



## Magenta Research

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**Patricia Booher** you

Marketing Communications Consultant and Copywriter, Greater New York City Area  
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### Is 4K resolution coming to Pro AV? Manager's Choice

**Patricia Booher**  
Marketing Communications Consultant and Copywriter

4K projection is now integral to the Digital Cinema industry, in particular for screens larger than 40 feet. To what extent do you believe 4K will be adopted in the Pro AV world for applications like digital signage, medical imaging, or command and control? Which end users are most likely to weigh the cost/benefit ratio and be willing to pay the price?



### Six Lessons for Success

**Patricia Booher**  
Marketing Communications Consultant and Copywriter

Whether your business is technology or entertainment, here's some good inspiration to start the day.

[The Six Lessons I Live By](#) linkedin.com  
You'll never succeed unless you take risks. Big ones



### Missed our Ultra-Fast Switching Demo at InfoComm? Here's where you'll see Magenta in October.

**Patricia Booher**  
Marketing Communications Consultant and Copywriter

- Digital Display Day: Oct 9 in Milan, Italy; Oct 11 in Rome, Italy  
<http://www.conessioni.biz/>
- InfoComm Middle East & Africa: Oct 14-18, Dubai, UAE  
<https://infocomm-mea.com/>
- ISE Russia: Oct 30-Nov 1, Moscow, Russia  
<http://www.isrussia.ru/>



### One of our Magenta engineers shared these cool Visualization Methods. Maybe one is just the thing to explain that complex AV issue. How important is communicating graphically to your sales process?

**Patricia Booher**  
Marketing Communications Consultant and Copywriter

[A Periodic Table of Visualization Methods](#) visual-literacy.org