

APO and Osram launch APO-G

APO is to launch APO-G, a new range of compatible lamp modules with Osram projection bulbs inside at InfoComm later this month.

It is the first time the Hong Kong maker of compatible lamp modules has been able to source "genuine" bulbs for use in its own-brand lamp housings.

Osram, one of the world's leading bulbs manufacturers, to supply bulbs for APO-G.

APO's European distributor,

Hotlamps – sister business to Maverick and PSCo – claims APO is also in discussions with Philips to supply its bulbs for the range.

APO president Samuel Chen says "major brands in the industry are recognising the impact of compatible lamps."

APO says it will support around 800 projector models at the time of launch.

Hotlamps says it expects APO-G modules will be available to dealers later this month.



APO president Samuel Chen: Industry now recognising impact of compatible lamps.

Smart builds European base at whiteboard market hots up

Canadian interactive whiteboard brand Smart Technologies is bolstering its European infrastructure, CEO Nancy Knowlton told AV News International.

Smart, which makes a range of interactive hardware and software products including Smartboards, Senteo response system, and software applications Notebook, SynchronEyes and Bridgit, currently has offices in Germany and works with a marketing agency in Europe, the Middle East and Africa.

The company is now enhancing its activities to support and supplement the work of its distributors, Knowlton claims.

A vice president and general manager for Europe will head the organisation. Country managers will be hired for the larger EMEA countries.



Smart CEO Nancy Knowlton: European infrastructure being built right now.

Smart Europe will include full channel management, a business development team to work with end users as well as accounts and field and telephone technical support. Smart will have educational consultants working on its behalf, a system which has

The whiteboard brands including Smart, Promethean, Hitachi, Sahara, and InterWrite, are all pushing for a share of the fast-growing EMEA market. Just 18,000 units were sold last year (DTC) although this represented 143% growth. DTC forecasts sales of 105,000 units this year. The market is already proving to be an aggressive one and brands and their dealers and distributors must be prepared to fight hard for every tender and deal.

brought success in the UK where Smart has over 70% marketshare. Recruitment for these positions is already underway.

Smart also plans a series of showrooms across Europe.

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Just genuine Lamps and great customer service

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