

# Loren Barton

## PRODUCT SPECIALIST, TMB

**TFWM:** What is the philosophy behind TMB as a company and the products you distribute?

**Loren Barton:** TMB has been in business since the early eighties. We started as a supplier of specialized equipment and hardware to the fledging Rock & Roll touring rental industry: Products like Socapex, lighting multicables, aluminum par cans and truss, Ray-Lites and so on were just coming into use and almost impossible for these companies to find when they needed them, typically for the rental industry, at the last minute!

With a background in the industry, our "Show must go on" philosophy came naturally to us. We were the first company in this field and since then we have learned and grown a great deal, but hopefully not forgotten our roots: Quality service, fast response, and reliable technical help.

**TFWM:** How would you define your role as Product Specialist at TMB? What is your background?

**LB:** After graduating from Carnegie Mellon University, I was a freelance lighting/projection designer and programmer before joining TMB. Since then, I've been producing and conducting training seminars as part of the TMB Training program and doing a lot of onsite Tech Support work. In addition to training, part of my job is to help customers overcome any difficulties they may encounter along the way.

**TFWM:** Which of your exclusive products do you feel are particularly applicable for the House of Worship market and why?

**LB:** Hippotizer media servers immediately come to mind, which we distribute exclusively in North America and Asia. Green Hippo has recently introduced a line of servers with special House of Worship features, including dedicated HOW media content, a text engine for incorporating hymn lyrics into the presentation, and even a "baby-number"



feature! Hippotizer allows combining of images, video, text and live video, all of which can be quickly and easily blended, overlaid and manipulated in real-time to create completely individualized imagery for House of Worship services. Unlimited amounts of text can be pasted, then scrolled or dissolved over any background media. Hippotizers can be easily integrated with existing systems, or operate as simple stand-alone video control systems. Along with Hippotizer, we distribute compatible video tools such as the DVI Parrot for user-configurable EDID management, allowing the user to connect their video sources more easily to display devices such as projectors and LED walls.

**TFWM:** You have a Hippotizer House of Worship Partner Program in place. Can you describe it?

**LB:** We created a network of authorized regional Hippotizer distributors specifically for the House of Worship market. If "all politics is local," so is service. We found that the unique and individual requirements of each worship facility are best served by someone in their own backyard; a distributor with personal contacts, perhaps even a member of the congregation. Houses of worship are the ultimate beneficiary of such a program.

There is a large push towards incorporating video and media into houses of worship and there are many benefits to this kind of integration. TMB and our range of Green Hippo products are happy to be one of those most accessible and powerful solutions on the market today. ♦

### SHINYBOW™ USA

SB-4184 - 8x4 VGA-Audio Matrix Switcher



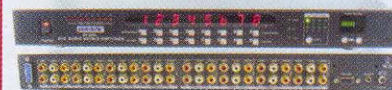
\$799 MSRP

SB-4148 - 4x8 VGA-Audio Matrix Switcher



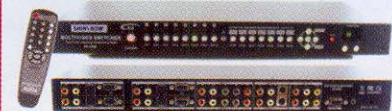
\$799 MSRP

SB-8804 - 8x8 Composite Video Matrix Switcher w/ Volume Control



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SB-3866 - Multi-Format Video Switcher, 8 inputs and 2 outputs



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All product IR & Serial codes are listed in the **Control** online database.

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