

For immediate release - Ancona (IT), October 2021

**VIDEOWORKS UNVEILED THE NEW POP-UP SPEAKER AT MYS 2021,  
THE AUDIO SYSTEM INTEGRATED AND INVISIBLE**

- Videoworks group presented in Monaco its "Pop Up Speaker", an innovation in terms of audio in external areas; at the stand were on display also the revolutionary MyInfo 3.0 and, in the lighting sector, the Tunable-White LED Luminaires for circadian experience

Videoworks, with over 700 projects developed in over 20 years of activity, confirmed, also during the recent Monaco Yach Show 2021, its role as leader in the Audio / Visual, Domotics, Entertainment, IT and Lighting & Comfort sectors in the yachting world, offering increasingly innovative systems with the highest levels of customization.

**MONACO YACHT SHOW 2021: NOT ONLY A PHYSICAL STAND,  
BUT ALSO, A VIRTUAL ONE // “AN IMMERSIVE IN-PERSON & VIRTUAL EXPERIENCE”**

At the Monaco Yacht Show 2021, the Italian group presented an innovative stand featuring the latest technologies. This stand represented a true digital open house, in continuous contact with the Ancona headquarters and the Viareggio and Aalsmeer (Videoworks B.V.) offices, thus opening a window to the Videoworks World, to learn more about the people, the services, the latest news of the engineering department.

Thanks to this constant connection, it has been also possible to take a virtual tour of the company site in Ancona, which has now been renovated and extended, confirming the group's desire to continue to innovate and make its services increasingly efficient. To make the experience immersive, the stand consisted of a reception area and a video conference area with a 100" screen.

**POP-UP SPEAKER, THE AUDIO SYSTEM INVISIBLE AND INTEGRATED**

Videoworks presented an exclusive preview of its "Pop Up Speaker", an innovation in terms of audio in external areas. This totally retractable speaker is the ideal solution for all those spaces, such as large salons or external decks, where you don't want to have visual impediments. Customizable in both materials and colors, the Pop-Up Speaker integrates with any interior design solution thanks to its limited depth of disappearance (only 75 centimeters), eliminating the need for exposed, fixed speakers or cables that spoil the appearance and decor of an environment.

Thanks to its waterproof technology, the Pop-Up Speaker is ideal for outdoor environments, but it also fits perfectly in indoor spaces. Pop-up speaker is equipped with passive K-array speakers powered at low voltage and features a closing mechanism made by AMS Advanced Mechanical Solutions to ensure that the product opens and closes silently.

Visitors discovered also the revolutionary MyInfo 3.0, a fully integrated entertainment-info-domotics interface. Simple and intuitive - inspired by the interfaces of the most popular streaming networks - MyInfo 3.0 integrates control of all the infotainment, automation and CCTV on-board. Easily accessible via Smart TV + remote control and

tablet, MyInfo 3.0 is an open system able to integrate the most popular digital and streaming services and it also offers a fully customizable access for each device.

**PRESS OFFICE Sand People Communication**

**Sara Stimilli - M. +39 349 8320686 E. [s@sandpeoplecommunication.com](mailto:s@sandpeoplecommunication.com)**