXGA projector was exhibited (see page 20). Through the perfectly adjusted standard concept, numerous new contacts could be established and our experts can look back on turbulent but also successful days.



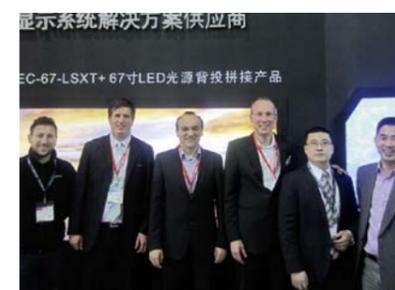
EYEVIS AT INFOCOMM 2013 IN BEIJING

SWABIAN KNOW-HOW IN CHINA

On April 10th to 12th, 2013 the for the Chinese market trendsetting InfoComm China in Beijing attracted 19,431 visitors. This corresponds to an increase of around 20% in comparison to the previous year. The InfoComm China takes place annually since 2004 and with its focus on information and communication technology primarily addresses an expert audience. eyevis was represented by Shanghai Danny Automation Engineering, the exclusive partner of the Swabian high-tech manufacturer, with omniSHAPES and Full-HD-LCDs.

With a 3x9 arrangement of eyevis omniSHAPES and two video walls with 1x2 67"-SXGA+ and 1x2 55"-FHD-LCD monitors Shanghai Danny, which was founded in 2002, could emphasize the high quality standard of eyevis' products. For the presented solutions are outstanding examples for the worldwide leadership of technology "Made in Germany" in the sectors of LED-rear-projection-cubes and displays for creative installations.

The omniSHAPES, based on a 1-Chip-DLP-Projection-Engine with LED technology in combination with a robust metal frame, provide many advantages through their modular concept. The simple, but genius design of the devices allows for a wide range of display shapes. From classic 4:3 to pentagonal, hexagonal or even special, customized shapes – everything is possible.



This makes the omniSHAPES perfectly suitable for creative installations in unusual arrangements. Even arched, curved or flexibly formed display walls are no problem. And through the relatively small dimensions of the single displays, the solutions can be realized in almost any spatial condition. All of those characteristics make eyevis' omniSHAPES stand out significantly compared to their competitors, which was exactly what the numerous interested expert visitors at InfoComm China thought.

Shanghai Danny also used the fair to reinforce their Multi-Sales-Channel-Strategy on the Chinese market. Three starting points are thereby essential.

Firstly: cooperation with partners that are familiar with large scale video systems and provide wide-ranging distribution possibilities.

Secondly: expansion of contacts to suppliers and service providers for vertical markets, since this area offers constant interests in new technology and improved solutions.

And lastly: fair cooperation with customers and the delivery of perfectly working, ready to use "Made in Germany" on the highest quality level.

SOPHISTICATED DISPLAY SOLUTIONS FROM 13TH TO 17TH SEPTEMBER IN AMSTERDAM

WORLD PREMIERE AT IBC

Products and solutions that are exactly tailored to the needs of the demanding broadcast environment are presented by eyevis on September 13th to 17th, 2013 at the International Broadcast Convention (IBC) in Amsterdam at booth 9.B24.

In addition to the world premiere of the 70"-WQXGA-Cube, the innovative 84" display with 4K resolution, the new high brightness LCD displays of the 46"/55" class with a display brightness of 700 cd/m² eyevis also presents proven displays like the omniSHAPES and squareTILES that were created for creative installations as well as robust preview monitors for indoor and outdoor productions. Additionally eyevis presents innovative developments in the seamless presentation technology.

With sophisticated technological features the cubes, displays and monitors are exactly tailored to the demanding requirements in the sector of broadcast, behind and in front of the camera. This includes: precise adjustment of color temperature to studio surroundings, a long lasting color fidelity through automatic readjustment, a high luminous efficacy due to LED rear projection, shading correction to avoid hot-spots in image depiction as well as fully synchronous image processing and antireflective screen surfaces with wide viewing angle.

WORLD PREMIERE: 70"-CUBE WITH WQXGA RESOLUTION

Seamless video walls with highest resolution can be realized with the world's first 70"-WQXGA-Cube. With the new EC-LWQX-1000-Cube with WQXGA resolution (2560 x 1600 pixels) eyevis presents a high-end cube for demanding applications that require display systems with highest resolutions. Thanks to innovative Cluster-LEDs the 1000 series is up to 30% brighter than cubes with standard LEDs. With the special rear projection glass the cubes also come with an extremely wide viewing angle without a significant loss of color or brightness. This allows for the installation of concavely curved video walls in television studios and camera recordings from different angles. Through the durability of the LEDs with more than 60,000 hours of operation and the maintenance-free heat-pipe cooling system the EC-LWQX-1000-Cube additionally guarantees long maintenance intervals as well as stable operation.

With ultra high resolution the EC-LWQX-1000-Cube is an excellent solution for directors to be able to display several signals on a screen in highest resolution through the output of multiviewers.

Highest resolution and an extensive visualization without annoying bezels within the image for postproduction of 4K data is made possible by the new 84"-4K-LCD-Display of type EYE-LCD-8400-QHD

with an Ultra HD resolution of 3840 x 2160 pixels. eyevis in this way supplement their 4K-LCD displays with 31.5" and 60" for applications in postproduction. Moreover, eyevis present their new LCD displays of the 46"/55" class. These, thanks to their color temperature adjustment, can be used behind and in front of the camera.

CREATIVE VIDEO WALLS FOR TELEVISION STUDIOS WITH omniSHAPES AND squareTILES

Additionally to all the novelties, eyevis also present their omniSHAPES: If as trapezoidal video wall in the studio of a TV channel in Brazil, in the shape of a tennis racket at the French Open in Paris, or as floor installation for the catwalk, the flexible LED rear projection cubes offer versatile possibilities for creative installations. Through the modular concept and the different display shapes, the omniSHAPES are predestined for individual as well as attention drawing video wall constructions and can be fit into any studio design.

With their square 21.6" LC display with a ratio of 1:1, eyevis' squareTILES simply because of their shape already seem exotic. One above the other, next to each other or diagonally: thanks to the integrated scaler and matrix feature of the integrated image processing electronics and the "Ultra-Super Narrow-Bezel-Design", video walls with squareTILES can directly be tailored to the respective content. Color temperature adjustment to 3200 Kelvin additionally guarantees true color depiction for the television image.

For image control behind the camera eyevis presents the portable LC monitors of the EYE-LCD-HB-BC series. The monitors, available in two different dimensions, are perfectly suitable for professional application even at outdoor productions. The displays offer the necessary inputs and timings for the broadcast sector. Thanks to their antireflective glass and the high brightness of the panel, excellent image quality is guaranteed even in difficult light conditions. The robust housing and the 12V operation make the devices the ideal preview monitor in outdoor areas.



NAB LAS VEGAS

On April 8th to 11th, 2013 the NAB Show took place at the Las Vegas Convention Center and brought together media and entertainment experts.

eyevis in this area of application offers reliable and customized complete solutions that convinced their business partners Orad and Harris. Orad besides his own products presented 26 omniSHAPES as well as an EYE-LCD-6000-QHD-LD-V2, Harris convinced the audience with an EYE-LCD-6000-QHD-LD-V2.

Orad used the QHD display to show the possibilities of PowerWall for the transfer of image data with high resolution. Harris presented their 4K applications on the QHD display.



PROLIGHT + SOUND

Prolight + Sound, one of the internationally leading trade fairs of technologies and services for events and entertainment was a great success – nationally as well as internationally – and broke the visitor record of 2009, 113,000 visitors from 142 countries.

eyevis on April 10th to 13th, 2013 in Frankfurt was not only represented at the partner booth with Amptown, but was also present with equipment at four more exhibitors, Milestone AV Technologies, Kramer, Rigging Service and at another Amptown booth. Predestined for the application in event technology, 28 squareTILES were creatively arranged at the Amptown booth in hall 9. But eyevis not only convinced the visitors through the square LC displays. Another eye-catcher was the 26 omniSHAPES installation at the booth of Rigging Service. There, the omniSHAPES were installed in a ring with altering content which was placed above the booth. This was unique at the fair.

Through the numerously exhibited equipment, eyevis was able to strengthen existing relationships, establish many new contacts and acquire new customers.

MOREOVER WE WERE PRESENT AT THE FOLLOWING TRADE FAIRS

10. – 13.03.	Homesec 2013 Madrid, Spain	24. – 25.04.	AFCEA Fachausstellung Bonn, Germany
18. – 19.03.	Andinatraffic 2013 Bogotá, Colombia	07. – 08.05.	EW-Fachtagung »Mainzer Netzservice Tagung« Mainz, Germany
20. – 24.03.	Laval Virtual 2013 Laval, France	05. – 06.06.	Consulectra Symposium Hamburg, Germany
15. – 21.04.	Bauma 2013 Munich, Germany	18. – 20.06.	Showtech 2013 Berlin, Germany
23. – 25.04.	Kino 2013 Baden-Baden, Germany		



EYEVIS-PARTNER WINS AWARD FOR CREATIVE BOOTH CONCEPT

AND THE WINNER IS...



The Association of Serbian Market Communications in the framework of the 57th "International Fair of Technique and Technical Achievements" awarded numerous prizes. With pride the eyevis partner RAP-ing d.o.o. received the "Award for a successful promotional participation".

With their creative booth concept RAP-ing d.o.o. at the internationally appreciated trade fair that took place from 13th to 15th of May in Belgrade directly met the needs of the core target groups control rooms, promotion and digital signage as well as broadcast and in this way were able to assert themselves against the competition. For the award, the jury of the ASMC among other criteria rated creativity, functionality and the design of the exhibition booth as well as promotional material and the actions at the booth.

A nice trophy that was taken home gladly. But at least as nice and important is the fact that the company was able to increase the number of visitors in comparison to the previous year by more than 200%.

The international technology fair in Belgrade is the most important expert fair for the technology sector in Serbia and in all the entire south-east of Europe. With a booth space of more than 50 square meters RAP-ing d.o.o. had their largest booth on this platform so far. "We were as creative as possible in order to present all eyevis products in the way they are used in real surroundings" said David Kozamernik, architect and project manager at RAP-ing d.o.o.

With a 2x2 cube installation, a control room with two workstations in 24/7 operation was reconstructed. On the opposite side a display wall with 21 omniSHAPES and real stu-



dio furnishing illustrated what an impressive effect eyevis products can have in a TV studio. With a 2x2 LCD wall, a 70" touchscreen LCD, three 21.6" squareTILE LC displays and a transparent LCD monitor, a whole series of information and sales displays was assembled for the area of promotion and digital signage.

This user oriented concept drew more than 300 visitors to the booth who showed great interest in the presented products and solutions. The control room reproduction stood in the center of attention. Over 60% of the visitors were interested in those specific solutions. Surely, this is a future-oriented trend for the further business development of eyevis in south-east Europe.

DOUBLE-DIGIT SALES GROWTH IN THE FIRST HALF OF 2013

CONTINUING THE ROAD TO SUCCESS

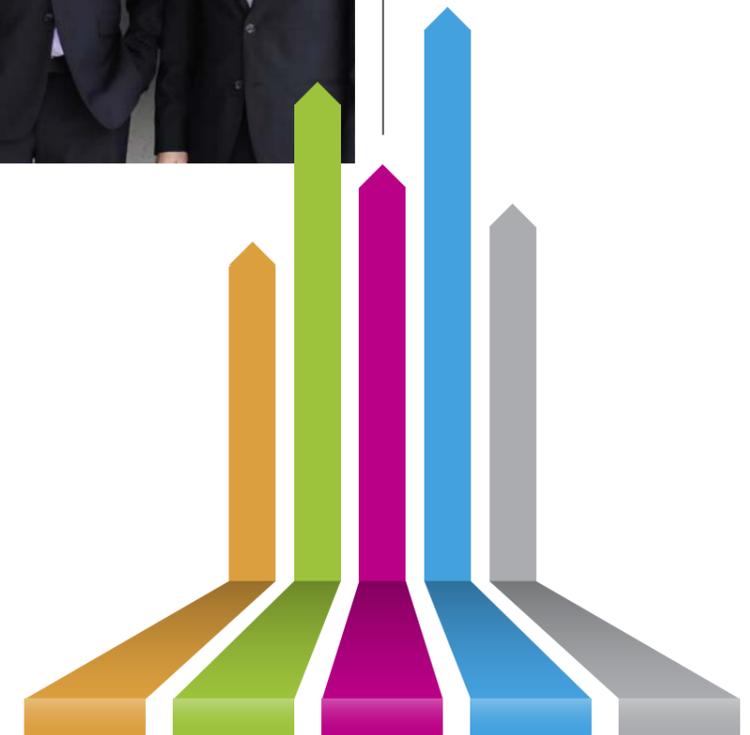
With offensive market cultivation and sustainable investments in product innovations, eyevis was able to achieve a double-digit sales growth for the first half of 2013 once again.

Key elements for the success were the business within Germany and in the emerging markets like China or India, but also in other markets like Russia, Middle East and Australia. Here, eyevis was able to win several major projects in the area of control rooms like for instance the involvement in the construction of a desalination plant in Saudi-Arabia. "We are certain that we will be able to further expand this success and with it the sales growth in the second half of the year", Michael W. Nagel, CEO of eyevis GmbH (in the picture on the left; right: Heiko Schaich) emphasizes.

With the long ongoing sales growth of the company, an enhanced expansion process of internal structures and of personnel was

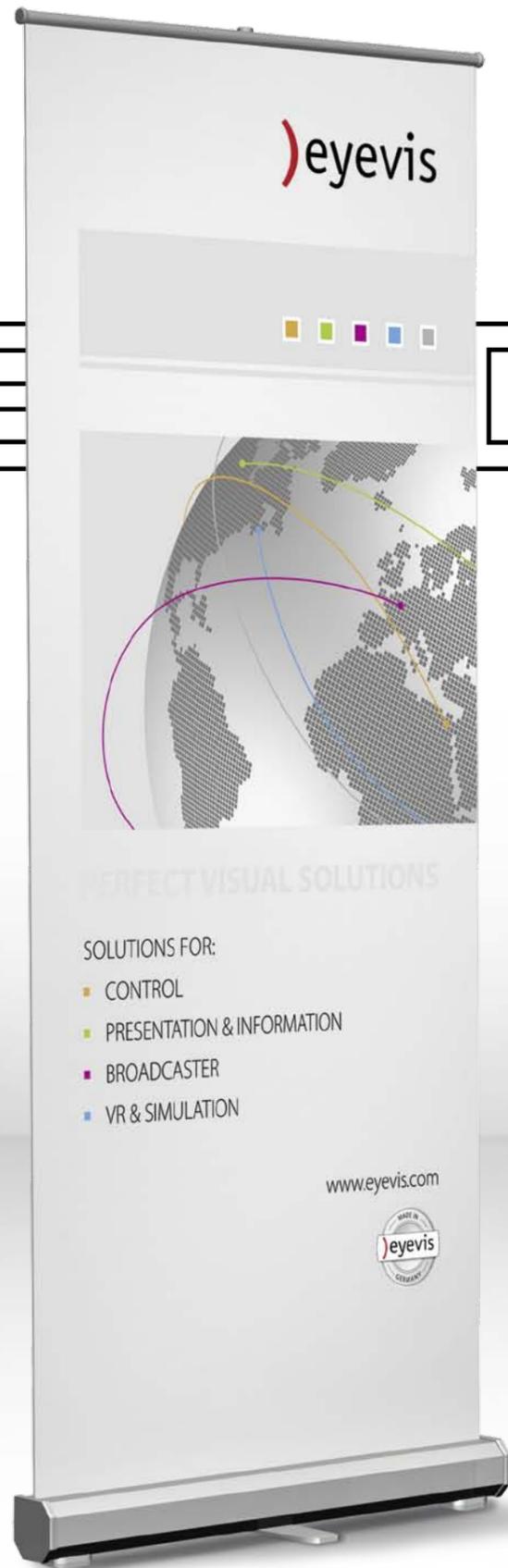


realized since the takeover by the investor Brockhaus Private Equity in November 2012. At the Reutlingen location alone, the staff was expanded by 20% since January. Further expansions are planned for the second half of 2013.



THE COMMUNICATION OF EYEVIS FOCUSING ON THE ESSENTIAL

REDUCE TO THE MAX!



- SOLUTIONS FOR CONTROL
- SOLUTIONS FOR PRESENTATION & INFORMATION
- SOLUTIONS FOR BROADCASTER
- SOLUTIONS FOR VR & SIMULATION
- SERVICE & SOFTWARE

The reason for the relaunch of eyevis' marketing communications was not a lack of success of the existing line. But the new structures in the company management and the ongoing further development of the brand eyevis brought a new approach for sales and marketing with them. Through the new design of our communicational and promotional appearance, now all corporate areas follow this new orientation.

The basic idea is the orientation of all marketing and distribution campaigns towards the national and – intensified – the international target groups and markets of eyevis. For this reason the areas of control, presentation and information, broadcast, VR and simulation as well as service and software were defined as umbrella terms for many different areas of application like Digital Signage and Events or traffic and transport. For clear assignment and recognition, the single communication resources adhere to a color code.

Central element of the sales literature is what eyevis is all about – the products. They prominently take up the lower two thirds of each medium. The respective market sector is represented by the colored headline directly above the illustration of the product and by what is displayed on the screen of the product. A small add-on of the same topic in the product's periphery rounds up the motif. eyevis logo, headline with colored bar, product with screen contents and add-on. That's it. It does not take more to communicate clearly and recognizably. Simply focusing on the essentials.

As for many years, BB werbeagentur (advertising agency) this time again was responsible for the development of the new corporate design and the idea for the campaign.

The examples on these pages give a "sneak preview" on what is still to come. In a couple of weeks the new eyevis communication line can also be experienced online on our homepage which is in its final throes of redesign.



VIENNA STAYS VIENNA



THE VIENNA CONTROL ROOM

Karl-Schweighofer-Gasse 14
A-1070 Wien

OPENING HOURS:
Visiting the eyevis Showroom in Vienna is possible anytime by appointment.

APPOINTMENTS:
D. Chmel (eyevis Distribution Austria)
Tel.: +43 (0) 664 304 30 10
E-Mail to d.chmel@eyevis.de

At times the rush was so intense that there was hardly room to move. On the 1st of March 2013 eyevis invited to the opening of the "Vienna Control Room" in Vienna's Karl-Schweighofer-Gasse and almost 200 visitors gladly accepted the invitation.

Representers of the Austrian media technology sector, many customers of the Swabian high-end manufacturer in terms of perfect images and people who perhaps wanted to become just that caught up on the whole range and flexibility of our visualization solutions as well as on the products of the partner companies involved in this project. For the Vienna Control Room Project was not only designed as a mere exhibition of single products, but rather presents itself as an

overall system of an ideal control room equipment. As such, the showroom is the greatest installation of its kind in Austria.

Together with the partners Advancis, Cento Design Möbelhandel, C+P Möbelsysteme, Haselmaier, Maurer + Partner, SeeTec and WEY Technology eyevis was able to equip the control room with the latest control room technology as well as furnishing according to the latest ergonomic and stylistic aspects. Visitors of the Vienna Control Room in this way experience a holistic solution that could be applied as a whole or in components for our costumers.

The central element here is a large scale video wall with four EC-60-LHD LED rear projection cubes with 60" screen diagonal and Full-HD definition. In addition, a 55"-Touch-

LCD monitor and a 55"-LCD-videowall module have been integrated in the system. Behind the displays, a netPIX graphic controller and the eyeCON wallmanagement software guarantee reliable operation of the video wall as well as the simple and comfortable administration of connected sources and systems of partner companies involved in the project. The creative side of eyevis' display technologies is represented by two squareTILES and a transparent LCD screen.

Special thanks are due to the sponsors of the control room who, through their provided products and services, significantly contributed to the realization of the show-room project in Vienna.

INSTALLATIONS WORLDWIDE



CONTROL ROOMS AND OPERATING CENTERS

Korean Electric Power Corporation Distribution Center; Seoul, SK
52x 67" EC-67-LSXT+

Mumbai International Airport Airport Control Centers
Mumbai, India

- 18x 50" EC-50-LSXT+
- 26x 46" EYE-LCD-4600-M-USN-LD
- 1x NPX-4816-V8-D2-IP16
- 2x NPX-4820-D6-IP64
- 2x NPX-4816-D12
- 2x NPX-4808L-D4
- 6x eyeCON V4 Basic (incl. Capture-, Teaming- & MultiWalls-Module)

Europäische Union European Emergency Response Center; Brussels, Belgium

- 12x 56" EC-56-LWXT
- 12x 55" EYE-LCD-5500-M-USN-LD
- 1x NPX-4816LC-R-V8-D4
- 2x NPX-4804LC-R-V8-D4
- 3x eyeCON V4 Basic (incl. MultiWalls-Module)

Franz. Verteidigungsministerium Préfecture Maritime de la Méditerranée; Toulon, France

- 12x 56" EC-56-LWXT
- 12x 55" EYE-LCD-5500-M-USN-LD
- 1x NPX-4816LC-R-V8-D4
- 2x NPX-4804LC-R-V8-D4
- 3x eyeCON V4 Basic (incl. MultiWalls-Module)

Vodafone Campus Control-/Presentationrooms Düsseldorf, Germany

- 12x 60" EC-60-LHD
- 24x 46" EYE-LCD-4600-M-USN-LD
- 4x 82" EYE-LCD-8200-HDMI
- 2x NPX-4808-D10
- 1x NPX-4808L-D8
- 1x NPX-4808L-D6
- 4x eStreamer eS100
- 4x eyeCON V4 Basic (incl. Capture-Module)

PRESENTATION AND INFORMATION

Spar Shopping Mall Videowalls in the shopping center Vienna, Austria

- 4x 46" EYE-LCD-4600-M-USN-LD
- 4x 55" EYE-LCD-5500-M-USN-LD

Muséum d'Histoire Naturelle de Marseille - Videowall in the museum Marseilles, France

- 16x 55" EYE-LCD-5500-M-USN-LD
- 1x EYE-LCD-CAS (LCD colormangement system)

Railroad station Atocha Madrid Madrid, Spain

- 16x 55" EYE-LCD-5500-M-USN-LD
- 1x NPX-4804L-V8-D2
- 4x eyeCON V4 Lite

Staatliches Museum Ägyptischer Kunst München Munich, Germany

- 24x squareTILES (21,6" square LCD Modules)

BROADCAST

TV Globo - TV Studio Rio de Janeiro, Brasil

- 9x omniSHAPES with hexagonal BlackBead-disk

Astro Malaysia - All Asia Broadcast Centre (ABC) und Cyberjaya Broadcast Centre (CBC)

- Kuala Lumpur, Malaysia**
- 12x 46" EYE-LCD-4600-M-USN-LD
- 4x 67" EC-67-LHD

VR AND SIMULATION

DLR - Air Vehicle Simulator Braunschweig, Germany

- 15x ESP-LWXT

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