



Press Release

See *projectiondesign* on stand 1M27 at ISE 2012, Amsterdam RAI, 31 January – 2 February 2012

Navigate your way at ISE 2012 in 3D from *projectiondesign*®

Interactive desktop tools for real-time decision-making and presentation

Fredrikstad, Norway, 31 January 2012 – Another real-world demonstration on the *projectiondesign*® stand at ISE 2012 will be a table-based 3D decision making and presentation tool that takes advantage of their multi-award winning F35 wqxga projectors.

The patented Mixed Reality Interface (MRI) system from KOMME®Z is a simple and easy to use design and presentation tool for project managers and designers in Building Information Modelling, Product Lifestyle Management Systems and digital prototyping workflows.

The creator of the MRI system, Thomas Kienzl, at KOMME®Z states: “The MRI system can be used with a range of real-time 3D software packages, including Autodesk® Showcase® and Navisworks® alongside other popular design and presentation tools, to provide the most flexible collaboration platform available.”

Viewing of the MRI system navigation takes advantage of the F35 wqxga projector at 2560 x 1600 pixel resolution that accurately delivers highly detailed imaging. Viewing, presentation and navigation is cleverly manipulated and hand-controlled as part of the MRI system.

Fredrik Brostrøm-Hansen, Product Marketing Manager at *projectiondesign* says, “The F35 wqxga delivers high resolution, broad bandwidth, and flawless image quality that is unmatched by any other projector in its price, performance and size category. The high resolution and ultra-precise colours provide the most accurate imaging from the MRI system and are suited for any kind of visualization.”

The solution is marketed through davit GmbH in Stuttgart, Germany. Florian Knoll, CEO says: “The integration of *projectiondesign* F35 wqxga projectors ensures that the MRI system is the ultimate tool for visualizing a detailed and large-format image for collaborative workgroups. Typical users include architects, property development, engineering, prototyping ensuring decisions makers make the right project decisions.”

More information about the MRI system can be found at <http://www.kommerz.at/> and <http://davit.de/seiten/mri.html>.

Navigate your way into the world of highly usable 3D and scientific visualisation at the projectiondesign booth 1M27 at Integrated Systems Europe 2012 taking place between 31 January – 2 February 2012, Amsterdam RAI.

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Note to editors. Please use photograph credits:

1. Design Department, Daimler, Mercedes Benz in Sindelfingen, Germany (photos courtesy of KOMME®Z).
2. MAGNA STEYR, Geneva Motor Show, 2008, 2009 and 2011 (photos courtesy of KOMME®Z).



About projectiondesign

projectiondesign is a Norwegian company that designs, manufactures and markets a range of high performance projectors for professional, business and consumer applications. Amongst its core markets are high-resolution scientific visualization, visual training and simulation, medical imaging, broadcast and post production, public media and entertainment. Numerous industry milestones that distinguish projectiondesign's award winning, innovative technology include the introduction of the world's first single-chip SXGA DLP projector in 2002, the first commercially available 1080p DLP projector in 2006, the first WUXGA resolution DLP projector, and the first portable and high-resolution active 3D stereoscopic projector in 2008. In 2009, projectiondesign introduced its first 3-chip projector and debuted LED illumination. 2010 signified the company's first image warp and blend product with the Multi Image Processors, as well as the world premiere of the WQXGA resolution (2,560 x 1,600) projector, and revolutionary patented Remote Light Source technology. The entire professional product range is warranted for 24/7 usage. projectiondesign is located in Fredrikstad, Norway, with representatives in more than 20 offices throughout the world, and regional headquarters in New York and Beijing.

For further information about this and other leading products please visit projectiondesign.com or contact:

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