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Specktron exhibits at CeBIT 2016 as they push to increase awareness of their brand in the European market and to show their latest interactive LED displays-- designed for education and corporate environments.

There's the **SDX Series** (55" & 65") with direct lit LED, infra-red touch technology, integrated Android system, optional detachable PC module, built-in speakers and multi-language Interactive software

Also available is the **TDX series** (55", 65", 70", 84", 98") with responsive touch technology and a dual operating system platform (Android embedded and optional slots in Windows PC.)

The company also showed its **WDL-3500i Laser Projector**, an ultra-short throw interactive laser projector with DLP Technology and WXGA resolution that can give users as much as 115 inches of viewing.

The company wants to highlight their channel-friendly approach to the business, attractive pricing, product range and new products. The company recently established presence in Europe (2015) with the appointment of Adam Dent in the UK as Regional Manager Europe.

"The role of the European integrator is being squeezed, between brands dictating terms or even going direct and the commoditization of hardware," says Dent. "Our structure and experience enables us to deliver products that the market wants while enabling installers to make a solid margin.

"Building on our extensive experience in the Middle East and Africa, where Specktron is now a recognized and respected brand, we believe that a focused approach is key. That is why we were at BETT 2016, ISE 2106, and now CeBIT-- to show our commitment to these key markets."

photo: Adam Dent at CeBIT 2016 with 65" interactive white board

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