



## Press Release

See Calibre at ISE 2010, Stand IG99

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### For Immediate Release

## Imaging of a higher Calibre: UK specialist shows new range of products at ISE 2010

*Global debut for new HQView™ video processor product range in Amsterdam*

Stand IG99, Integrated Systems Europe 2010, Amsterdam RAI – At ISE 2010, Calibre is unveiling the all-new HQView™ range of processors, which includes models capable of performing sophisticated warp mapping and seamless soft-edge blending of multiple projected images.

The products are the first of their kind to make state-of-the-art image processing available to a wider market, with a smaller footprint, a straightforward user interface, and very attractive price points. In particular the industry has long waited for a high quality switcher-scaler such as the HQView420 that combines both warp mapping and seamless edge blending at a very affordable price point.



*At ISE 2010, Calibre is unveiling the all-new HQView™ range of processors and in particular the long awaited HQView420 that combines warp, mapping and seamless edge blending at an affordable price point.*

“As a company, we have a very well-established reputation for providing ultra-dependable, ultra-high quality products in situations where people’s lives can depend on the delivery of the right imaging at the right time,” explains Tim Brooksbank, Chairman at Calibre.

“What is perhaps less well-known is that we also make many products suitable for applications such as corporate AV, where the emphasis is on raising the quality of multiple video sources to a uniformly high standard, and residential systems, where the usage may be more casual but the expectation of quality is getting higher all the time.

“Where the application is not mission-critical, it is only natural that budgets may not be so high, while end-user expertise may not be as strong. The HQView range addresses this need with a range of products that is affordable, easy to configure, and a joy to use.



"As a natural part of our development, we are actively seeking new international distribution partners for our product range. We believe that the ISE show, with its broad spectrum of AV technologies and distinctly European flavour, will raise our profile very substantially."

With more than 21 years' experience in the video electronics industry behind it, Calibre comes to ISE 2010 with a range of image-processing solutions that exemplifies the company's approach to mission-critical audio-visual, broadcast and medical applications.

*Calibre will be exhibiting in the UK Pavilion on Stand IG99 at ISE 2010 and will be actively seeking European distribution partners for the HQView range.*

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#### **About Calibre**

Calibre is highly respected worldwide as a specialist manufacturer of image processing technology with 21 years (1988-2009) of experience. Calibre continues to evolve its product range and make further technical advances in the broadcast, ProAV, aerospace, defence, medical and industrial markets through the innovative use of modern technology. Utilizing its own in-house hardware and software design teams for all product development including OEM programmes. "Creating technology today for tomorrow's world" ISE 2010 is the launch pad for the **NEW HQView** range.

For further information about this and other leading products please visit [www.calibreuk.com](http://www.calibreuk.com) or contact:

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