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Press Release

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Kinoton's Litefast Motion 360° Display at IBC 2005 Display Zone

One of the highlights at the IBC 2005 Display Zone will be Kinoton's revolutionary **Litefast Motion 360° Display** at stand No 8.203. This unique 360° advertising display is a new and exciting way to present commercials, trailers, video clips or corporate information and any other content you can imagine, even real-time information like program or schedule changes.

Litefast Motion supports full motion videos as well as fixed images completely all-around, guaranteeing perfect visibility even in crowded locations. The 360° screen can be parted in 2 or 3 images with a 180° or 120° angle each. The eye-level display is completely transparent, giving the presented images an almost holographic appearance – and viewers cannot help puzzling about “how-do-they-do-that”. This exceptional way of lively, moving presentation makes advertisements or public information a real crowd puller.

Litefast Motion's highly sophisticated LED technology provides impressive visual effects with 16.7 million colours for brilliant, natural-appearing images. The picture on the large display has a total physical resolution of 2.400 x 640 pixel. Litefast accepts any kind of multi media content via DVI. Setup and image control is done via RS232 interface..

With DIPIT Litefast Kinoton offers an optional multi format player platform optimised for Litefast Motion displays, providing tools for administrating and managing content from stand alone systems up to large Litefast networks. DIPIT Litefast is cost-effective and easy to operate and can be surveyed at the DVC/Kinoton booth 6.100/6.104.

What is more, Litefast is a genuine multi-media display integrating video, audio, computer graphics and posters. Its large poster areas can be modified to any customer's needs, giving each Litefast display an individual look supporting the customer branding. An optional show-case for innovative product placement is available as well, so advertised products can be placed right inside the images displayed.

Litefast Motion can be operated as a stand-alone solution, but as it is network-compatible it is as well suitable for building advertising networks of any size, locally or internationally.

Apart from the Litefast Motion presented at IBC 2005, Kinoton offers another 360° Display called Litefast Graphics which can add dazzling visual effects to texts and static graphics.

More information is on the Internet at www.litefast-display.com

Litefast Motion 360° Display

IBC 2005 Display Zone, Stand No 8.203, and Stand No 6.104 (DIPIT Litefast)

www.litefast-display.com