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I hope you found our NewsBrief informative and "to the point". We enjoy sharing the latest industry news with you.

Sincerely,
Kevin Sandler
CEO & President



E1 NewsBrief



ExhibitOne Industry News

ExhibitOne publishes the Inside E1 NewsBrief on a regular basis for our clients, market partners, and those who have an interest in audio/visual technology. We hope that you find this edition to be informative. Please forward this to others who may also benefit.

Is it Time to Back Away From Green?

Whether you are trying to "go green" with your audio visual projects or your entire business, undoubtedly your good efforts have been met with at least some level of frustration.

Perhaps you can take heart in comments from A/V industry pro Midori Connolly, who is also a member of the "Green Meeting Industry Council", a corporate social responsibility trainer for Meeting Professionals International and an *InfoComm* lecturer on green A/V topics.

Ms. Connolly says that in the A/V industry, many have become disillusioned with "going green," due to the lack of any definition as to what "green A/V" means. She suggests that until there is a valid set of industry-accepted guidelines on green A/V, people may want to consider forgetting about the concept (for now), and perhaps take a higher-level view.

According to Ms. Connolly, one may want to approach green A/V by focusing on a strategic corporate social responsibility (CSR). She says this enables a company to expand its thinking from just, "What should we do for our planet?" to "How can we balance our concern for the environment and the society in which we operate with the economic well-being of our organization?"

"Eventually," says Ms. Connolly, "such a broad-stroke set of systems and processes will help make green A/V just another way of doing business because it will be engrained into every single activity of the organization. The final product should be an organization that is not defined by being green, but rather articulates a definition of green through a larger set of well-defined values and practices."

Stressed Out? Some Timely Ideas.

Day-to-day life can be quite stressful. But when you throw a recession on top of it - well - a person's stress-o-meter can quickly get pegged. We thought you would be interested in a recent survey of business owners who provided insight into what they do to deal with the stress of both the day and of the times.

- Start each day with 10 to 15 minutes of spiritual readings

- Hike at dawn 4 to 5 times a week
- Go for a walk during the business day
- Lift weights at the gym at the end of the day
- Get out of town for the weekend as often as possible
- Participate in (Isha) yoga
- Work from home

While ExhibitOne can't help with any of the above, it's our sincere hope that our services and solutions are making operations run smoother and keeping everyone's stress-o-meter in the green.

Video Immersion - What's Next?

There was a lot of show-and-tell about 3D display technology during January's Consumer Electronics Show (CES) in Las Vegas. It's an evolving capability that lets consumers become more immersed in what they are viewing.

So, what about becoming fully immersed? Well, it's already happening with large, curved projection screens and surround-screen 3D.

The capabilities (all custom-built solutions) are beginning to appear more and more in sales centers, museums, hospitals and other applications. In fact, Madison Square Garden is using curved projection screens in a sales trailer to show prospective suite buyers exactly what their view will be like from the suite's actual seats - once construction is completed.

As you might guess, setting up such system are no trivial task. The hardware, software and content all have to mesh. However, as more and more of these systems come online, such capabilities will get built into mainstream products. As an example, an immersive, 3D stereoscopic system was installed at Texas Methodist Hospital for viewing things such as MRIs and CT scans. The controller for the system? An Xbox.

Which leave the question, "What's next when it comes to immersive systems?" Try immersive systems that are interactive. Whoa! Fasten your seatbelt.

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