



*PanStadia's Katie McIntyre reports back from Barco's "Technology Showcase 2004", which took place at the Three Mills Studios in London, followed by the launch of the new "Light Street" installation at their headquarters in Belgium.*



**B**arco, an international company based in Kortrijk, Belgium, provides visualisation and display solutions for professional markets. They recently held two "Technology Showcase 2004" events in the UK, one at the Three Mills Studios in London and the other at Magna in Rotherham. Here, potential and existing clients were offered a rare opportunity to get up close and personal with Barco's diverse products, from video screens and fascia boards, to air traffic management and cockpit displays. The numerous products were all displayed in various booths, with experts available at each station to talk people through their specifications and to discuss the available applications and solutions.

With a grand total of 358 visitors, each visiting for an average of 1.5 hours and some travelling from as far away as Greece and Sweden, the turn out far exceeded the showcase expectations.

Barco's Media & Entertainment arm, is involved mainly in fixed installations, with one of the most stunning and recent examples of their work being at the Hala Sazka Arena in Prague — a project that is to be featured in the May'05 edition of PanStadia. In brief, this section develops giant LED display walls for use in high ambient light environments, both for indoor (ILite) and outdoor (Dlite) use. From large-screen displays to out-of-home communications, such as digital advertising billboards, which can normally only be seen by visiting them in-situ at sports

venues across the globe.

### Brief Overview of the Products

The highly acclaimed and innovative MiPIX was a dramatic and striking backdrop to the band, Jazzbomb, and a striking end wall display at the Rotherham showcase. The MiPIX is a modular intelligent LED pixel block, which measures only 4cm by 4cm and is a revolution in the LED market. Its small size and shape allow for it to be used to create intelligent lighting effects on large-scale backdrops of any form, shape or size, and also offers the possibility of full video content on 3D logos or other free-form shapes.

Shown for the very first time in the UK and attracting a lot of interest was the Encore from Folsom. The Encore Presentation System is the most advanced video processing and presentation control system on the market today. The system provides source selection, advanced windowing features, seamless switching, video effects and integrated control for professional video presentations.

PanStadia understands that discussions have already started about plans for a Technology Showcase 2005. You can find out about these as they unfold at [www.showcase.barco.com](http://www.showcase.barco.com)

### Light Street is Launched

Following on from these showcase events was the grand launch of Barco's "Light Street" at their Belgium headquarters. This

# DELIGHT



specially-built, indoor street is literally a feast for the senses, with fascia boards, LED displays, light boxes etc all vying for your attention. This installation obviously allows potential clients to view the varying technologies all under one roof, rather than potentially having to visit a number of venues in order to do so! ■

*Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and Asia Pacific. The company*

*is quoted on Euronext Br  
BEL 20 and a Next 150 c  
(Euronext: BAR; Reuters:  
Bloomberg: BAR BB.)*



## *Barco acquires System Technologies*

Barco recently announced that it had acquired the business of System Technologies, based in Torhout, Belgium. Started by Frederic Opsomer in 1995, System Technologies specialises in innovative designs for special projects in the Rental & Staging markets. The company counts designs for special projects such as the Olympics 2004 opening & closing ceremonies, as well as the design of specialised elements in the upcoming worldwide U2 tour, amongst its most recent references. The company has annual sales of approximately €5 million and is profitable. The total cost for the transaction is less than half of sales.

The transaction will see one of Barco's fastest growing divisions, Barco Media & Entertainment, incorporate System Technologies expertise into its own total solution offering toward the important Rental & Staging, and fixed installation markets.

The transaction underpins Barco's belief that its market leading position in the Rental & Staging market is driven by providing ground-breaking technologies and products to its worldwide Rental Partner network. System Technologies, in its role as a consultant to show and set designers worldwide, also plays a key role between the end user, rental company and product supplier. The acquisition of System Technologies will allow Barco to move up the value chain and further strengthen its total solution offering to the Rental & Staging markets, by catering to the design needs of the growing special projects market segment.

Stephan Paridaen, President, Barco Media & Entertainment, says: At Barco, we firmly believe in the value of strategic partnerships with our Rental & Staging Partners. The acquisition of the business of System Technologies gives our Rental Partners a focused, yet independent group of experts within Barco, to help them realise innovative designs for extra-ordinary projects. Paridaen continued: Barco will work closely with its Rental Partners to gain an in-depth understanding of the creative needs and driving factors that influence the end-users (show designers) and assist them in the fulfilment of specialised creative projects.

Frederic Opsomer, founder of System Technologies, who will head up the group within Barco, added: The transaction is of great strategic value to both Barco and System Technologies. By merging our operations with a long established industry player and recognised technology leader such as Barco, we become part of a network of technology and market experts, which understands the business we are in. This will also allow us to continue to express our creativity, now backed by decades of technology expertise and a drive to innovate. This deal will bring great value to both parties as well as to Barco's Rental Partners, who can now depend upon our combined yet independent expertise to help realise their projects.

Barco Media & Entertainment provides specialised visualisation solutions targeted at the needs of the Media & Entertainment industries. It counts names such as U2, Versace, Madonna, Daimler Chrysler, Merrill Lynch, Quiksilver and Deutsche Bank amongst its key references.

For further information visit: [www.barco.com](http://www.barco.com)