
AV CONCEPTS

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News Release

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For Immediate Release

AV Concepts Embraces Digital Lighting with High End Systems' Axon Media Servers

TEMPE, AZ, June 15, 2007: AV Concepts has acquired High End Systems' Axon Media Servers, keeping the company on the leading edge of digital lighting. These powerful computers integrate AV Concepts' already high quality video and lighting elements and maximize the value of projection. Designers can incorporate video stills and clips into the overall look and feel of the program in real time from the lighting console. The device corrects for shape distortions when projecting onto surfaces that are not flat, and enables projection onto convex or concave cylinders, angular screens, spheres and disk-shaped surfaces. Excellent for projection on cloth, the Axon virtually eliminates the need for heavy set pieces and can facilitate cost savings in design elements. Real-time video effects and manipulations that could take days to create in a traditional video production process can be performed in minutes using these powerful media servers, making way for more spontaneous interaction with clients.

The instrument comes equipped with a stock digital art collection featuring over 1,000 lighting-optimized files, and supports importing of custom content including: 3D objects, media files and still images. Axon can feed video to DL.1s, LED panels or large format projectors.

AV Concepts is a national, full-service supplier of audio-visual, staging and technical support for meetings, conventions and trade shows. The company provides the latest in video, audio, and lighting equipment. With 20 years of industry success, AV Concepts specializes in peace-of-mind for corporate, convention and staging events.

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