



PARTNERS

MGR International (Central European Representation)

By signing the partnership agreement on October 1st, 2007 in Berlin, Germany, the managing directors Thomas Mochalski, Marcel Gonska and Thomas Riepe laid the foundation for the worldwide operating A/V consulting company *MGR International* (MGR). The company, named after the initials of the founders, specializes in consultation and sales of audio-video products. Though a young company, the managing directors look back on more than 30 years of experience in the AV business in total.

• **European Operations**

MGR International is the official European representative (excluding Scandinavia) of Joe Kane Productions (JKP). Through MGR, JKP will bring its message; "It's all about the art" to the European A/V community. MGR is also the official European "ColorFacts" training agency in Europe for Datacolor AG.

In their pursuit of providing ultimate quality to their customers, the three MGR founders have undergone extensive training and testing. In addition to a week long training and examination session by Joe Kane, Mr. Mochalski, Mr. Gonska and Mr. Riepe are all THX Certified Home Theater Level 2 Technicians, and feature individual SMPTE memberships. MGR International is awaiting confirmation of their currently pending CEDIA membership (Custom Electronics Design and Installation Association).

To bring the JKP message to the European community, MGR offers product optimization consultation, R&D support, marketing and public relations consultation, dealer training and consumer education services.

• **Unites States Operations**

While founded in Germany, MGR is expanding internationally with its eye on the US market. With expertise developed over years of work in the European Union, MGR looks forward to bringing exceptional quality in service to the United States market.

• **Product optimization**

MGR offers product optimization reporting and consulting as part of its wider consulting solution, providing the foundation for a given clients vertically integrated marketing and product solution.

• **Dealer Training**

MGR offers professional sales and dealer training as the final rung of its consulting ladder. Through the above noted co-operations, MGR offers various customized training options and programs. Premier training opportunities include JKP Level 1 - 3 training classes which are held either directly at the POS (Point of Sales) or at designated off-site locations.

Bigture (Scandinavian Representation)

Through its relationship with Bigture, based in Denmark, JKP will bring its message and educational services to the Scandinavian market.



JOE KANE PRODUCTIONS

Mr. Kane specializes in the sciences of electronic imaging and accurately reproducing video signals on display devices. Those efforts have been the focus of his company, Joe Kane Productions (JKP), since its founding in 1982.

As CEO of Joe Kane Productions, Mr. Kane continues his efforts in supervising the design of progressive digital high definition displays, reviewing image quality from various forms of digital compression, assisting with optical media players, and presenting lectures and demonstrations about the real capability of our high definition television system.



System Standards, Product Optimization and a Passion for Video

Video is a communication system. As in all communication systems, it is essential for the source and receiver to be playing by the same set of rules. There are guidelines regarding the production of video as well as how the viewer should reproduce it. When the rules are followed, the message is properly conveyed. Deviating in any direction from the system standards will result in a loss of at least some of the capability of the system.

The mission at JKP is to continue to help facilitate the consistent quality of program production and educate the consuming public about maintaining the quality and effort that has gone into creating programs. When we say "It's all about the art", we mean that without adhering to the technical specifications, a display will not be capable of showing a piece of art as it was intended to be seen. If the technical capability of the system isn't properly maintained the people providing the program and the people watching it are short changed.

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JKP Training Classes

Why Classes are valuable

Joe Kane Productions offers a series of educational seminars tailored to everyone from consumers, A/V dealers, custom installer, manufacturer, and the program production community. The company covers such a large cross section of the industry because every part of it is important - if one falters, accurate images will not be delivered to viewers. The seminars help each group understand their relationship to the others.

Upon completion of a JKP Training Seminar, participants will have received a foundation in the entire communication system and more about their individual responsibility to the system. A two-day seminar will not make anyone an expert in the industry; however, it will provide them with the building blocks to advance their knowledge.

For this reason, JKP Training is divided into separate levels, each focusing on different aspects of video image reproduction. JKP trained professionals will help bring confidence to consumers that they are seeing images that closely reflect the communication systems capability.

Classes may be tailored to the needs of the groups involved.

Level I Training: *Introduction to Display Technology*

This seminar is designed as an introduction to the video system.

Topics include:

- Basic evolution of the video system
- An analysis of different display technologies, including a basic explanation of how they work and their pros and cons relative to system standards
- A look at video connection technologies including the differences and potential of each
- A look at passive elements in the video path such as screen materials for projectors
- A discussion of Human Factors in the way we see visual information
- The roll of the environment of the display in what we see

Level II Training: *Understanding Video Signals*

This seminar is designed as an intermediate course focusing on proper system setup.

Topics include:

- Basic theory of analog and digital video signals
- An overview of various types of test equipment and their respective uses
- Setting correct levels based on test patterns and system knowledge
- Explanations of grayscale, gamma, signal clipping/crushing, assessing and adjusting for edge enhancement, determining the correct processing mode, and advanced usage of test patterns included on the Professional version of Digital Video Essentials.

Level III Training: *Advanced Systems Calibration*

This seminar is designed for the experienced video technician covering advanced calibration and system analysis techniques.

Topics include:

- Troubleshooting Component Video and Digital Video Systems
- Analyzing the video signal utilizing waveform monitors and vector-scopes
- Checking system integrity
- Adjusting the output of DVD players and video processors using a waveform monitor/vector-scope
- Discussion of troubleshooting DVI and HDMI signal routing and switching
- General home theater set-up best practices



Current *Digital Video Essentials* Product Line

The Digital Video Essentials series of programs provides the background and tools necessary for understanding how to accurately reproduce video. Users are guided through the use of test patterns, which serve as a reference against which display settings can be adjusted.

Digital Video Essentials (DVE): The original DVE program offers an introduction and tutorial to the High Definition system, and describes the transition from analog to digital video.

DVE HD DVD Test and Demonstration Materials: This program provides Test and Demonstration Materials in HD and the original DVE tutorial in SD. The SD side of the combination disc is in either PAL or NTSC.

DVE Professional: A six disc set of SD and HD test and demonstration materials in NTSC, PAL and WMV.

DVE: HD Basics: A Full tutorial on understanding and optimizing the High Definition system including High Definition test patterns. Available on HD DVD and Blu-ray formats.



Endorsed Products

What does endorsement mean?

The JKP endorsement is our way of signifying that a product is capable of exceptional performance. All products endorsed by JKP are subjected to comprehensive testing and additional random sampling to make sure the initial quality endorsed is maintained.

In some cases, technology specifications allow room for interpretation, or flexibility when implementing certain hardware, or software functionality. This can lead to hardware incompatibility. Our endorsement is a statement that we believe all hardware and software implementations in a given product meets or exceeds what we consider a minimum operating standard and interoperability. Therefore, all JKP endorsed products will work together under normal circumstances.

Each consumer has different demands when reproducing video. For example, one consumer may have significant ambient light in their viewing environment while the next might view video in an environment with no ambient light. For this reason, we provide supporting materials explaining why, and under what conditions we have endorsed each product.

Please visit us at www.digitalvideoessentials.com for more information regarding JKP endorsed products.

Look for the  endorsement endorsement sign of excellence in video production