

## Barco and team behind 7thSense Design reach agreement in principle to transfer Medialon brand and ShowControl activities to Medialon Ltd.

*The new company joins the 7thSense Design Family*

**Orlando, Florida ---- Monday 10 June, 2019 09:00 EST ---- 7thSense Design has reached an agreement in principle with Barco regarding the intended sale of the Medialon brand and ShowControl activities. The team behind 7thSense Design has led the acquisition to form a new company, Medialon Ltd., which will acquire the Medialon brand and ShowControl activities from Barco. The new company will join the 7thSense Design family. Medialon Ltd. will operate from Orlando, FL., with satellite offices across the United States, United Kingdom and Canada - providing dedicated solutions for the control, supervision and monitoring of lighting, audio, video and special effects at museums, attractions and theme parks. The sale is intended to be concluded by July 1<sup>st</sup> 2019.**

**Eric Cantrell**, currently Product Manager for Medialon within Barco, will lead the new Medialon Ltd. business as VP of Business Operations from the Orlando facility. Speaking about the acquisition, he comments, "The decision by Barco to transfer the Medialon show control activity is driven by Barco's continuous effort to focus on core activities, comprising of display and image processing technology; in conjunction with strengthened partnerships across the value chain in the Entertainment market. This transfer will allow Medialon greater agility to further enhance its product offering and expand its scale – we are excited to bring a highly focussed range of solutions and services to attractions and theme parks as part of the 7thSense Design family."

The team behind the newly formed Medialon are specialists in the niche markets of themed entertainment and attractions, and are positioned well to integrate and further scale the activity of the show control operation while sustaining the install base and guaranteeing continuity to its customers.

**Matt Barton**, CEO of Medialon Ltd. and 7thSense Design, explains, "7thSense Design's products and technologies are often integrated into theme park and attraction installations alongside Medialon show control products. Medialon Ltd.'s acquisition of the Medialon show control product, and new place in the 7thSense Design family, allows the two businesses to offer complementary media serving and show control solutions to themed entertainment and attraction markets."

The transfer of the Medialon brand and ShowControl activities does not include the Overture product suite which will continue to be owned by Barco.

Members of the new Medialon leadership team will be present at Infocomm 2019 from June 12-14 in Orlando, Florida.

For more information please email [eric.cantrell@medialon.com](mailto:eric.cantrell@medialon.com)

--- ENDS ---

Press Release  
For Immediate Release



### **ABOUT MEDIALON LTD**

Medialon provides show control solutions for the control, supervision and monitoring of lighting, audio, video and special effects for museums, attractions and theme parks worldwide.

Operating from Orlando, Florida, Medialon has satellite offices in the US, UK and Canada, and is part of the 7thSense Design family.

### **ABOUT BARCO**

Barco designs technology to enable bright outcomes around the world. Seeing beyond the image, we develop visualization and collaboration solutions to help you work together, share insights, and wow audiences. Our focus is on three core markets: Enterprise (from meeting and control rooms to corporate spaces), Healthcare (from the radiology department to the operating room), and Entertainment (from movie theaters to live events and attractions). In 2018, we realized sales of 1.028 billion euro. We have a global team of 3,600 employees, whose passion for technology is captured in 400 granted patents.

[www.barco.com](http://www.barco.com)

### **ABOUT 7THSENSE DESIGN**

7thSense Design is a multi-award-winning specialist software and hardware company with expertise in high-end media serving and projection onto any surface, whether flat, curved, full-dome or even non-standard shapes. We design and manufacture our own Delta Media Server product range which provides real-time uncompressed video serving, show creation and display matching for a variety of markets.

Our media engine solutions can be found in thousands of installations worldwide. Chosen for many of the world's most challenging and complex displays from theme parks and digital planetariums to large-scale projection mapped buildings and live events, the award-winning Delta Media Server range of solutions can take any media onto any display surface with the greatest dependability and the very best results.

[www.7thsensedesign.com](http://www.7thsensedesign.com)

### **PRESS CONTACT**

Beth Nicholas

Matchbox Media

Tel: +44 (0) 7891 291471

[beth.nicholas@matchboxmedia.co.uk](mailto:beth.nicholas@matchboxmedia.co.uk)