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TRUE MULTIMEDIA

A 25 YEAR COMMITMENT TO PERFECT CONTROL



TECHNOLOGY CHANGES quickly, basic human behavior does not. In order to convey a message, mankind has always sought new ways of creating experiences with ever increasing impact. The ancient Greeks built amphitheatres to magnify the impact on the audience. The piano was a step up compared to its predecessor, the spinet. Contemporary video projectors outperform most previous picture sources. Advances in light and sound equipment have taken presentation technology to new heights.

But communication is not just a matter of making more noise or light. Our brains are sensitive organs, open to all kinds of nuances and impulses, with the capacity to assimilate much more than artificially generated sound and images.

For the last 25 years, Dataton has had a single mission: to provide talented people with the tools to make the most effective communication possible. That means—technically speaking—aiming to control hundreds of audiovisual devices, one thousand times a second, with one in a million precision!

The tools themselves, however, must stimulate the user to create a true multimedia performance. That's a performance which works on both a communicative and monetary level. It utilizes the latest AV device technology, the talent of creative users, and, not least, the surroundings, like parks, arenas, halls, conference rooms.

Dataton's true multimedia technology is not restricted to the most demanding applications. Our modular, software-based approach means advanced control can be used even in lower budget scenarios, and still astound the audience. We have defined five key presentation areas where Dataton technology is prominent: *conference, ambience, attraction, event* and *performance*. You'll find more specific product information listed later on in this catalog. So go ahead and let your ideas soar; Dataton will keep you in control.

PS:

Still wondering what the heck Dataton does?

We make it possible to easily control a vast range of commercially available devices for audio, video, slide, film, light and special effects. Our system is based on show control software and modular hardware units.

When do you need Dataton gear?

Whenever you want to control more than one medium in a presentation, eg, video and lighting.

Yes, I think I've got that by now, but when do I need it?

Whenever you want to transform a conference, ambient installation, attraction, event or performance into an unforgettable experience, standing far and above the ever swelling tide of media noise.

What is control in this context?

Starting, stopping, positioning, setting parameters like light output, fading rates, filter parameters. The Dataton system offers a unique blend of timeline-based and interactive control to suit all kinds of presentation requirements.

Where do I find out more info and whom to contact?

At www.dataton.com

CONFERENCE

In the perfect conference room environment, anyone can just walk in and start a presentation. No fumbling, no muttering, no hassle. That's why the key word for our conference room solutions is *flexibility*. Dataton's smart user interfaces are as advanced or simple as you make them. And if you feel more comfortable controlling the Dataton system from other presentation graphics software, like Macromedia Director or Microsoft PowerPoint, you can.

At the international airport in Bremen, Germany, a TOUCH-LINK touchscreen on the podium is the only visible part of a control system embracing lighting, mechanical effects, video and computer graphics, audio sources and multi-image.



Björn
Björn Sandlund
President, Dataton AB

AMBIENCE

Dataton gear can control just about anything, but when the main event is beyond control, we'll control everything around it to create the right atmosphere, no matter where.

We build rugged control units guaranteed to run like clock-work even under challenging physical conditions. Coping with long distribution links and harsh working climates is just another part of our control philosophy.

To ensure perfect audio for 80 000 soccer fans during the 1998 World Cup final, this arena in Paris, France, used 38 defined sound areas, each controlled and continuously checked by Dataton equipment installed in 9 control rooms.



ATTRACTION

Grab the visitor's attention and don't let go! In the ceaseless search to supply an unforgettable experience, look to Dataton. The Dataton system currently offers standard control of over 500 different presentation devices ranging from the mundane to the spectacular. And if that isn't enough, Dataton provides the tools for you to make your very own software controllers.

An innovative attraction at Scandinavia's biggest amusement park, Liseberg, features a simulated ride into outer space and a gallery of interactive learning stations. In the ride sequence alone, Dataton controls the turntable seating, surround sound, lasers, smoke, moving lights, androids and video.



EVENT

Staging major events, like product launches, calls for two types of show control: interactive control to coordinate with feedback from live or spontaneous parts of the show, and timeline-based control for canned elements. With Dataton's powerful software, you've got both at your fingertips.

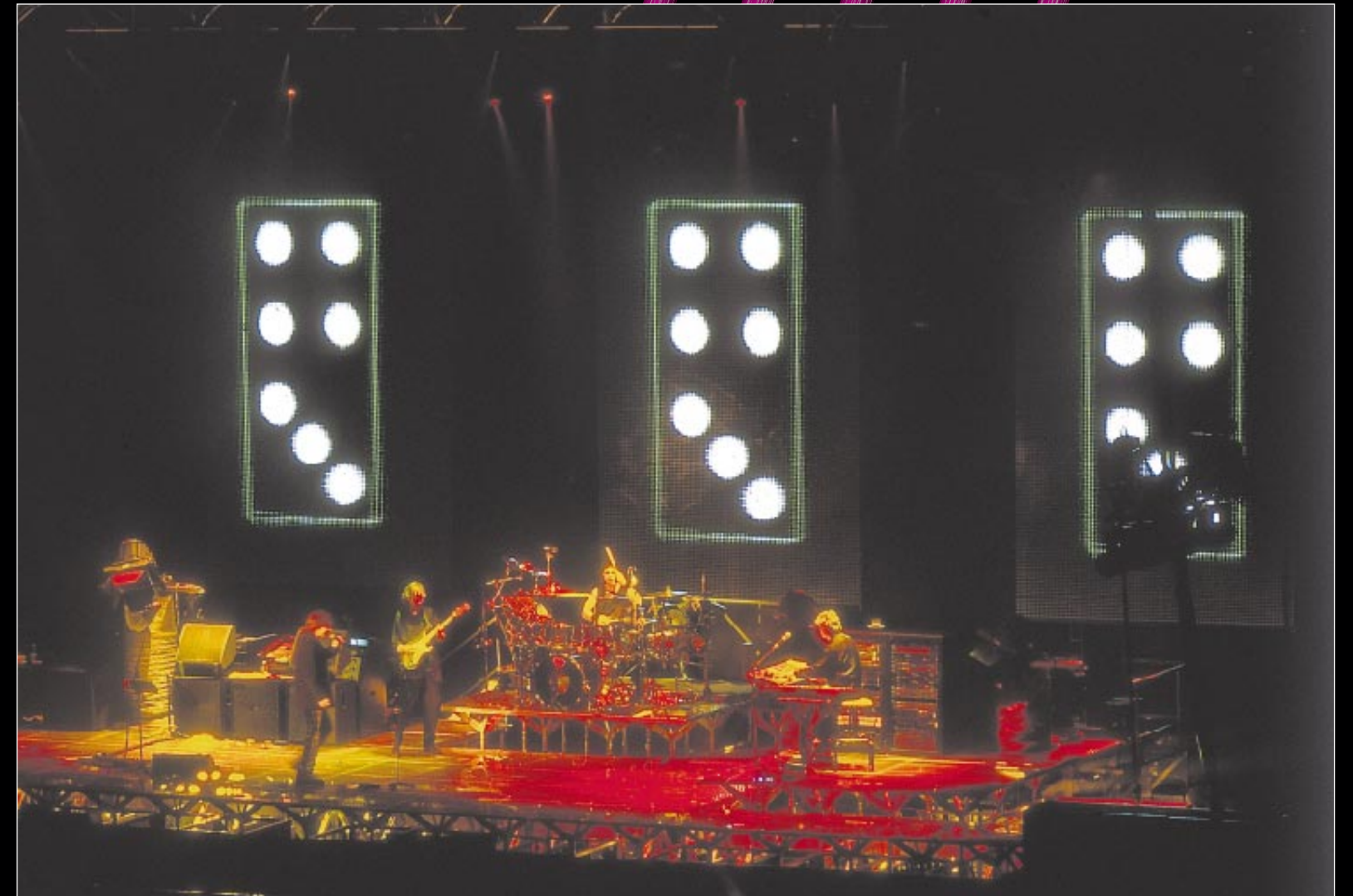
The new generation Volkswagen Golf car was presented for 350 000 visitors at the International Automobile Fair in Frankfurt. With Dataton control technology at the helm, both live presentations and shows ran without a flaw 14 hours daily for the 12 day duration of the fair.



PERFORMANCE

Two facts of life: no two live performances are the same; changes will have to be made when least expected. It is called the human factor. With an interactive Dataton control system in charge, those later-than-last minute changes won't make your staging crew cry. Dataton's software and hardware provides you with the versatility to combat nonstandard problems with standard solutions.

Late nights were the order of the day for the technicians working on Genesis' recent tour. With the on-stage video handled by a Dataton control system, they found time, however, to enjoy the thrill of overcoming technical challenges.





THE WORLD

NEW!

Use your Dataton system from the other side of the world, from the other side of the building or from other presentation graphics programs. Dataton TRAX® features powerful scripting capabilities that facilitate external control over the Internet, or an Ethernet Local Area Network. Scripting commands are generated from standard software packages like Macromedia Director™ or Visual Basic.



THE BRAIN

The brain in the true multimedia rig is Dataton TRAX® running on a Mac OS-based computer. A unique design concept enables Dataton TRAX® to handle both timeline-based programming as well as feedback from devices, human actions and the environment. It's up to you to determine the balance between preprogrammed functions and interactivity! Dataton TRAX® can control hundreds of AV devices through dedicated software drivers downloaded into SMARTPAX® control units. New drivers are developed all the time to keep pace with the latest innovations on the market.



Dataton TRAX® Media control software, now available free of charge from Dataton's web site.



AUDIO

All kinds of sound stored on digital tape, CD, minidisc and hard-disk can be controlled and integrated into a presentation. You can also process audio on the fly via MIDI synthesizers and mixers, as well as from Dataton's AUDIO SMARTLINK.

- HD AUDIO
- DIGITAL TAPE
- MIDI DEVICES
- CD/MINIDISC

- PC SMARTLINK
- PIONEER SMARTLINK
- MIDI SMARTLINK
- RS422 SMARTLINK

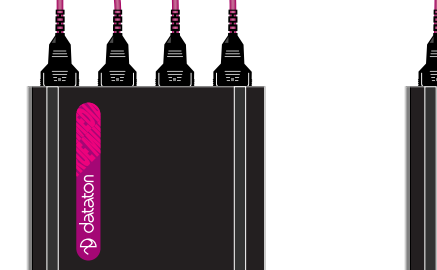


ELECTRONIC IMAGING

In addition to video and images stored on laserdiscs, videotape, video CD and hard-disks in computers, this category embraces various special-effects hardware such as video switchers and routers, as well as LCD and CRT monitors and projectors. In Dataton TRAX®, all these types of equipment are classed as "devices" to ensure programming is consistent with all other media controlled.

- VIDEOTAPE
- LASERDISC
- DVD PLAYER
- PROJECTORS
- DV SERVER
- COMPUTERS

- RS422 SMARTLINK
- RS232 SMARTLINK
- IR SMARTLINK
- RS232 SMARTLINK
- RELAY SMARTLINK
- MAC/PC SMARTLINK

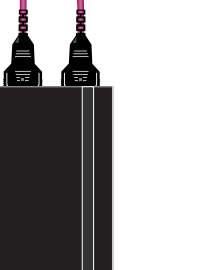


SLIDES

Multi-image projection is still one of the most impressive forms of communication. Dataton supports precision control of most kinds of commercial slide projectors from 35 mm to 6".

- 35 MM SLIDES
- 6x6 CM SLIDES
- PANJ 6" FILM

- EKTAPRO SMARTLINK
- EKTAPRO SMARTLINK

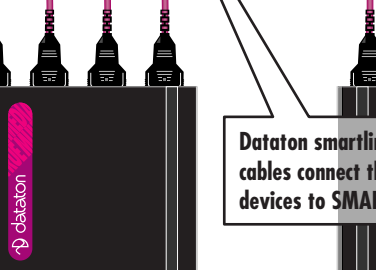


LIGHTING & EFFECTS

This category covers all kinds of creative lighting ranging from the simple dimming of luminaries in a conference room to full-scale show extravaganzas. Dataton supports analog as well as digital dimmers (DMX and PMX protocol). Lighting combinations can be controlled directly from Dataton TRAX® or commercial lighting consoles.

- DIGITAL DIM
- ANALOG DIM
- CONSOLES
- SMOKE
- LASER

- MAC SMARTLINK
- DMX SMARTLINK
- ANALOG SMARTLINK
- MIDI SMARTLINK



FIREWORKS

Bang!

- SQUIBS

- RELAY SMARTLINK
- MIDI SMARTLINK
- DIGITAL SMARTLINK
- RELAY SMARTLINK

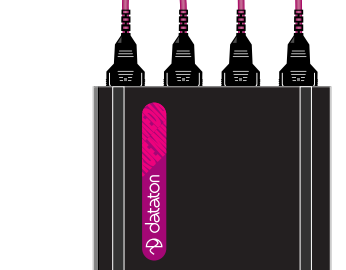


MOVING THINGS

Incorporate mechanical effects and add a new dimension to your presentation. Dataton's different types of smartlinks, teamed with Dataton TRAX® software drivers, mean you can trigger or control many real objects according to their built-in capabilities.

- SCREENS
- DRAPES
- ANDROIDS
- MIRRORS
- VEHICLES

- RELAY SMARTLINK
- ANALOG SMARTLINK
- ANALOG SMARTLINK
- DIGITAL SMARTLINK



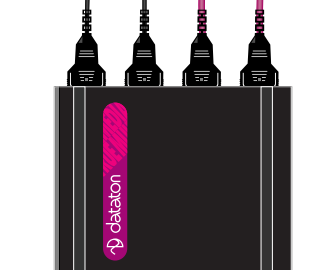
CLOSING THE LOOP

TOUCHLINK®, AIRLINK®, KEYLINK™ and POWERLINK™ complete your installation.



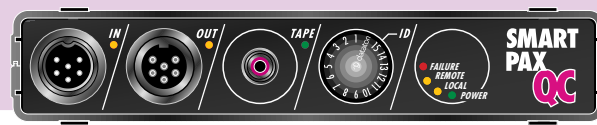
- TOUCHLINK
- AIRLINK REC/TRANS
- KEYLINK
- POWERLINK

- TOUCHLINK
- AIRLINK REC/TRANS
- KEYLINK
- POWERLINK



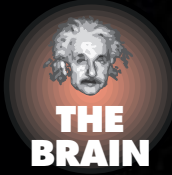
NEW!

www.dataton.com



DATATON SMARTPAX® connects four media devices and interprets their unique protocols.

TRUE MULTIMEDIA



SOFTWARE

Designing a true multimedia setup means dedicating time and talent to planning, budgeting and, not least, programming. Programming determines how all the audiovisual devices are going to interact—both with each other, and the audience.

Dataton has invested over 30 man years into developing and improving application software for control of virtually any kind of audiovisual device. Excellent performance is teamed with a user interface that meets the demands of communications professionals. And this software is now available completely free of charge! Just download it from the Dataton web site: www.dataton.com

Dataton TRAX®

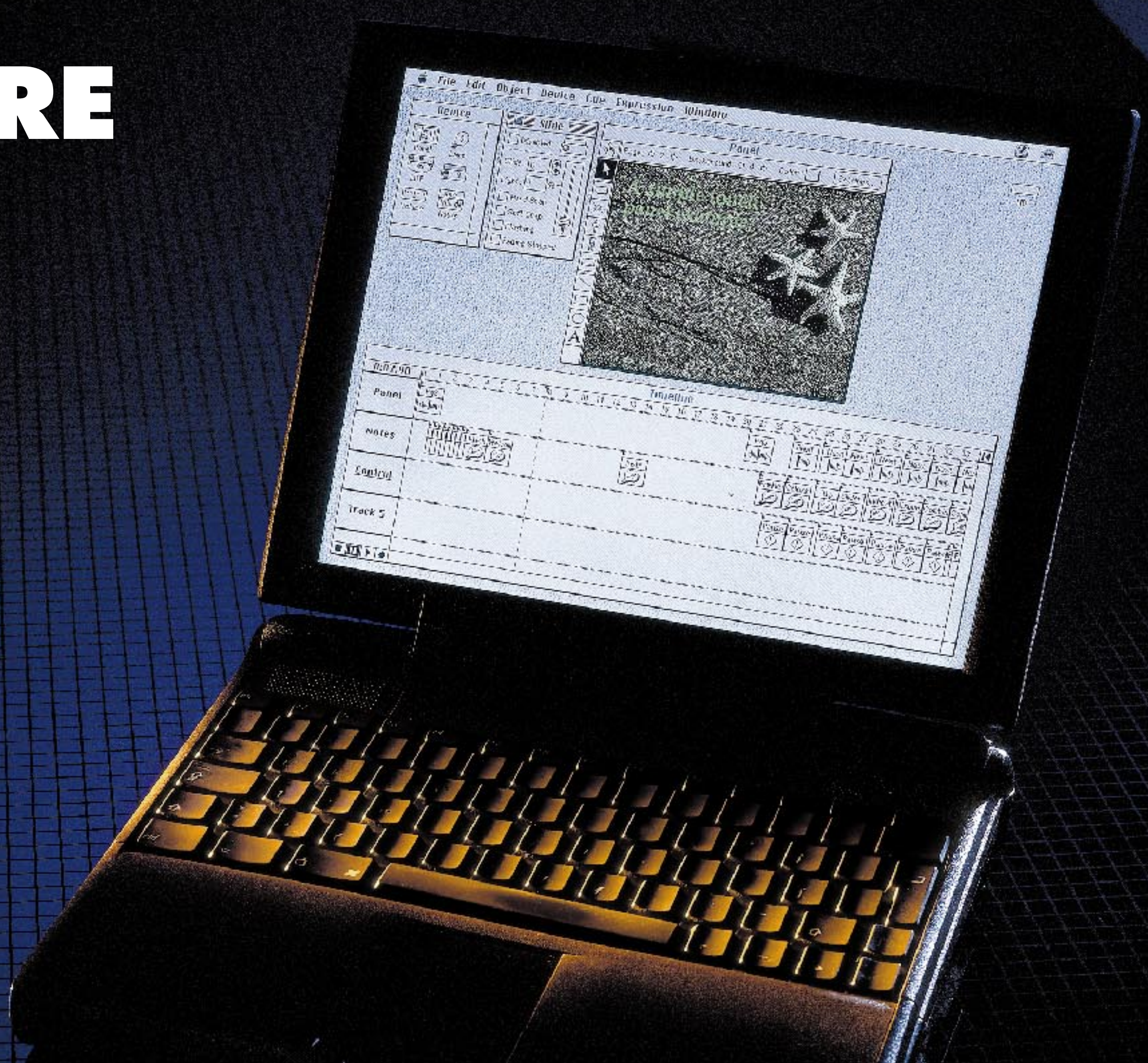
Perhaps the world's most versatile software package for media control. Dataton TRAX can communicate with more than 500 models of audiovisual devices, with an unrivalled degree of timeline-based and interactive control. This award-winning software runs on Mac™OS compatible computers. In addition, your Dataton TRAX program may be controlled externally via a built-in scripting language. TRAXSCRIPT™ provides a gateway to Dataton TRAX from a different application hosted on a different computer (Windows or MacOS) over a network, or even the Internet.

Use reference number 3936 to obtain the full Dataton TRAX user guide from the Fast download section at www.dataton.com. To download Dataton TRAX software to your computer, go to the site's Free software section. To connect a computer running TRAX to the Dataton rig, use TRAX CABLE, reference number 3425.

Dataton SMARTSCRIPT™

This software package provides control of the same group of audiovisual devices as Dataton TRAX, but operates in conjunction with standard Windows-based applications like Microsoft PowerPoint, Visual Basic, Microsoft Excel and Macromedia Director.

To get the SMARTSCRIPT user guide, enter reference number 3949 in the Fast download section at www.dataton.com. The software is available from the site's Free software section. To connect a computer running SMARTSCRIPT to the Dataton rig, use PC CABLE, reference number 3429.





HUMAN INTERFACES

There is one recurrent, essential element in a complete audio-visual installation: the user. Naturally, the Dataton system offers a range of friendly interfaces to cover different levels of human control.

3498 KEYLINK

This eight key remote control unit is designed with a myriad of applications in mind. In addition to its built-in keys, external switches may be plugged into the unit's terminals with the screw connector. These terminals can also be used as low-level outputs, eg, for activating external power relays. Up to four KEYLINK units may be daisy-chained to save SMARTPAX ports. The centerfold illustration in this catalog shows how KEYLINK can be used in the Dataton system.

3448 AIRLINK TRANSMITTER

One of the most powerful, infrared-based, remote control systems on the market. The transmitter comes with lifetime (estimated 10 years), lithium batteries and has an operating distance of over 10 meters. Key functions are configured from Dataton TRAX and labeled using the overlay kit included.

AIRLINK accessories

3970 AIRLINK OVERLAY KIT

One kit is included with AIRLINK TRANSMITTER; spare kits are available separately.

3449 AIRLINK RECEIVER

This compact receiver is required to pick up the IR signals emitted by AIRLINK TRANSMITTER.

3350 TOUCHLINK®

This top-of-the-line interface is a sleek panel carved in solid aluminum. It houses a crisp color display suitable for complex, or simple, graphics. The touch sensitive screen is backed by a built-in loudspeaker for audio messages. TOUCHLINK® features an ingenious detector which recognizes when a person approaches. All functions are programmable and configured from within Dataton TRAX®. The centerfold illustration in this catalog shows how TOUCHLINK® relates to other components in the Dataton control system.

TOUCHLINK accessories

3441 TOUCHLINK® CABLE

One cable is included with TOUCHLINK; spares may be ordered separately.

3551 TOUCHLINK® WALL KIT

Use to mount TOUCHLINK flush on a wall or lectern.



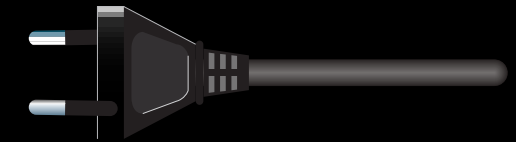
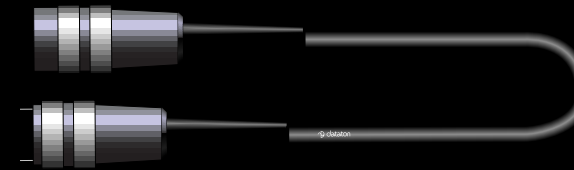
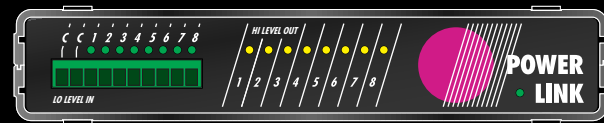
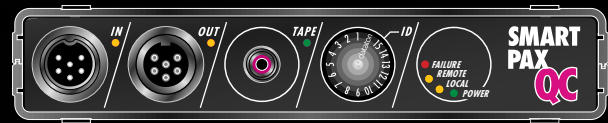
Need more info on individual products?

Go to the Fast download section at www.dataton.com to get Dataton product sheets (PDF). Use the product's greyed reference number listed here.

BEHIND THE SCENES

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SMARTPAX

3341 SMARTPAX QC™

MULTI-PORT SMARTLINKS

3491 DIGITAL SMARTLINK
 3492 ANALOG SMARTLINK
 3493 AUDIO SMARTLINK
 3494 RELAY SMARTLINK
 3497 POWERLINK **NEW!**

CABLES

3410 SYSTEM CABLE SHORT
 3411 SYSTEM CABLE 1M
 3412 SYSTEM CABLE 2M
 3415 SYSTEM CABLE 5M
 3420 SYSTEM CABLE KIT
 3450 AUXILIARY CABLE
 3451 EXTENSION CABLE 1M
 3452 EXTENSION CABLE 2M
 3455 EXTENSION CABLE 5M

POWER SUPPLY AND RACK MOUNT

3334 12V DC ADAPTOR
 3419 12V DC INJECTOR
 3540 ONE U RACK BAY **NEW!**

Dataton quality products are manufactured in compliance with ISO 9002. Hardware is covered by a two year warranty.

SERIAL SMARTLINKS

3453 IR SMARTLINK
 3454 TIMECODE SMARTLINK
 3456 DMX SMARTLINK
 3457 MAC SMARTLINK
 3470 MIDI SMARTLINK
 3475 EKTAPRO SMARTLINK
 3476 SIMDA SMARTLINK
 3477 SYSTEM IN SMARTLINK
 3478 SYSTEM OUT SMARTLINK
 3480 RS232 SMARTLINK
 3483 TASCAM SMARTLINK
 3485 PMX SMARTLINK
 3486 PIONEER SMARTLINK
 3487 PC SMARTLINK
 3488 RS422 SMARTLINK
 3489 KRAMER SMARTLINK **NEW!**





WANT TO KNOW MORE?

Check out the Dataton web site. When you've downloaded the free software, read the product manuals, and jotted down the address of your nearest Dataton distributor, take a look at the Dataton wizards section. This professional network of Dataton experts represent experience, ability and enthusiasm across national borders. Come see us!

www.dataton.com



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