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Notes and quotes from Campaign 2004

KEVIN FORD, Associated Press Writer

(07-24) 12:45 PDT BOSTON (AP) --

This week's convention gives Democrats a chance to present the party's image to America, and they're using more than 100 high-tech screens to do so.

The plasma and LCD flat-panel television screens allow producers to project countless images to delegates on the convention floor and television viewers at home.

The screens, on loan from Panasonic, normally sell for between \$4,500 and \$8,000. This is the second campaign season the company has provided television technology to both political parties, according to Fred Towns, Panasonic's senior vice president of sales and marketing.

"We play a bipartisan role at the conventions," Towns said. "We help people see what's going on and it gives us a chance to showcase the newest technology to potential customers."

Towns said most of the screens will be placed strategically throughout the FleetCenter to allow delegates and other viewers the chance to listen to speakers without being on the convention floor.

On the stage, a bank of 12 42-inch flat screens will provide a backdrop for each of the two podiums on the stage at the FleetCenter. Two banks of five 50-inch screens on each side will serve as individualized sets for some speakers. "There will be films, live shots, all kinds of eye candy," stage manager Gary Hood said, as a graphic of a waving American flag played on the screens behind him.

When the DNC ends, the screens will be sent to the Republican National Convention in New York. After that convention, company employees can buy the screens at a discount. Hood was more than willing to help find one of them a home.

"Hey I just want one," he said. "That's not too much to ask, is it?"

Saturday, July 24, 2004

AP Breaking News

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