

FOR IMMEDIATE RELEASE

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

Dataton educates and inspires at ISE

Linköping, Sweden: Dataton, the renowned AV technology manufacturer, shows additions to its range of media servers, hosts a series of guest speakers and showcases the work of award-winning master projection designer Bart Kresa at its ISE stand, 12-F100. The company is also celebrating the 20-year anniversary of its flagship product, WATCHOUT.

Sviatovid projection art live

It lit up the entrance to ISE 2019, now you can see it live at the Dataton stand. Experience the projection-mapped artwork *Sviatovid* by BARTKRESA Studio at 12-F100 – and meet the team behind it!

Enhanced media server range

Dataton boosts its range of servers with the WATCHPAX 40 and WATCHPAX 20A. These latest models offer the same robust, compact format as earlier units, but with enhanced performance and additional features, such as smart reset and, for WATCHPAX 40, EDID management.

TechTalks by industry pros

Visitors are invited to take the weight off their feet and enjoy TechTalks at the Dataton stand. These short sessions are presented by fellow manufacturers, creative leaders, specialists and educators. Technology, solutions and projects such as the National Museum of Qatar and the giant Adiyogi Divya Darshanam will be highlighted. Award-winning projection designer Bart Kresa, BARTKRESA Studio will present sessions on transforming spaces into immersive experiences.

20 years of WATCHOUT

It's 20 years since the first version of WATCHOUT, Dataton's ground-breaking show composer software, was released. To celebrate, the company is running a year-long competition for show creators, with more details available on the stand.

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 20A, WATCHPAX 40, and WATCHPAX 60 series.

More info: www.dataton.com.

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Images for download available here:

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