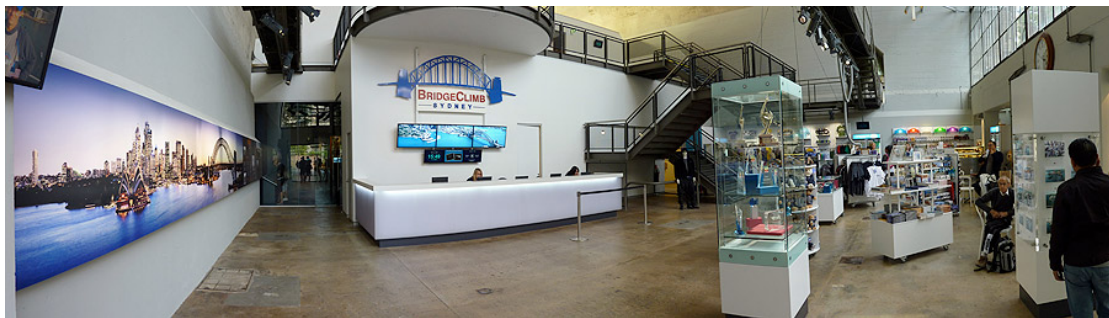


Bridge Climb

Bridge Climb opened its doors in the historic Rocks, Sydney, on 1 October 1998, providing public access to the catwalks and ladders of the Sydney Harbour Bridge for the very first time. To celebrate its 10th anniversary in October 2009 Bridge Climb unveiled its new Climber Base located in two of the original vaulted arch spaces of the Bridges undercarriage. The brief provided to HPA projects involved working within significant heritage constraints to design a truly hybrid public facility including custom design of the visitor processing and test climb apparatus and delivering the renovation within tight time and budget constraints”.



Operating 14 hours a day 7 days a week the bridge climb organisation would not risk any equipment downtime. The equipment needed to work non-stop. Reliability became the key factor in deciding to install Samsung LCD displays, BrightSign HD2000 solid state media players and Magenta Research’s distribution products over cat 5.

AV installer The Shirley Spectra chose Samsung 460DR outdoor screens to use behind the reception counter due to the sunlight streaming through the large archway window directly opposite the displays. The 460DR’s advanced design features enabled the screens to cope with the extra heat generated from the direct sunlight and with a high contrast ratio & brightness the panels can be seen at all times of the day.



BrightSign HD2000 Media players have proved to be a solid choice delivering the content to all screens in the facility without a hitch. With the ability to update content remotely overnight and reschedule as needed to deliver new High Definition content makes BrightSign a perfect match to the Samsung HD displays.

Using low cost Cat5 cabling between Magenta Research transmitters to over 30 receivers kept the point to point costs within budget constraints. Magenta MultiView 500A receivers support 1920 x 1080 keeping the complete AV system at the highest possible resolution from source to display guaranteeing the best possible pictures to be seen by visitors to the new Climber base.



The complete AV system has proven to be reliable with over 150,000 people passing through the new climber base annually.





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About IDT

Image Design Technology (IDT) is one of Australia's premier importers and distributors of world leading audio, video and data distribution and display technology. IDT works with resellers and integrators servicing various AV applications including: government, corporate, retail, education, digital signage, command and control rooms and pub, club and entertainment venues. Representing local and international brands with products built and engineered to the highest quality, IDT offers a total solution to organisations seeking a first-rate audio, video and data distribution and display system. Brands include: Avitech, BrightSign, Calypso Systems, Communications Specialties Inc., DVE Telepresence, HaiVision, Jupiter Systems, Magenta Research, Marshall Electronics, NEC, NextWindow, Obonok, Planar (formerly Clarity Visual Systems) and Samsung.

www.idt.com.au

About Samsung

Through innovative, reliable products and services, talented people; a responsible approach to business and global citizenship; and collaboration with our partners and customers, Samsung is taking the world in imaginative new directions.

As stated in its new motto, Samsung Electronics' vision for the new decade is, "Inspire the World, Create the Future."

This new vision reflects Samsung Electronics' commitment to inspiring its communities by leveraging Samsung's three key strengths: "New Technology," "Innovative Products," and "Creative Solutions." -- and to promoting new value for Samsung's core networks -- Industry, Partners, and Employees. Through these efforts, Samsung hopes to contribute to a better world and a richer experience for all.

www.samsunglfd.com

About Magenta Research

Serving the pro-AV and digital signage markets, Magenta Research is the industry recognised leader in the transmission, switching and flexible distribution of multi-format video, audio and auxiliary signals over fibre and Cat-X cabling. Its product range includes AV extenders, distribution amplifiers and matrix switchers for DVI, HDMI, DisplayPort, SDI, VGA, component, composite, S-Video, audio, USB, RS-232 and IR signals. Magenta's world renowned MultiView, Infinea and Mondo products are a benchmark in field reliability for 24/7 and mission critical environments. Hundreds of thousands of displays worldwide have been trusted with Magenta in virtually all environments including commercial, industrial, government, military, residential, transport, education, healthcare, retail, hospitality, sports and entertainment.

www.magenta-research.com

About BrightSign

BrightSign, LLC is a privately held company located in Saratoga, California founded in 2002 by Anthony Wood, the inventor of the digital video recorder (DVR). BrightSign is a leading supplier of solid state digital sign and kiosk controller products that are innovative and easy to use for the commercial digital signage market worldwide.

www.brightsign.biz .