

FOR IMMEDIATE RELEASE

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Dataton at ISE, February 11-14, stand 12-F100

Dataton highlights new high-performance media server at ISE

Linköping: Swedish AV manufacturer Dataton will showcase the latest addition to its range of media servers at stand 12-F100. Designed for use with the company's award-winning WATCHOUT show composer, the WATCHPAX 40 media server is a portable, high-performance unit that offers four times 4K playback and built-in EDID for smooth setup. With its rugged profile and smart features, this new piece of hardware is a perfect match for both temporary and fixed installations.

WATCHPAX 40 is the latest in a range of media servers designed specifically for Dataton's WATCHOUT production and playback software. Widely used in performance and broadcast venues worldwide, scalable WATCHOUT has a solid reputation for reliability and versatility built up over the last 20 years. The new server features hardware-based EDID management and a smart restore/reset function which will appeal to rental and staging sectors or venues with multiple productions. The handy letter-size footprint of the units keeps transport costs down and means they can be placed close to displays, avoiding long cable runs. As with all Dataton servers, multiple units can be deployed to drive large-scale shows.

“WATCHPAX 40 is a powerful and practical solution for touring and staging applications as well as permanent installs,” says Trond Solvold, Sales Director, Dataton AB. “With high quality graphics playback and EDID management tools, the unit provides real benefits to AV professionals.”

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 composition and playback across multiple display areas. The award-winning system is currently in use all over the world, in live events, projection-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 the WATCHPAX and WATCHMAX ranges.

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Images for download available here:

www.dataton.com/press/dataton-highlights-new-high-performance-media-server-at-ise

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