Written by Roger Douglas
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**Specktron**, the well-established brand from MEA, is exhibiting at ISE for the first time.

The company offers products across several major categories--interactive LED display, projectors and interactive white boards. They are even showing their own **True Laser UST projector** which claims some performance benefits over other laser technologies.

Adam Dent, appointed just last year as Regional Manager Europe, tells us that the company has a keen interest in the education and corporate market.

“Building on our extensive experience in the Middle East and Africa, where Specktron is now a recognized and respected brand, we believe that a focused approach is key. That is why we were at BETT 2016 and now at ISE-- to show our commitment to these key markets,” he notes.

Dent stresses the company’s “channel friendly approach to the business” and explains

Specktron's formula for success is "The right product at the right price, supplied by supporting the channel community."

"The role of AV integrators is being squeezed, between brands dictating terms or even going direct and the commoditization of hardware. Our structure and experience enables us to deliver products that the market wants while enabling installers to make a solid margin.




"We are looking to bring to Europe what we have learnt in 'Emerging Markets'-- given the huge distances and sometimes poor infrastructure in the emerging countries, Specktron's success there shows that our products will deliver performance, reliability and cost effectiveness in every situation," adds Dent.

Specktron hope ISE will increase awareness of Specktron in the European market, and have a couple ISE "bundles" to entice integrators to try their products. (For LED displays, one offer bundles their TDX55 Interactive Display with an embedded i5 PC. Another bundle adds an 82" Interactive White Board with a 3100 Lumen Short Throw Projector and a wall mount.)

In LED Displays, Specktron offers the **SX** and **TDX** series. Primarily the difference is in the backlighting arrangement that is used. With the SDX products, Specktron were able to reduce the weight of the unit by over 20%, compared to the equivalent TDX products, while retaining image quality and IR performance.

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