

THE VESA MONITOR

A MONTHLY NEWSLETTER

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■ CEDIA EXPO Breaks Attendance Records in 2004: 18 VESA Member Companies Exhibit

More than 24,500 custom electronics professionals converged Sept. 8-12 at the Indiana Convention Center for CEDIA EXPO 2004. According to show organizers, this year's attendance was the largest in the event's 15-year history, with an increase of 20 percent.

This year approximately 550 exhibitors occupied all the space within the Indiana Convention Center and RCA Dome. Eighteen of the 550 exhibiting companies are members of VESA and each supported the organization by placing VESA Member signs in their booths. Mounting Compliance was a popular topic at the show. VESA member, Peerless Industries, proudly displayed the VESA Mounting Compliance logo on their product literature and booth graphics.

CEDIA EXPO is the only show that meets the specialized needs of the residential custom electronics industry. The annual event ranks as one of the nation's top exhibitions.

"CEDIA EXPO continues to be a terrific show for VESA's members," said Bill Lempesis, executive director of VESA. Next year VESA plans on having its own exhibit at the show."

CEDIA EXPO will return to the Indiana Convention Center September 7-11, 2005 and will move to Denver in 2006.

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Eighteen VESA Member Company placards were distributed at CEDIA with many of them prominently displayed in the exhibits.



LCD Adjustable Wall Arm/ Side Cabinet Mount with Channeled Cord Management

Model Numbers
D-LAC-100

Product Specifications

- Fits 13" to 22" LCD screens
- Three pivot points for limitless adjustments
- Complete internal cord management
- Offers 180° of swivel on a wall; up to 270° of swivel around a cabinet
- Adjustable at screen for additional side-to-side movement and 435° of tilt
- Extends outward or folds flat against the wall or cabinet
- Includes hardware for installation to the side of a cabinet and to wood studs or concrete
- Comes with VESA® 75/100 screen adaptor plate

LENGTH Fully extended: 22.96" (58.3 cm)
WIDTH When folded: 12" (30.48 cm)
DEPTH When folded: 1.71" (4.3 cm)

LOAD CAPACITY 25 lbs (11.4 kg)
PRODUCT WEIGHT 3.6 lbs (1.6 kg)
FINISH Anodized aluminum
AVAILABLE COLORS Silver
ACCESSORIES Metal Stud Wall Accessory Kit (ACC 908)
PATENTED Pending

Package Specifications

Adjustable Arm, Screen Adaptor Plate, Mounting Hardware

QUANTITY IN PACKAGE 1

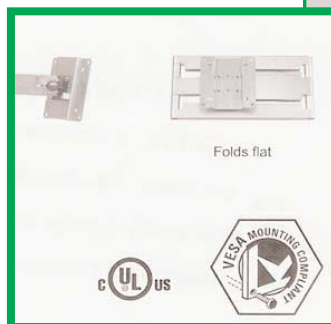
PACKAGE SIZE 13.63"(L) x 7.88"(W) x 2.25"(H) (34.6 x 20 x 5.7 cm)
PACKAGE SHIP WEIGHT 4.41 lbs (2 kg)
PACKAGE UPC CODE D-LAC-100 735029227748

3 YEAR WARRANTY

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All other brand and product names are trademarks or registered trademarks of their respective owners.

UL US VESA MOUNTING COMPLIANCE

LF-028



Peerless Industries displayed the VESA Mounting Compliance logo on their booth graphics and literature at CEDIA.



■ Successful DI Symposium Features the Latest Information on PC/TV Convergence

VESA's annual Display Interfaces Symposium, held Sept. 16-17 in Milpitas, California provided more than 70 attendees with the latest information about the industry and how new trends will affect their future projects.

"We provided attendees with a full view of the opportunities that exist as the convergence of the PC and TV moves forward," said Bill Lempesis, VESA's executive director. "It was a very successful conference."

The two-day symposium was kicked off by Alfred Poor who delivered an insightful, often humorous look at the "Points of Confusion" for technologists and users when confronting the idea of convergence. The main points included acronyms, definitions, ease-of-use issues, dealing with multiple input and output, interface concerns, programming concerns, and what he called the "black holes of confusion."

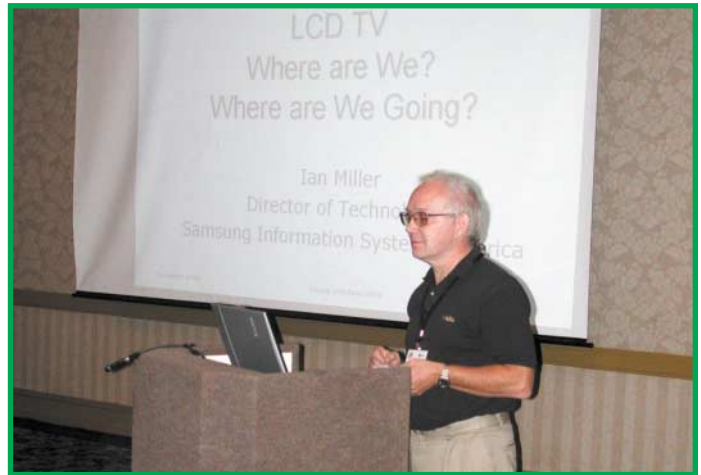
Leading industry experts delivered presentations on topics including TV/PC compatibility, mounting standards and digital networks. VESA Board Chairman, Ian Miller, director of technology, Samsung Information Systems America, provided an in-depth perspective of LCD TVs entitled "Where are We? Where Are We Going," while Bob Myers, who holds the title of distinguished technologist at Hewlett-Packard Corporation, offered two presentations. The first presentation covered PC/TV compatibility; the second detailed the New Analog Video Interface Standard (NAVI), which was developed by VESA.

Other speakers included Tim Hager, vice president of sales at Ergotron, who discussed the growing importance of mounting in the flat display industry, with an emphasis on the need to move ahead with compliance and compliance testing. Hager covered the new applications and environments that mounting manufacturers face and the need for lower cost, mass-produced, VESA-compliant mounting apparatus.

Bill Thompson, President, UStec, presented the company's new techStream digital media network solution. The leading provider of structured cable systems in the U.S., UStec is set to launch its techStream system, providing panel manufacturers a method for connecting all of the panels in the home to a single network. The system is designed to carry data and up to 32 streams of high definition video over a single Cat-5 cable, and is controlled through the panels located in the home.

Product and technology demonstrations from California Micro Devices, Chroma ATE, Entech Taiwan, Ergotron, Qualcomm, UStec, ViewSonic, and other participants highlighted the reception at the end of the first day.

VESA has made the presentations available in a binder for \$75.00. Quantities are limited and available on a first-come, first-served basis. To order, send an email to Joan White at moderator@vesa.org.



Ian Miller, Director of Technology, Digital Media Solutions Lab, Samsung and Chairman, VESA, gives a presentation on LCD TVs. The two-day symposium featured more than 15 presentations ranging from Convergence: Points of Confusion to the Impact of VESA Mounting Interface Standards on the Future Growth of the Flat Panel Industry.



The first day ended with a panel discussion moderated by Alfred Poor. The panel covered a wide range topics concerning convergence and answered questions asked by the attendees. Panelist included (from left to right) Bill Thompson, UStec; Ruston Panabaker, Microsoft; Jack Chaney, Samsung, Ian Miller, Samsung and Alan d'Hautecourt, ViewSonic.



A reception on the first evening featured several demonstrations. Pictured is UStec's demonstration of their new techStream™ panel-driven home networking technology.

■ VESA Panel on Mounting Compliance Slated for CES 2005

VESA members will conduct a comprehensive panel on mounting compliance and its importance in the industry at the upcoming CES 2005 in Las Vegas.

The panel is scheduled for January 7, 2005 from 9-11 am at the Venetian hotel. Up to five VESA members can participate. Each member of the panel will be able to deliver a short presentation, then take part in a moderated question-answer session. A continental breakfast will be available at the panel presentation.

For more information or to sign up as a presenter, please contact Bill Lempesis via email at bill@vesa.org



■ NEW MEMBERS:



Founded in 1975, and the first IT/Electronics company to go public on the Taiwan Stock Exchange, Lite-On Technology Corporation has become one of the top three leading 3C ODM/OEM companies in Taiwan. Lite-On sets its sights on the integration of six major technological platforms, including digital display, printing, input, storage, wireless/broadband communication and central hubs. With the November 2002 merger of four publicly listed subsidiaries into one, Lite-On transformed itself into a mega-corporation with over 40,000 employees, 41 subsidiaries, 31 production plants in Asia, United States and Europe, and 124 logistical facilities worldwide. Lite-On Technology global consolidated revenue reached USD \$4.461 billion in 2003. These figures clearly illustrate Lite-On Technology Corporation's commitment to strive to become an excellent world-class company. For more information go to www.liteon.com.