

FOR IMMEDIATE RELEASE

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*See Dataton at ISE, Stand 12-E90, February 5-8*

## Dataton launches new product, new booth and live blog at Integrated Systems Europe 2019

*Linköping, Sweden: Dataton, the renowned AV technology manufacturer, will present a new series of media servers at ISE, launch a new booth concept and a live “blog” with a series of TechTalks by industry experts and other manufacturers.*

“After exhibiting here for many years, we wanted to shake things up and bring a new look to our presence at ISE,” says Lars Sandlund, CEO, Dataton. The 2019 design, developed by MOOV, Poznan, received a positive reaction and is shortlisted as one of the finalists in the ISE Stand Design Awards. “The new booth stands out with its dynamic, modern design idiom and features an upstairs lounge/conference area. That’s where we’ll be hosting TechTalks, a kind of live blog presented by an expert or partner AV company on a relevant industry topic.”

Dataton launched a more traditional blog, News&Views, online last year and has seen its popularity go from strength to strength. The TechTalks take a similar approach to content but are delivered in person to a small audience, with each talk scheduled to last 15-30 minutes. This year’s TechTalks are presented by BlackTrax (CAST software); Pixilab; Johannes-Chris Michel – the master of large-scale event content management; creative director Piotr Majewski and, just confirmed, master projection designer, Bart Kresa.

“Besides gaining insight into adjacent technologies, new ideas and learning from real-life cases, we hope our visitors will appreciate the opportunity to get a short break from the rigours of the show floor as they take in a TechTalk,” says Lars Sandlund.

Read Dataton’s New&Views blog: <https://newsandviews.dataton.com/>

### **About Dataton**

Founded in 1973, Dataton serves core markets in leisure and attractions industries, broadcast and theater, live events, retail and corporate AV. Dataton is based in Sweden with worldwide representation through an established partner network.

WATCHOUT is Dataton’s flagship software package for show production and playback

across multiple display areas. The award-winning system is currently in use all over the world, in live events, 3D mapping, broadcast applications, signage, museums, planetariums, show rooms, visitor attractions and experience centers. WATCHOUT lets you compose and manage all the different media elements in your show – video, still images, animations, graphics, live feeds, sound – and then play it back on multiple displays, in sync and right-on-cue. WATCHOUT is teamed with media servers for playback. Dataton's own-brand servers are: WATCHPAX 20, WATCHPAX 4, new WATCHPAX 60 and WATCHMAX series.

More info: [www.dataton.com](http://www.dataton.com).

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For more info, please visit [www.dataton.com/press](http://www.dataton.com/press) or contact:

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