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Datapath & Starin gear up expanding Video Wall market

The video wall market has traditionally consisted of operation control centers, command centers and large signage applications. There has been an inherent expense and complication for customers to have wall solutions implemented. There are now significant trends that show the wider proliferation of large format display scenarios emerging. Datapath, the world leader in providing the components for video wall processing engines, has recognized that Starin's unique market development and channel management capabilities make Starin the ideal supply partner to expand the market.

While Datapath will maintain a direct relationship with the existing integrators who will do the very large scale projects, Starin will serve those integrators with a unique new collaborative wall solution, while also offering new integrators wishing to expand their portfolio, a new video wall profit center. Starin's guidance in a go-to-market plan will give integrators marketability and support.

Datapath is introducing a new touch interactive collaborative canvass video wall processing with interface Layer Logic capabilities. Layer Logic will not only enable selection of sources, stretching/shrinking, hiding/sliding of windows, recall of present templates (or last meeting), users can also "reach-into" control the source and content from it. In addition, annotation is available. Starin will exclusively manage and develop all integrators to effectively offer and implement this new solution. Venues of training rooms, briefing centers, war rooms, broadcasting and more will have use for the collaborative aspect of the system, while some traditional display-only wall spaces will appreciate for merely the wall control.

"Datapath's product line has developed far past our historical strength of providing just the subsystems of broader OEM video wall solutions. Today, over 50% of our sales derive from complete solutions sold through integrators." Said Darin Crosby, VP of Global Sales at Datapath. "This new relationship with Starin reflects our commitment to build a comprehensive, full-service channel to support our growing customer base. We believe Starin was the perfect choice to help develop our brand and channel program in America, particularly in the growing collaboration segment."

Bill Mullin, CEO of Starin, shares the enthusiasm, "Since we have had success with putting brands on the map, like Revolabs, Barco ClickShare and Advanced Network Devices, we will apply our experience and focused resources to provide all integrators who partner with us an assurance program. Serving new customers in new verticals and venues is our aim for partners. Besides the straight-forward collaborative wall with Layer Logic, the traditional wall applications in signage or command/control will also be a meaningful profit center development for new players."

This is a turning point for Datapath to increase its brand from being known for what's under the hood to becoming a more apparent utility. Starin will offer the product categories of multi-view controllers, micro frame processors and, to build into custom applications, stand-alone cards.

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