

VISUAL DISPLAYS

Spring/Summer 2021 Webinar Programme The AVIXA DISCAS standard for HE & FE

> DISPLAYS, LIGHT & ENVIRONMENTAL EXPERTISE PRODUCTS, SERVICES, SPECIALIST CONSULTANCY

Presenter – Greg Jeffreys





- Managing Director of Visual Displays (formerly Paradigm AV)
- Specialist consultant in standards, displays, light & lighting, VC lighting, teaching space & meeting room design
- Current chair, AVIXA Standards Steering Committee
- Lead writer, PISCR image contrast standard and new ISCR standard task group
- Task group chair ANSI/AVIXA DISCAS standard image size, resolution, viewing positions/angles, content size guidance
- Task group working on AVIXA's new UX for AV Design standard
- President of InfoComm/AVIXA 2012, board member 2008-13
- Consultant on space design and lighting to Google
- 2020 Outstanding Contribution Award AV Technology Awards
- Proud associate of LTSMG



AVIXA V202.01:2016 (Formerly ANSI/INFOCOMM V202.01:2016), Display Image Size for 2D Content in Audiovisual Systems

Scope



- This Standard defines the calculations required to determine minimum image size relative to viewing locations in both new and existing installations
- This Standard applies to the overall system and not the performance or efficiency of any component.
- This Standard uses two out of four viewing categories defined in ANSI/INFOCOMM 3M-2011, Projected Image System Contrast Ratio.

Application Learning objectives



- Plan and design new displayed image systems
- Determine image size relative to space and viewing requirements
- Determine Closest and Farthest Viewer Positions
- Determine horizontal angles of view
- Determine required resolution, where applicable
- Provide metrics for content design

Image size



- Image size is determined by image height, not width
- Image height specification is factored by farthest viewing position
 - No change there, but brand new metrics

DISCAS viewer categories



Only two taken from PISCR's four:

- Basic Decision Making (= most systems)
 - Viewers can make decisions by reading content
 - Based on 'element' (e.g. character / font height)
 - We use %Element Height: the height of an element (character / effective font size) in relation to the overall Image Height
- Analytical Decision Making (= special systems)
 - Viewers can make decisions by seeing the finest detail displayed
 - Based on image resolution

Element height in practice



- PowerPoint is useful as it scales character height, unlike Word, Excel etc
- ▶ Let's take a look...



12-1% There are many types, sizes, and complexity levels of audiovisual systems. The user should apply this standard as appropriate to fit the particular project circumstances. Two common approaches are described here, although there are many possible variations in contractual agreements and relationships between the design and construction team. For example: Consultant-led projects when the monetary value of the audiovisual systems is high, the building design and construction timeframe is long, or the installation work must be competitively bid. Independent consultants are persons or firms having neither financial interest in the products specified nor obligations or partnerships with equipment integrators, contractors, manufacturers, and their representatives. Design-build projects (also known as turnkey projects) when the construction timeframe is accelerated, the installation systems are proprietary, and/or the project does not require competitive bidding. Professional AV integrator firms are in the business of selling, engineering, installing and providing ongoing service and support for a wide variety of audiovisual and related technologies, systems, and equipment. Equipment manufacturers may also provide turnkey systems design, installation, and service. In addition, owners may choose to have audiovisual systems designed and/or built by their in-house staff. InfoComm International® is the leading non-profit association serving the professional AV communications industry worldwide. Founded in 1939, the association has 5,000 members, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end users, and multimedia professionals from more than 80 countries. InfoComm offers industry expertise and market research serving press and others seeking information about the industry. Through activities that include tradeshows, education, certification, government relations, outreach, and information services, InfoComm promotes the industry and enhances members' ability to conduct business successfully and competently. InfoComm International is the ANSI Accredited Standards Developer (ASD) dedicated to the dissemination of the knowledge of audiovisual systems performance parameters. About ANSI The American National Standards Institute, Inc. (ANSI) is the national coordinator of voluntary standards development and the clearinghouse in the United States for information on national and international standards. An American National Standard implies a consensus of those substantially concerned with its scope and provisions. Consensus is established when, in the judgment of the ANSI Board of Standards Review, substantial agreement has been reached by directly and materially affected interests. Substantial agreement means much more than a simple majority, but not necessarily unanimity. Consensus requires that all views and objections be considered and that a concerted effort be made toward their resolution. The use of an American National Standard is completely voluntary. Its existence does not in any respect preclude anyone, whether he or she has approved the standard or not, from manufacturing, marketing, purchasing, or using products, processes, or procedures not conforming to the standard. The purpose of this standard is to provide a description of the methods, procedures, tasks, and deliverables typically recommended or applied by professionals in audiovisual (AV) systems design and integration projects. The intention of the structure outlined in this Standard is to enable clients and other design and construction team members to assess confidently whether the responsible parties are providing the expected services. Modern AV systems have become increasingly complex and interconnected to other building systems such as network, electrical, HVAC and building automation/energy conservation. In many instances, AV systems provide critical operational functions for the owner, warranting a thoughtful and well-organized approach to commonly accepted planning, design, and integration procedures. In addition, the AV systems design and integration process may span and parallel a lengthy design and construction cycle, including input and review by many key personnel from divergent disciplines, trades, and backgrounds. This standard provides a practical guideline for defining the audiovisual system requirements and a clear accountability structure for the development and execution of the system design components. It provides a consistent reference for the project team from the initial design phase through construction, project completion, and building occupancy. This document is a Standard Practice Guide outlining design considerations and accepted procedures for accomplishing the task of integrating audiovisual systems into the design and construction of facilities in the built environment. This guide outlines a comprehensive set of procedures for the design and construction of professional audiovisual systems, and does not suggest a specific course of action. Qualified, experienced professionals are required to interpret,



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24-2% There are many types, sizes, and complexity levels of audiovisual systems. The user should apply this standard as appropriate to fit the particular project circumstances. Two common approaches are described here, although there are many possible variations in contractual agreements and relationships between the design and construction team. For example: Consultant-led projects when the monetary value of the audiovisual systems is high, the building design and construction timeframe is long, or the installation work must be competitively bid. Independent consultants are persons or firms having neither financial interest in the products specified nor obligations or partnerships with equipment integrators, contractors, manufacturers, and their representatives. Design-build projects (also known as turnkey projects) when the construction timeframe is accelerated, the installation systems are proprietary, and/or the project does not require competitive bidding. Professional AV integrator firms are in the business of selling, engineering, installing and providing ongoing service and support for a wide variety of audiovisual and related technologies, systems, and equipment. Equipment manufacturers may also provide

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36-3% There are many types, sizes, and complexity levels of audiovisual systems. The user should apply this standard as appropriate to fit the particular project circumstances. Two common approaches are described here, although there are many possible variations in contractual agreements and relationships between the design and construction team. For example: Consultant-led projects when the monetary value of the audiovisual systems is high, the building design and construction timeframe is long, or the installation work must



Element Height = X-Height





PowerPoint content or printed visual = only reliable user guide

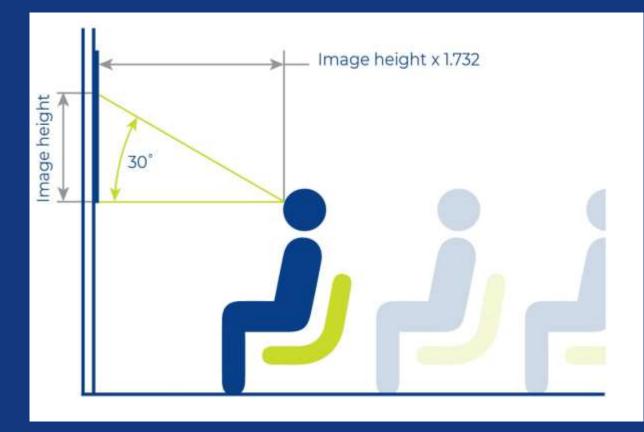
Use 3% Element Height as starting point

Where possible, use the PowerPoint slides with the client to help them decide the ideal %EH for each subject / department VISUAL DISPLAYS

DISCAS closest viewing positions Vertical viewing angle



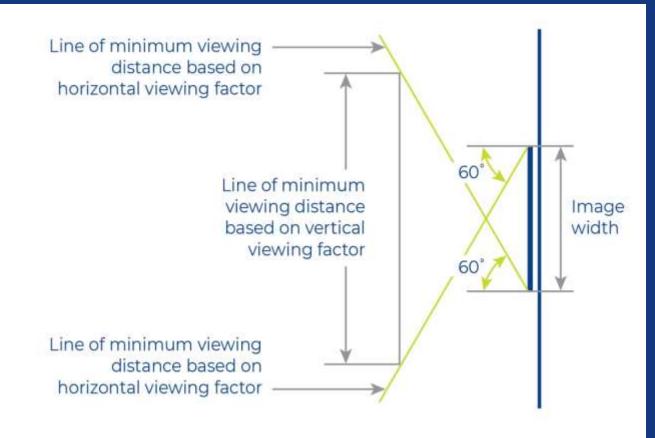
Top of image < 30 deg^o from eye position



DISCAS closest viewing positions Horizontal viewing angles

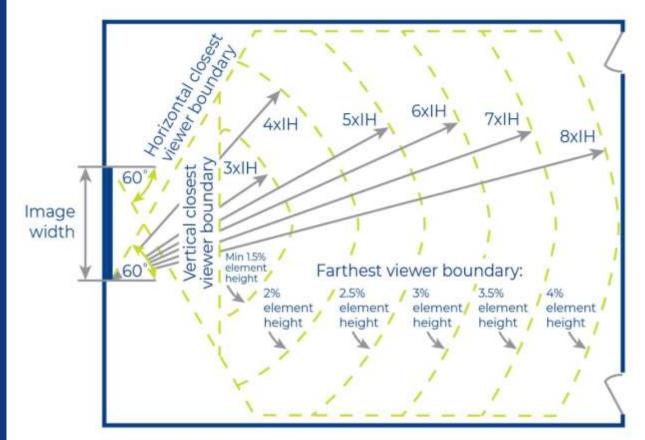


Combine top of image limit with horizontal viewing angle constraints



DISCAS Viewing Plan Example





Viewing Parameters for BDM No scale. IH = Image Height. Image Height based on 16:9 (1.78:1) aspect ratio.



DISCAS calculator

Excel calculator

Online calculator

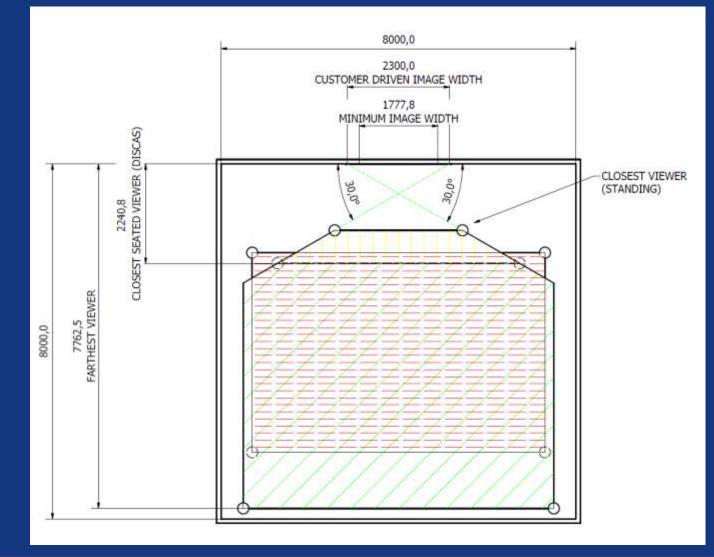






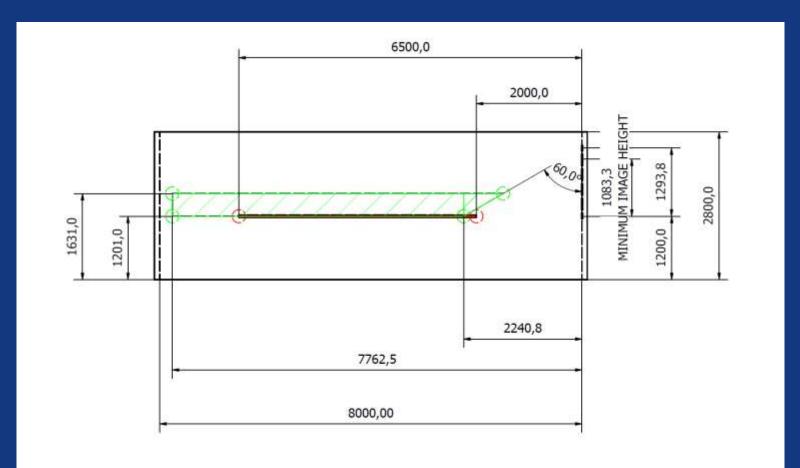
3D CAD Model





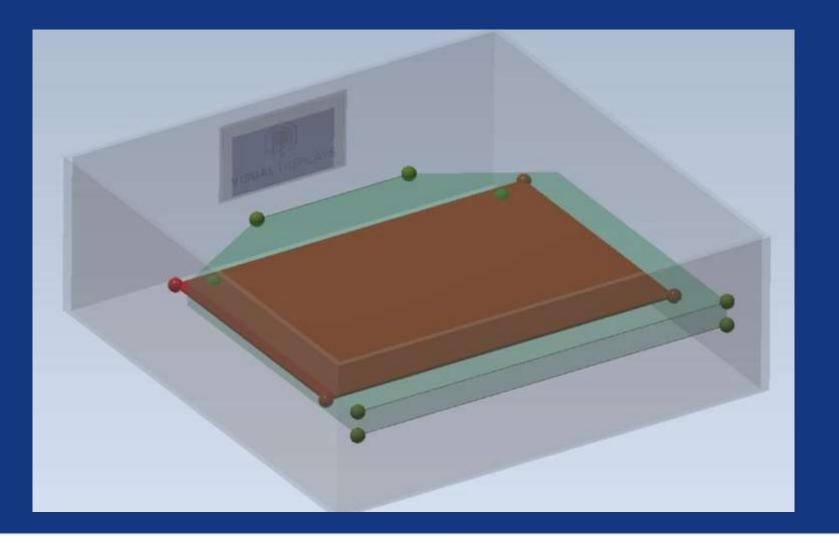
3D CAD Model





3D CAD Model





DISCAS take-aways



- Users generally need larger image sizes!
- Use 'hierarchy of need' in difficult scenarios
 - EXAMPLE: Need for farthest viewer to see > closest viewer limit
- Standard based on image height
- Remember 16:10 (projection) is 8% higher than 16:9 (direct view displays) for any given image diagonal size.
 - arguments for using projection...
- Make it work for you
- Use it to give guidance on existing systems

The DISCAS Standard is free!



(To AVIXA members only, naturally!)

https://avixa.netexam.com/catalog.html?#:cs50547

16:9 or 16:10?



New white paper

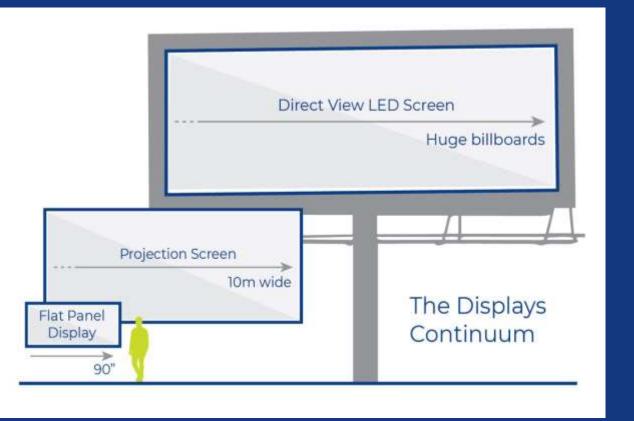
https://visualdisplaysltd.com/resources/resources/16-9-or-16-10aspect-ratio-made-easy

We did the maths!

The displays continuum



- ▶ Up to 90" flat panels (LFD, FPD)
- Above 90" ALR projection
- Variable entry point for dvLED

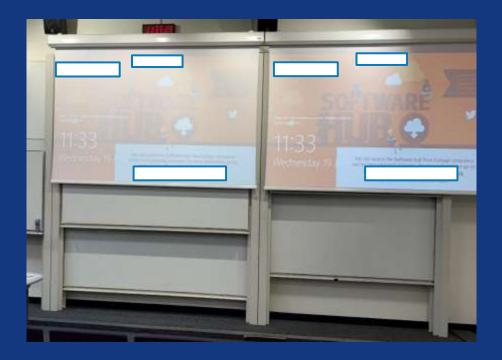


2021 is the year for projection



Big enough

- Cheaper than large flat panels
- A fraction of the cost of dvLED
- BUT MUST BE DONE PROPERLY FOR SERIOUS CONTENT
- Done properly, can be better than flat panels or dvLED
- The washed out reality of most projection is completely avoidable



Would you like spaces like this? 2021 is Projection Done Properly Year!





Glasgow University – new L&T Hub

- 30 x dnp ALR screen systems 8m wide down to 100"
- Image (sign-off photo):
 - ▶ 1 x 6m wide 4K projection;
 - 2 x 100" VDL Complete Laser Display

Products 20 ~ per page.

RRP (Low - High)

Sort by:



NEC 98" MULTISYNC C981Q DISPLAY

98", Black, Large Format Display, 4K UHD 350 cd/mz z4/7 Operation 3x HDMI

Compare Ø

RRP: £10,247.00 Your price: £7,029.00 6 in stock Mfr. Part # 60004516 Our Part # NECLCDC9810



IIYAMA 98" LH9852UHS-B1 DISPLAY

98", Black, Large Format Display, 4K UHD 500 cd/mg ga/7 Operation 3x HDML

Compare 0 RRP: £10,904.00 Your price £5,900.00 2 in stock Mfr Part # LHg852UHS-B1 Our Part # IIYLCD9852UHS



111 1

100

LG 98" 98UM3E DISPLAY

98", Black, Large Format Display, all UHD 350 cd/mz 24/7 Operation 3x HDMI

Compare O

RRP: £10,995.00 Your price: £5,999.00 32 in stock Mir. Part # 98UM3E Our Part # EGg8UM3E



PHILIPS 98" 98BDL4150D/00 DI

g8', Black, Large Format Display, 4K UHD, 500 cd/m2. 3x HDMI and 1x: VGA

Compare O

RRP: E11,149.00

Your price: £8,299.00 1 in stock Mfr Part # 9880L4150D/00 Our Part # PHI98BDL4150D



SAMSUNG 98" QB98R DISPLAY

p8" Black, Large Format Display, 4K UHD. 350 cd/mz. 24/7 Operation, 2x HDMI

Compare Ø

RRP: £11,769.00 Your price: £8,616.67

zt in stock Mfr Part # LH980BREBGCXEN Our Part # SMQB98R



LG 98" 98UH5F-B COMMERCIAL D

p8", Black, Large Format Display, 4K UHD. 500 cd/m2. 24/7 Operation. 3x HDMI

Compare 0

RRP: £11,999.00 Your price: £8,250.00

30 in stock. Mfr. Part # 98UHsF-B Our Part # LG98UH5F



PLANAR 98" ULTRARES UR9851 D ...

98", Black, Large Format Display, 4K UHD 24/7 Operation 500 cd/m2.3× HDMI

Compare Ø

RRP: £12,489.47 Your price: £10,824.21 0 in stock 0 Mfr. Part # 997-7960-00 Our Part # PLAUR9851



DISPLAY

98". Black, Large Format Display, 4K HDMI

Compare @

Mfr. Part # LHg8QMNEBGC/EN



NEC 98" MULTISYNC V984Q PANASONIC 98" TH-98SQ1W COMM _

98° Black, Large Format Display, 4K

Compare 0

Your price: £7,999.00

Our Part # PPDTH98SQ1W



PLANAR 98* ULTRARES UR9851-E ...

98" Black, Large Format Display, 4K UHD: 500 cd/m2, 24/7 Operation, 4x HDMI

Compare Ø

RRP: £15,444.82 Your price: £13.385.51 0 in stock @ Mfr. Part # 997-8091-00 Our Part # PLAUR9851ERO



LG 98" 98UH5E DISPLAY

98", Black, Large Format Display, 4K UHD, 500 cd/mz, 24/7 Operation, 34 HDMI.

Compare Ø

RRP: £15,000.00 Your price: £7.795.00 B in stock Mfr. Part # 98UH5E Our Part #: LG98UH5E



UHD, 500 cd/mz, 24/7 Operation, 2x

RRP: £13,500.00 Your price: £9,239.13 43 in stock

Our Part # SMQM98N

DISPLAY

UHD, 500 cd/mz, z4/7 Operation. zx HDMI

RRP: £15,550.00

4 in stock

Mfr. Part #: TH-985Q1W

HDMI.

RRP: £15.525.00 5 in stock

Mfr. Part # 60004318 Our Part # NECLCDV984Q

Compare Ø Your price: £12,569.00



Complete laser display packages – 350 & 500 cd/m² [nit]



VISUAL DISPLAYS

					Lumens required for ? Cd/m ² [nit]	Lumens required for ? Cd/m ² [nit]
Image size (" diag.)	Image width (m)	lmage height (m)	Max room depth m (DISCAS - 3%EH)	lmage area m²	350	500
100	2.21	1.25	7.5	2.76	3,787	5,410
110	2.44	1.37	8.2	3.34	4,582	6,546
120	2.66	1.49	9.0	3.97	5,453	7,791
130	2.88	1.62	9.7	4.66	6,400	9,143
140	3.10	1.74	10.5	5.40	7,423	10,604
	3.5	1.97	11.8	6.89	9,466	13,523
	4	2.25	13.5	9.00	12,364	17,663
	5	2.81	16.9	14.06	19,318	27,598
	6	3.38	20.3	20.25	27,818	39,741
	7	3.94	23.6	27.56	37,864	54,091
	8	4.50	27.0	36.00	49,455	70,650
	9	5.06	30.4	45.56	62,591	89,416
	10	5.63	33.8	56.25	77,273	110,391



Complete Laser Displays

- Premium ALR laser projection displays
 the ultimate all-in-one large screen display solution
- From 100"
- Optimised viewing from everywhere in the room and in brightly lit conditions



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Specified by image performance



Bundle code	Complete Laser Bundle Description	Image size (inches diagonal)	Image size (mm width x mm height)	Epson Projector Model (mount included)	Lens type	Projector lumens (max)	Installed Image Resolution (can also be installed as 1920 x 1200)	dnp Supernova ALR Screen Model	Image Brightness (max, cd/m²)	**ISCR Image Contrast		
CLD/UST/STW/100/700	Compact Footprint, Fixed Screen	100	2214 x 1245	EB-700U	UST	4000	1920 x 1080 HD	STW	231	29		l
CLD/UST/STW/110/700	Compact Footprint, Fixed Screen	110	2435 x 1370	EB-700U	UST	4000	1920 x 1080 HD	STW	191	25		
CLD/UST/STW/120/700	Compact Footprint, Fixed Screen	120	2651 x 1491	EB-700U	UST	4000	1920 x 1080 HD	STW	161	22	-	
CLD/STL/SNC/100/510	Fixed Screen (semi-rigid)	100	2214 x 1245	EB-LSIOU	Standard	5000	1920 x 1080 HD	Core	462		Image	****
LD/STL/SNC/100/070	Fixed Screen (semi-rigid)	100	2214 x 1245	EB-L1070U	Standard	7000	4K enhanced *	Core	647	nova	Brightness	**ISCR
LD/STL/SNC/110/510	Fixed Screen (semi-rigid)	HO	2435 x 1370	EB-L510U	Standard	5000	1920 x 1080 HD	Core	392 6	creen	(max,	Image
LD/STL/SNC/110/070	Fixed Screen (semi-rigid)	110	2435 x 1370	EB-L1070U	Standard	7000	4K enhanced *	Core	542			Contraction of the second s
CLD/STL/SNC/120/510	Fixed Screen (semi-rigid)	120	2657 x 1494	EB-L510U	Standard	5000	1920 x 1080 HD	Core	290 Ce		cd/m²)	Contrast
CLD/STL/SNC/120/070	Fixed Screen (semi-rigid)	12.0	2657 x 1494	EB-L1070U	Standard	7000	4K enhanced *	Core	406			
LD/STL/SNO/100/510	Fixed Screen (with bezel)	100	2214 x 1245	EB-1510U	Standard	5000	1920 x 1080 HD	One	46W		231	29
LD/STL/SNO/100/070	Fixed Screen (with bezeli	100	2214 x 1245		Standard	7000	4K enhanced *	One	64			
LD/STL/SNO/110/510	Fixed Screen (with bezel)	110	2435 x 1370	EB-L510U	Stanidard	5000	1920 x 1080 HD	One	30W		191	25
CLD/STL/SNO/TIO/070	Fixed Screen (with bezel)	110	2435×1370	EB-L1070U	Standard	7000	4K enhanced *	One	Sec		151	20
CLD/STL/SNO/120/510	Fixed Screen (with bezel)	120	2657 x 1494	EB-LSIOU	Standard	5000	1920 x 1080 HD	One	29(1/		161	22
CLD/STL/SNO/120/070	Fixed Screen (with bezel)	120	2657 x 1494	EB-L1070U	Standard	7000	4K enhanced *	One	29W		101	66
LD/STL/SN8/100/510	Fixed Screen (borderless image)	100	2214 x 1245	EB-1510U	Standard	5000	1920 x 1080 HD	Blade	462			
LD/STL/SNB/100/070	Fixed Screen (borderless image)	100	2214 x 1245	EB-LI070U	Standard	7000	4K enhanced *	Blade	647		100	70
LD/STL/SNB/110/510	Fixed Screen (borderless image)	110	2435 x 1370	EB-L510U	Standard	5000	1920 x 1080 HD	Blade	382		462	39
LD/STL/SNE/110/070	Fixed Screen (borderless Image)	110	2435 x 1370	EB-L1070U	Standard	7000	4K enhanced *	Blade	542		1000	0.2578
LD/STL/SNB/120/510	Fixed Screen (borderless image)	120	2657 x 1494	EB-L510U	Standard	5000	1920 x 1080 HD	Blade	290		647	47
LD/STL/SNB/120/070	Fixed Screen (borderless image)	120	2657 x 1494	EB-U070U	Standard	7000	4K enhanced *	Blade	406	30		
CLD/STL/SNF/100/510	Electric Drop-Down Screen	100	2214 x 1245	EB-L510U	Standard	5000	1920 x 1080 HD	Flex Classic	462	39	382	34
LEVSTL/SNF/100/070	Electric Drop-Down Screen	100	2214 x 1245	EB-L1070U	Contraction of the second	7000	4K enhanced *	and the first of the state of the	647	47		1.00
LD/STL/SNF/120/510	Electric Drop-Down Screen	120	2612 x 1469	EB-L510U	Standard	5000	1920 x 1080 HD	Flex Classic	332	31	542	42
LD/STL/SNF/120/070	Electric Drop-Down Screen	120	2612 x 1469		Standard	7000	4K enhanced *		467	39		

What size should my screen be? Click here for our 3-Step Guide to Display Success

*4K pixel resolution, pixel shift technology, **Notional, at 150 lux downlight on-screen. (Min for BDM category = 15 : 1)



Up to 75% below the cost of the same size LED screen

Complete Laser Displays

Simply the best large-screen display solutions for Higher and Further Education



	Comparative LED product	130" CLD	XL Display	180" (4m wide) CLD XL Display			
Features	130" Branded LED Display	130" CLD XL Basic Display	130" CLD XL UST Display	180" CLD XL Basic Display	180" CLD XL UST Display		
mage size	2.88 x 1.62m	2.88 x 1.62m	2.88 x 1.62m	4m x 22m	4m x 2.2m		
Price	£50,000 - £73,000 + VAT	£16,400 + VAT	£26,200 + VAT	£28,700 + VAT	£37,200 + VAT		
Resolution	1920 × 1080 (HD)	3860 x 2160 (UHD 4K [pixel shift])	3860 x 2160 (UHD 4K [pixel shift])	3860 x 2160 (UHD 4K [pixel shift])	3860 x 2160 (UHD 4K [pixel shift])		
Pixel pitch	1.5mm	0.75mm	0.75mm	1.03mm	1.03mm		
loset viewing distance	3.7m - 4.6m	2.2m	2.2m	2.2m	2.2m		
arthest viewing position	9.7m	9.7m	9.7m	13.4m	13.4m		
Max brightness (luminance)	600 nit	383 nit	308 nit	342 nit	267 nit		
Max brightness needed under 600-500 lux downlighting	190 - 320 nit	190 - 320 nit	190 - 320 nit	190 - 320 nit	190 - 320 nit		
ANSI ISCR/PISCR Contrast (min required 15:1)	not stated	34	35	32	32		
Max viewing angle	170 deg	170 deg	170 deg	170 deg	170 deg		
Veight	105-125kg	17kg (projector) / 29kg (screen)	24kg (projector) / 55kg (screen)	24kg (projector) / 42kg (screen)	24kg (projector) / 103kg (screen)		
Power	3000 W	416 W	626 W	908 W	1024W		
0	At a glance	CLD XL at a glance					
COST	High price £50-£70K	A fraction of the cost of LED equivalents. Suitable for all budgets					
WEIGHT	Heavy - walls may require structural reinforcement	Lightweight screens and projectors for trouble-free installation anywhere					
POWER	Higher power requirement and running costs	Low power requirements meaning cheaper and environmentally-friendly operation					
RESOLUTION	Only HD 1920x1080	UHD 4K - 3860x2160px and use ambient light-rejecting screen technology					
VIEWING DISTANCE	Viewers need to sit farther from the screen	Viewers can sit closer to the screen, therefore all of the room is utilised					

VISUAL DISPLAYS



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Trusted campus partners – supporting your AV resellers, integrators, consultants to excellence

PLEASE ASK YOUR SUPPLY PARTNERS TO WORK WITH US!

Visual Displays Ltd



Specialist manufacture, distribution & services Working in partnership with & through the channel

Products

- dnp Supernova ALR (ambient lightrejecting) projection screens
- Complete Epson laser display bundles – from 100" to any size
- Comprehensive projection screens, materials
- Immersive displays
- Bespoke display & mounting solutions
- Bespoke interactive displays
- Daylight control (blinds)

Services

- Display design and specification
- Parametric 3D CAD design
- Expert tender response support and consultant liaison
- Space redeployment design for social distancing
- System troubleshooting
- Room surveys and audits (using meters & reporting to standards)
- Proof of concept
- Specialist consultancy

Ambient light rejecting screens ...best known for dnp Supernova



See full Gary Kayye ISE video here -

https://www.dnpscreens.com/en/video/dn p-ambient-light-rejectingscreens-at-ise-2015/

dnp Supernova 08-85 dnp Supernova 20-25

Standard white Da-Lite gain 1

https://www.dnp-screens.com/



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Main distributor for Draper & Euroscreen

- Only UK distributor with comprehensive technical support
- Only UK distributor with comprehensive 3D CAD design
- Extensive demo and evaluation support
- We help you choose exactly the right screen



- PLEASE ASK YOUR FRAMEWORK INTEGRATOR TO BUY THROUGH US!
 - ASK FOR THE SPECIAL SUMMER FIT-OUT DISCOUNTS



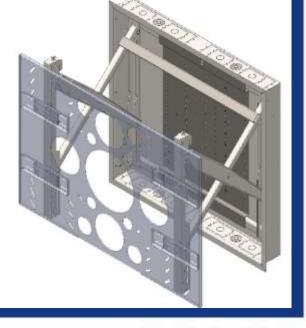


WALLMATE



- Total in wall solution
- Flexible mounting
- Displays from 55" through 100"+
- Order as kits
- With box = all at once one SKU
- Box separate / first





https://visualdisplaysltd.com/solutions/technology/wallmate

dvLED

- Indoor and Outdoor systems
- Huge range of resolutions
- Many brightness options
- Mounting and framing
- Full design and mechanical engineering service

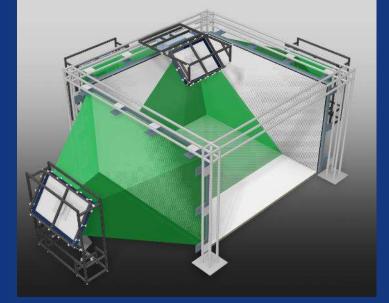






Specialising in the difficult!







MULTI-PROJECTION



CURVED SCREENS



IMMERSIVE, SIMULATION, AR, VR, CR etc

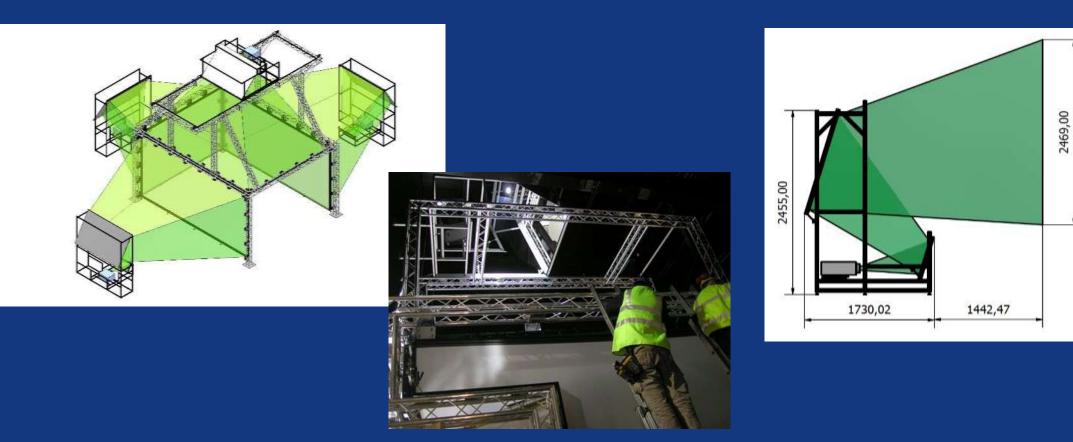
CAVES



LARGE SCREEN INTERACTIVE

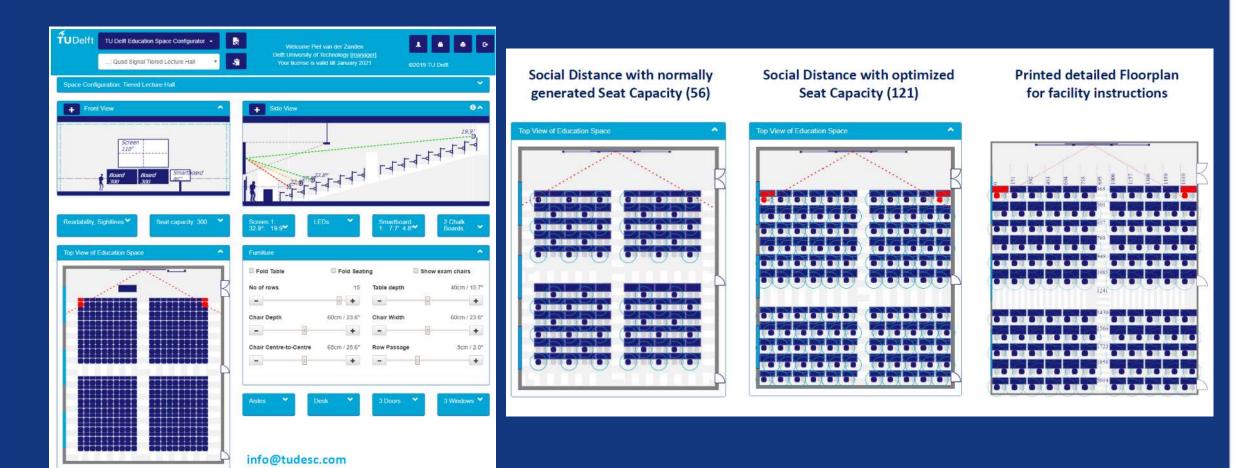
World-leading 3D CAD design and bespoke manufacture

We solve problems



VISUAL DISPLAYS

Social distancing space configurator Complete space configuration and management



VISUAL DISPLAYS

Q & A













Visual Displays Ltd



Specialist manufacture, distribution & services Working in partnership with & through the channel

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- Specialist consultancy



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PLEASE ASK YOUR SUPPLY PARTNERS TO WORK WITH US!