

## PRESSEINFORMATION

Schwanstetten, den 07.01.2011

### **S[quadrat] GmbH New Approach in ISE 2011 Addressed Industry's Pressing Business Challenges on the Show Floor and Online**

S[quadrat] GmbH demonstrated cost-effective implementation of advanced LED manufacturing by delivering a „Designed in Germany – Manufactured in China” message to AV professionals making the costly Amsterdam trip this year.

Schwanstetten ( Nürnberg ), Germany, February 6, 2011 — S[quadrat] GmbH, a leading engineering firm with headquarters in Nuremberg, Germany specializing on Integrated LED solutions, has brought a unique, new approach to Integrated Systems Europe 2011 show which took place in February 1-3 at the Amsterdam Rai (Hall 9, Booth A112). S[quadrat] GmbH presented a full-scale solutions-based demonstrations, tips and techniques, and the latest technology advances in the LED industry that enable professionals in the sports, advertisement, corporate AV and branding professionals to costeffectively implement an advanced LED multimedia platform.

„Facing unprecedented economic challenges, AV professionals came to ISE 2011 seeking concrete business solutions to help them compete for audience attention and shrinking spending dollars in an industry moving toward total media convergence,” said Andreas Brockschmidt, Sales and Marketing Director of S[quadrat] GmbH. „At ISE 2011, S[quadrat] GmbH demonstrated how it bridges the gap between the new AV supply and IT worlds with tight video controls, enabling an advanced media content platform that allows users to profit from new revenue streams in both traditional and emerging business models.”

„Designed in Germany – Manufactured in China” sign was at the heart of the booth symbolizing alliance between S[quadrat] and international partners to bring new products to market. While S[quadrat] manufactures in China using a global list of suppliers of components and material, the innovation and R&D comes from S[quadrat], a German company. S[quadrat] keeps its product design, software development, product management, sales, marketing and other high value functions in Germany and U.A.E.

From products to platforms to consultancy services, S[quadrat] GmbH offers a singular set of end-to-end capabilities that any AV operation can leverage to implement an LED multimedia platform. With a S[quadrat] GmbH-powered SX[Master] LED Control System, AV professionals can manage complex advertising, sports, and branding video content. With video sources fed into the SX[Master], the system can handle the appropriate processing and conversion with a minimization of operating expense. The result is a high performance video processing at a very cost effective cabling and control of the LED wall, that heightens creative and operational capabilities, reduces operating costs, and enables swift deployment of world-class LED multimedia platforms.

### **New Approach on Show Floor**

Taking its ISE 2011 approach beyond the traditional list of product introductions, S[quadrat] GmbH provide visitors with access to a team of technology and sales experts who were on hand to discuss and offer solutions to the AV's most pressing real-world business challenges, including:

- How can AV professionals and end users differentiate themselves from other low cost market players?
- What are the latest technology innovations that enable AV professionals to reach wider audience?
- What are the basics for creating 21st century LED platform for multi-location, revenue-enhancing applications?

ISE 2011 visitors were invited to visit the S[quadrat] GmbH booth, where live presenters offered tips and demonstrations on topics ranging from how to drive new media content schemes and improve overall operational quality, to how to get live content on air. Qualified leads from customers from more than 20 countries were received.

### **New Branding Online**

As ISE is viewed as the prime opportunity for the industry to converge and converse on the significant issues of the day, S[quadrat] GmbH has launched its new branded website with rich content, up-to-date project details, technical information and key customer testimonials. Its long-standing commitment to the AV industry will be symbolized by presenting content in German, English and soon French and Italian.

Ihr Ansprechpartner für Pressefragen:

**Andreas Brockschmidt**  
S[quadrat] GmbH  
In der Alting 4  
90596 Schwanstetten  
Germany  
Tel.: +49 9170 94 398 - 0  
Fax: +49 9170 94 398 - 25  
E-Mail: [ab@squadrat.biz](mailto:ab@squadrat.biz)  
[www.squadrat.biz](http://www.squadrat.biz)