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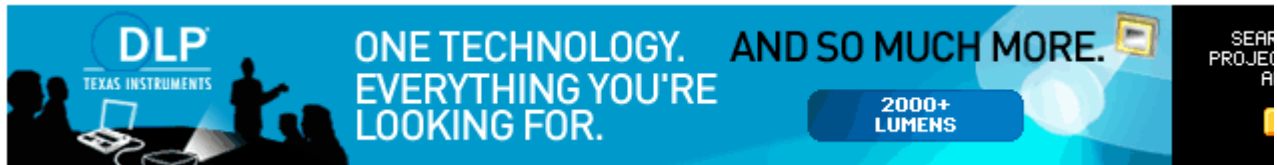
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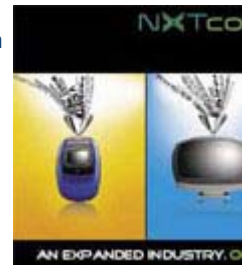
Industry News

What's NXT for Infocomm?

After all the industry talk about convergence with I.T., InfoComm International announces plans to co-locate with NXTcomm in Las Vegas in 2008-- and the intention to co-locate future events.

InfoComm, named one of the fastest growing shows by *Tradeshow Week Magazine*, features 800 exhibitors, 28,000 attendees and more than 450,000 net sq. feet of exhibit space. InfoComm will occupy the North & Central Halls of the Las Vegas Convention Center in 2008 and 2010.

NXTcomm will occupy the South Hall of LVCC in 2008. With more than 450 exhibitors, 200,000 net sq. feet and more than 100 educational sessions, this forum promises to deliver a comprehensive view of convergence in so many growth ICT industries. The inaugural will be held this June 18-21, 2007, in Chicago.



Professional audiovisual, IT, communications and entertainment technologies will converge to give attend InfoComm and NXTcomm the ability to visit both show floors. "The long predicted convergence between audiovisual, IT, communications and entertainment technologies has occurred, and this co-location provides opportunity for both shows' exhibitors and attendees," says Randal A. Lemke, Ph.D., Executive Director, I International. "Analog has been largely replaced by digital technologies. Key AV applications such as video digital signage and command-and-control centers are being carried over IT networks. Chief Information C directors are now commonly the AV purchasing decision makers."

NXTcomm, is the industry event co-owned by the Telecommunications Industry Association (TIA) and the Telecom Association (USTelecom). You may remember them from their Supercomm days.

NXTcomm's attendees include carrier/service provider personnel, communications vendors, IT-telecomm dealers/VARs, reps, producers and enterprise institutional buyers. The opportunity for InfoComm exhibitors and NXTcomm's enterprise buyers is an advantage just as NXTcomm's exhibitors will benefit from seeing the engineers and other personnel of InfoComm's distribution channel attendees. This combined attendance at co-located shows should help InfoComm and NXTcomm reach their desired goal of marrying IT/telecommunications infrastructure manufacturers and providers with AV apps.

The co-location will also allow show organizers to share logistical resources and plan cooperative special events to benefit both sets of exhibitors and attendees. The shows will be marketed both jointly and independently. For more info, go to both **InfoComm** or **NXTcomm** (or schedule the 2008 co-located shows now...)

www.infocomm.org

www.NXTcommShow.com

The 4th Annual InfoComm Manufacturers Forum

Always engaging and thought-provoking, the 4th annual Infocomm Manufacturers Forum, scheduled from 4-5:30 pm on June 18th, will offer a glimpse into the AV industry via trends and predictions from some of the best in the business.

This event, moderated by rAve's own Gary Kayye, CTS, will feature panelists Gerry Remers, President/COO, **Christie**, George Feldstein, President, **Crestron**, Andrew Edwards, President/CEO, **Extron**, Michael MacDonald, Executive VP **Harman Pro**



Group, and Rick Snyder, President, Americas, **Tandberg**.

If you're interested in candid, insightful opinions about the current and future state of the AV industry, it's to be missed!

And, it's free to all attendees!

To register (as it gets quite packed out), go now to [Manufacturer's Forum](#)



Click above for more information

Projection

Epson: New & Affordable XGA Business/Education Projectors

Epson continues the company's expansion into the business and education market with two new XGA resolution projectors offered at very good pricing. The PowerLite 822p is specified at 2600 lumens, up to 400:1 contrast ratio, and it includes a 7-watt speaker. It also has built-in closed captioning, and network connectivity.

The PowerLite 77c is a little less bright, at 2200 lumens.

For more info, go to [EPSON](#)



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Professional

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Displays

Monitors Go Wide, says Context

In a new report published by Context BNA, 74 new wide models were introduced by vendors in Europe in quarter: now widescreen monitors account for 28% of models available from the Top 25 vendors.

One third of the new widescreen models introduced by vendors were 19-inch, another third were 22-inch the remaining third were other screen sizes.

The most interesting introductions, says Context, were the 3 new widescreen 17-inch models - the Hanns and the HP w17e and w17q. These 17-inch wide models have arrived swiftly following the start of mass p 17" wide panels in Hannstar's 5th Generation plant at the end of last year.

From another news source, comes the news while monitor panels are going wider, widescreen monitor prices are going higher. Many vendors already raised prices for their LCD monitors at the beginning of this month, with 17-, 19-, and 22-inch widescreen monitor panels rising US\$8-10 to US\$113-133 during the first half of May (WitsView Technology). More price increases expected.

For more info on WIDER, go to [Context Report](#)

For more info on HIGHER, go to [WitsView](#)

Barco's New 56-Inch Quad HD Display

Barco introduces a 56" quad full high definition display, the LC-5621. The LC-5621 has a configurable ambient light sensor, a wide viewing angle and adjustable color temperature. This display is especially designed for apps such as studio backdrops and broadcast control rooms where multiple video inputs need to be monitored. The adjustable color temperature setting lets users maintain color balance under all studio lighting conditions.

Barco says resolution on this display is 3840 x 2160. They also have 42- and 47-inch models in this series.



For more info, go to [Barco LC-5621](#)

Mitsubishi: New 42-Inch WXGA Commercial LCD Monitor

Mitsubishi introduces a new 42-inch monitor designed specifically for digital signage. The LDT421V is specified at WXGA resolution (1366 x 768), 1500:1 contrast ratio, higher brightness of 500 cd/m2, and includes RS 232C connection. It also has a matte surface to allow it to be seen through windows with minimal glare.



For more info, go to [Mitsubishi LDT421](#)

Lighthouse Screens Score at Hong Kong Sevens

The premier and longest standing Sevens of the rugby calendar, the famous Hong Kong Sevens, saw a mighty Samoan team beat island rivals Fiji by 27-22. For the third year in succession, Lighthouse Technologies was the official LED screen supplier for the event, providing its R16i/o-II 16mm LED screens in both the North Stand of Hong Kong Stadium itself and the official Sevens Village.



The Hong Kong stadium featured a 7 x 7 panels (7.11m width x 5.33m height) R16i/o-II screen; whilst 7 x 6 panels (7.11m width x 4.57m height) of R16i/o-II were positioned in the Sevens Village, an area sited at the India Recreation Club in Happy Valley, adjacent to the main stadium.

The Sevens Village was the complimentary venue for the crowds to relax, purchase official merchandise, watch rugby and where fans who were unable to obtain tickets to the main ground gather to enjoy the actions. Lighthouse used the Lighthouse LIP-KX for video display control.

For more info, go to [Lighthouse & HK Sevens](#)



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Residential & Digital Home

SONY Rock-Your-Body Headphones

We wrote a couple months ago about a Sony concept to use your body to transit a signal. Well, now Sony wants to rock your body even more.

In a new & different patent, Sony shows a way to code audio signals from a player device, **sending frequency signals through your body** to be decoded via wireless headphones.

Sony contemplates leveraging multiple frequencies, not only for left and right independent headphones for stereo, but also to deliver surround sound-like audio:

It seems a bandwidth of 2 to 30 MHz can be used for this human-body transfer method, but you can read the patent and see what you think.

For more info, go to US Patent 7181024 or try this link **Surround sound pulsing wirelessly through y**



Control & Integrator Solutions

Kramer Introduces FC-5 Protocol Translator and Controller

Kramer Electronics introduces its FC-5 Protocol Translator and Controller. This is a protocol translator designed to make an RS-232-controlled machine (Kramer and non-Kramer products) compatible with other RS-232 based protocols. It is designed to make Kramer products easy to incorporate into broader systems employing components from various manufacturers.



Because the FC-5 will work with any RS-232 controllable product and can convert RS-232 commands to c and relay control signals, Kramer says it will also make system integration of various components such as drapes easier.

The FC-5 comes pre-configured with two serial translation tables; a generic serial switcher control protocol Protocol 2000 and the Sierra Video Systems serial protocol to Kramer's Protocol 2000. An included PC-based program will allow the building of translation tables for the FC-5. The FC-5 can be programmed to work w translation tables, each with up to 256 commands. Translation tables can be chosen via convenient dip sv bottom of the unit.

For more info, go to **Kramer FC-5**

CEDIA EXPO  **2007** The European Home Technology Showcase & Training Event



Training 25-28 June Exhibition 26-28 June ExCeL London

[Register online](#)

[Click above for more information](#)

Mounts & Accessories

Vogel's Floorstand for LCD and Plasma Professional Applications

Vogel's Professional launches the PFF1500 floorstand for LCD and plasma displays. As a freestanding floorstand with extensive height adjustment, it offers a convenient solution for placing displays on exhibition stands, and in studio, showrooms and similar professional applications where ease of assembly and robust utility are essential.



The stable construction accommodates screen sizes up to 40" weighing up to 40kg (88 lbs). Two extendible poles facilitate height adjustment from 120 to 170cm, making it possible to set the viewing height for any situation. Thanks to its simple contraction comprising just two main components – a base plate and pole set – the PFF 1500 is quick and easy to install. The pole set is simply attached to the base plate and locked using safety screws

Two optional universal display interfaces/adapters (FAU 3125 and FAU 3150) make it possible to mount almost any display type. To support additional equipment on the PFF 1500, Vogel's also introduces the PFA 9027 accessory tray, made of aluminium and steel with a powder-coat finish.

For more info, go to **Vogel's Professional**
www.vogels.com/professional

Audio

BOSE Loses "Lifestyle" Trademark Suit vs CEDIA

From a legal point of view, surround sound is defined by a group of angry trademark lawyers circling the appeals board.

Bose may certainly want to appeal this U.S. Patent and Trademark Office decision: the court just upheld CEDIA's use of the "Electronic Lifestyles" trademark that Bose covets.

Bose sought to cancel CEDIA's trademark because of "infringement." A three-person appeal board dismissed Bose's claim on all accounts.

CEDIA says it began promoting its Electronic Lifestyles products, services and events in 1997 and-- in 1998 and 1999—they filed four federal trademark registrations.

Bose filed the petition based upon "incontestable long prior rights" to its famous trademark "lifestyle." Bose has been selling Lifestyle music systems to consumers since 1990 and, of course, sold these systems through channels.

If Bose now asks this appeal board to reconsider its action, Bose is not allowed to present new evidence that would show that its trademark is distinctive. So Bose's next step could be to the Court of Appeals for the Federal Circuit (or in a U.S. district court.)

A former CEDIA president was quoted as saying, "CEDIA members have spent an enormous amount of money on a lawsuit that we always believed was unjust. We look forward to receiving an apology from Bose — in whatever form it might take."

That seems unlikely: in its complaint to the Patent Office, Bose wanted exclusive right to use the term "lifestyle" for music systems/speakers and argued CEDIA's use of the term could be confused with the Bose-trademark "lifestyle."

The Patent Office concludes "no likelihood of confusion exists."

For more info, go to **CEDIA Victory**



KIND Amps Light Up Dundee Festival with Singing Light Bulbs

Stuart Cunningham, General Manager of distributor CUK Audio, was at first skeptical when he received a phone call asking for audio power amplifiers to drive light bulbs.



But a group of artists from Montreal known as ARTIFICIEL wanted help in exploring the light bulb as sound source at the Dundee Contemporary Arts festival in Scotland.

"beyond6281" was an electro-acoustic project: by feeding processed audio signals through KIND Audio amplifiers, they directly excited the filaments in very 1000W, light bulbs, causing them to vibrate and emit audible, acoustic sound, without the use of convent

Says CUK Audio, "Filtered by the material properties of tungsten and glass, the bulbs sing and crackle in a kind of electronic static: a kind of ghostly synthesized threnody, coursing with electricity. The effect is slightly spooky but also quite magical; ghostly voices, whispered incantations and superheated metal flicker tones around sound is turned into electricity, passed through the bulbs, back into sound again, but also into light, which flares as the music rises and dies."

The event used 8 super-sized light bulbs, and 2 KIND DQX 6044 4-channel amplifiers with all channels driven to maximum into this unusual load. Each 2U, lightweight, DQX 6044 is capable of delivering 4 x 850W per channel into 8 ohm, meeting the spec and providing 6.8kW from a very flexible and compact package.

For more info on the amplifiers, go to [KIND AUDIO](#)

For more info on the distributor, go to [CUK-Audio](#)

Digital Signage

rAve Sponsors Digital Signage Pavilion at InfoComm

Digital signage is one of the fastest growing components in the AV industry and is one more factor driving convergence of the worlds of AV and IT. InfoComm's Market Research forecasts digital signage to reach 1 billion displays by 2009 and industry players estimate that digital signage orders are growing by 10% each month. Digital signage is bringing AV into supermarkets, car dealerships, retail stores and other places where AV has never been before.

rAve is the media sponsor for the Digital Signage Pavilion at InfoComm. Here are some of the events you should not miss.

The Pavilion

Dynamic digital signage applications presented by more than 100 companies demonstrating their new products and technologies. The pavilion features displays by the top companies in the field, including Accordent, Ingram Micro, Matrox, Omnivex, Scala, Stampede, Wireless Ronin and X2O Media.

Gold Sponsor: Sony **Media Sponsor:** rAve **Supporting Organization:** POPAI, the global association for marketing at-retail

Digital Signage Application Showcase

Applications for environments ranging from airport terminals to casinos and office buildings in the Digital Signage Application Showcase in Hall E. Sponsored by Sony and integrated by Spinitar, the showcase features fully functional signage applications deployed around the world and impacting your everyday life. Part of the display area will focus on where the digital signage industry is moving.

Dynamic Digital Signage Super Monday Session

Led by expert Lyle Bunn this excellent session focuses on business opportunities in the more than \$1 billion market. Panelists include representatives from Cisco, LG, Multi-Media Solutions, NEC, Planar

and more.

Manufacturers Training

Choose from nearly a dozen Manufacturers Training courses, June 18-21, all focused on digital sign Subjects range from Design, Specification and Installation to Fast and Easy Mounting Technologies as How to Webcast Live Video and Media Successfully over the Internet and Fiber Optic Application Products for AV. Learn from the experts at Avocent, Chief Manufacturing, Communications Specialt OmniMount Systems, Peerless Industries, Roku and VBrick Systems.

The modest fee is only \$25 to attend each product- and service-course by InfoComm exhibitors. And you coupon to spend at the InfoComm Show Store on books, market surveys, software, hats, shirts and much

Use the TRAINING SEARCH at www.infocommshow.org to see the complete list of offerings.

For more info on exhibiting, (the show floor is nearly sold-out), contact EXHIBITSALES@INFOCOMMSH

Zurich Airport Gets Seamless Plasma

Often called "the Swiss gateway to the world", the airport in Zurich is the intercontinental hub for Swiss air traffic with 70,000 passengers each day.

The volume of passengers demands a flexible visitor information system and new movable digital departure time display in Terminal 1 has been planned and implemented by ict Innovative Communication Technologies AG.

The almost 12 m² and 1.8 ton display board presents all departure information and consists of a movable steel framework with 24 Seamless Plasma Displays mounted in it. The large image screen is installed in the departure area of the airport at the passport control entrance. The lower edge of the display is at a height of 2.70 meters on a level wall.

The ICT media mechanics department designed, developed and manufactured a vertically movable steel base frame which makes the displays accessible for servicing (the steel frame complete with displays can be lowered to almost ground level via motor drive and a telescopic slide.)

For more info, go to [ICT does Zurich Airport](#)



Conferencing

Polycom Introduces New Products and Services for HD Conferencing

A new feature for the Polycom's RMX 2000 is a software enhancement to let customers combine video conferencing endpoints with different resolutions (HD, standard definition, and common intermediate format resolution) within the same call. It allows users to show multiple sites simultaneously ("continuous presence") and it optimizes resolution and call quality according to the capabilities of each video system.



Version 2.0 of the software also delivers support for 11 additional languages (12 in total). Languages supported include English, Simplified Chinese, Traditional Chinese, Japanese, Russian, German, Korean, Spanish, French, Italian, Portuguese, and Norwegian. And the new software allows support for PSTN and VoIP audio with dynamic allocation of audio and video resources, so the system can scale from 20 to 400 ports.

The company also announced ReadManager SE200 Version 2.0, which is an integrated application for core management, scheduling, gatekeeping and device control. This centralizes control of conferencing and network resources, participants and devices. It is also the only such program that can manage Polycom RMX 2000 company.

Through Polycom Global Services, a new High Definition Readiness program helps facilities ease into HD. A project manager is assigned to work either remotely or on-site with the channel and customer to assess core service, bandwidth and call quality of the existing network. Once HD-readiness analysis is completed, the manager recommends corrective actions if required, and then provides the customer with a proposal to include the necessary additions and corrections.

For more info, go to [Polycom](#)

Guest Editorial

The Top 10 Pro AV Myths!

by Brian E. Huff, CTS-D

After you've been in the Pro AV business for awhile, you start to recognize certain project approaches that have a recognizable and uncomfortable ring. They often sound logical and reasonable in casual conversation. But some are extremely ill-advised, and if the client is not educated about the realities of professional AV project management, these expectations can become expensive and time consuming diversions for all involved. Here are ten of my favorites:



Myth #1: By the time this project (goes to bid, gets installed, etc) the technology will be half as expensive as it is now.

Truth: Moore's law is a powerful force, and consumer technology does get cheaper, but user expectations typically increase to make up the difference. In other words, the originally planned \$10,000, 3000 lumen NTSC video projector has been replaced by two \$5,000, 3500 ANSI lumen HD video projectors because now dual-screen Hi-Def display is required in every room.

Myth #2: The holidays are down time for us, so that's when we'll get the project installed.

Truth: Hard to imagine, but Pro AV engineers and installers are normal human beings, with families, children, and demanding work schedules. And the best designers, technicians, and project managers employed by quality companies that don't usually ask them to work on Christmas Day. If they choose to work over the holidays, they will be compensated with time and a half or double time pay which will be passed on to the client.

Myth #3: I'll buy some or all of the gear online and save a bundle.

Truth: Good luck convincing a quality integrator to install gear bought on the Internet and then rely on them to stand behind it. Contractors need the revenue and cash flow from equipment sales to stay in business, and labor-only jobs will be very unattractive when there is plenty of work around that is profitable in both the labor and equipment categories.

Myth #4: We have connections with XYZ manufacturer and can get a lot of this gear donated.

Truth: You may in fact be able to get equipment donated, but as with equipment purchased elsewhere, professional integrators will find the project less appealing and may not warranty it if it wasn't bought through their purchasing department. More importantly, donated equipment is shipped when and if the manufacturer can spare it, so don't expect the project to be completed on any predictable timetable.

Myth #5: Now that the Pro AV contractor has been paid in full, they should be happy to come back and finish the work.

Truth: This one should be self explanatory, but just in case, when a contractor receives final payment is commonly interpreted as the owner's indication that they are happy with the project and consider installation and the contractor's on-site work complete.

Myth #6: *My neighbor's son-in-law is an AV technology expert, and he says that the system specified is (too expensive, not cutting-edge enough, should include XYZ products, etc.)*

Truth: If your neighbor's son-in-law was really so knowledgeable, he'd be gainfully employed as a systems designer, not working at the local DVD rental store. Alternatively, if he actually is as knowledgeable and experienced as he says, perhaps he'd like to apply for a position at our firm? Please forward his resume, we are always looking for new talent!

Myth #7: *There's no difference between AV contractors, and we're sending the bids to them*

Truth: There's a huge difference between audiovisual systems integrators, and you'd be well advised to find out which ones are best suited to manage your project. Some are one-man shops working out of the trunk of their car, and some are \$100 million corporations with large engineering departments, in-house crews, and professional project managers. And there are good and bad integrators all across the spectrum.

Myth #8: *If I buy ten units, I should get a substantial discount.*

Truth: If you're buying a popular product, chances are it's already being sold at end-column cost, and even a hundred units won't change the pricing structure much. However, if you're talking about thousands of units, that could be worth discussing.

Myth #9: *AV won't impact the building design or construction schedule, so we'll add it in after we have finalized everything else.*

Truth: AV impacts everything, including the building footprint, room configurations, tel/data plans, lighting, building power, furniture, seating, acoustics, you name it. If you want AV that looks like an afterthought, then by all means put it in after the building is designed.

Myth #10: *Once the equipment is installed, I won't have to worry about it anymore.*

Truth: AV equipment, just like anything else, needs maintenance, repair, and an occasional upgrade. A \$100,000 AV system will essentially cease to function within 5 years without care and feeding. In a pinch, users will abandon systems that don't function reliably, so it's prudent to plan for the cost of increased internal technical support staff, or contract with an outside support vendor for as long as you expect to own the system.

There are many more of these examples in all facets of our industry, and while it's easy for me to satirize the industry forum, it's not so easy to convince clients that their notions are ill-advised. It is always best to offer examples of why certain assumptions may not be in the client's best interest, and most importantly, to offer a better approach to the perceived problem. This is known as managing expectations, and is the key to good supervision.

Above all, it is imperative to respond to all client preconceptions, however naive or ill-informed with a core respect and diligence. That's why clients hire professional AV personnel, to help them avoid pitfalls, bring knowledge and experience to the table, and guide them through the complicated world of technology with empathy and

Brian E. Huff, CTS-D is a Supervisory Consultant at Acentech Incorporated, has more than 20 years of experience designing and specifying audiovisual systems for education, corporate, and government clients. Brian holds a High Technology MBA from Northeastern University, is an INFOCOMM CTS-D and a member of AES and SMPTE. He can be contacted at 1-610-476-1734.



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Well, that's it for this edition of rAve Europe! Thank you for spending time with us as we follow the industry happenings.

A little about Gary Kayye, CTS, founder of Kayye Consulting: Gary Kayye, an audiovisual veteran, began the widely-read KNews, a premier industry newsletter, in the late 1990s, and created the model for founder of AV Avenue - which later became InfoComm IQ. Kayye Consulting is a company that is committed to furthering the interests and success of dealers, manufacturers, and other companies within the professional industry. Gary Kayye's rAve was first launched in America in February 2003.

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