

## Press Release

See Calibre at ISE 2017, Stand 12.N45, 7-10 February 2017, Amsterdam RAI, NL

# Life on the big screen: Calibre announces ISE 2017 presence

Bradford, Yorkshire, UK, December 2016 – Calibre will demonstrate to the professional audiovisual market the broad capabilities of their HQUltra 4K presentation scaler-switchers and led screen scalars at ISE 2017 on stand 12.N45 in what was Hall 11 but has now been renamed hall 12 following expansion of the RAI. Calibre will be highlighting several real-world installation scenarios.

“The market has adopted HQUltra because of its ability to switch in under ¼ second and its outstanding low latency halo-free image scaling to produce future-proof, reliable and outstanding image quality,” said Tim Brooksbank, CEO at Calibre. “Our technology outperforms the competition in terms of visual information and performance.”

### Game changing applications

Having dedicated areas of the booth for each scaler solution is the best way to communicate the performance benefits of Calibre scaler/switchers for specific applications. The range includes led video scaling and combined audio and video switching and scaling for presentation.

To date, HQUltra is used by the world’s largest sporting events and venues as well as ProAV applications including Dragao Stadium in Portugal, at the Rio 2016 Olympics and Wine Queen Awards in Germany to name a few.

Calibre is supported globally by distribution partner, Stampede Global.

### Win at Pinball!

Throughout the show, Calibre will transform their booth into a giant live retro pinball game. Players with the highest score have the chance to win a scaler!

In addition to Calibre’s booth 12N45, its HQUltra technology will be found on several partner booths on the trade show floor including the Drone Arena, sponsored by Stampede Global (14A100), Fonix (12C50) Kramer Electronics (1F20) and Optoma Europe (1H120). Calibre HQUltra technology will also be

found a running the LED videowall outside the main RAI entrance provided by Fonix.

ENDS

### **About Calibre**

Multi-award winning British company, Calibre has over the past 28 years achieved world recognition providing image scaling and processing technologies for use in broadcast/television, digital cinema, medical, large venue projection, LED videowalls. Calibre manufactures products under its own brand-names as well as providing products and technology to several market leaders in the Pro-AV market worldwide. Calibre is a market leader in innovation, utilizing its own, UK & Germany-based in-house hardware and software design teams for all its product developments and its own UK manufacturing.

### **Some useful links:**

Twitter: @CalibreProAV

Website: [www.calibreuk.com](http://www.calibreuk.com)

### **Manufacturer Contact**

Pauline Brooksbank

Calibre

Phone: +44 1274 940772

Email: [paulineb@calibreuk.com](mailto:paulineb@calibreuk.com)

### **Press Contact**

Katinka Allender

Publicist, K-Communications & Associates

Telephone: +44 (0) 203 371 9216

[k.allender@k-communications.com](mailto:k.allender@k-communications.com)



Pictured: LEDView730 HQUltra Events 4K scaler switcher

[http://www.calibreuk.com/images/press\\_images](http://www.calibreuk.com/images/press_images)

## 新闻稿

期待在ISE展会与您相见，2017年2月7 -10日.荷兰 阿姆斯特丹. Calibre 位于 N45, 12展位。

# 大屏幕上的生活: Calibre 参展 ISE 2017 展示新产品

2016年11月 英国约克郡布赖德福特 – Calibre 将在 ISE 2017 展会上向专业视听市场展示其 HQUltra 4K 缩放切换器产品及众多功能。

公司将在 12 N45 展位，在 RAI 展览馆扩建后的 12 号展厅（此前的 11 号展厅）布置若干个真实安装场景。

Calibre 的 CEO Tim Brooksbank 先生表示：“市场采用了 HQUltra 技术，因为它能在 1/4 秒内完成切换，同时兼备出色的低延迟，无鬼影图像缩放，及可以面向未来的可靠图像质量。我们的技术在视觉信息和性能方面胜过竞争对手。”

### 领先的市场应用

Calibre 的缩放切换器将通过在展位设定的专用区域来展示其性能优势。包括用于 LED 屏上的视频缩放，和用于会议演示的组合音视频切换和缩放。

到目前为止，HQUltra 已被世界上最大的体育赛事和场馆以及专业视听领域应用，如葡萄牙的 Dragao 体育场、2016 年里约奥运会，德国的葡萄酒国际大奖赛等。

同时，Calibre 与全球分销商 Stampede Global 已成为合作伙伴。

### 赢 Pinball 游戏!

在整个展会上，Calibre 将会把其展位布置为一个巨型的 Pinball 弹球游戏现场，获得最高分的参与者还将有机会赢得一部缩放切换器！

除了 Calibre 自身 12N45 展位外，其 HQUltra 技术还将在合作伙伴的展位上进行展示，包括：由 Stampede Global 赞助的 Drone Arena (14.A100)，还有 Fonix (12C50)，Kramer Electronics (1F20) 以及 Optoma Europe (1H120)。Calibre 的 HQUltra 技术还将被用于 RAI 展览馆主入口外的 LED 视屏墙上，此屏由 Fonix 提供。

## 结尾

## 关于 Calibre

Calibre 是一家屡获殊荣的英国公司, 在过去的 28 年间, Calibre 在多项技术中获得了世界的认可, 其图像缩放和处理技术可用于广播/电视, 数码摄像, 大型场馆投影, LED 大屏以及外科手术等应用. Calibre 生产的产品以自有品牌命名, 同时也向全球专业视听领域的市场引导者提供产品和技术. Calibre 是创新的市场引导者, 所有产品研发和生产制造都由其在英国和德国的内部软硬件设计团队支持。

## 有用链接：

Twitter: @CalibreProAV

Website: [www.calibreuk.com](http://www.calibreuk.com)

## 厂家联系

Pauline Brooksbank

Calibre

Phone: +44 1274 940772

Email: [paulineb@calibreuk.com](mailto:paulineb@calibreuk.com)

## 媒体联系

Katinka Allender

Publicist, K-Communications &  
Associates

Telephone: +44 (0) 203 371 9216

[k.allender@k-communications.com](mailto:k.allender@k-communications.com)

## Images:



Pictured: LEDView730 HQUltra Events 4K 缩放切换器

[http://www.calibreuk.com/images/press\\_images](http://www.calibreuk.com/images/press_images)