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Industry News

[Infocomm Biggest Ever](#)

With an 18.4% increase over last year, InfoComm 07 in Anaheim broke all attendance records with more than 31,300 AV professionals from 80 countries.



"InfoComm 07 reflects the fast pace of innovations and growth in the AV communications industry," says Randal A. Lemke, Ph.D., InfoComm International Executive Director. "We introduced new courses and exhibitors this year to address the demand for digital signage, audio, and collaborative conferencing technology, as well as high definition products, digital content creation and lighting and staging."

InfoComm also broke its record for exhibitors with 855 exhibitors, an 11% increase that included 180 new exhibitors.

"InfoComm 07 reflects the fast pace of innovations and growth in the AV communications industry," says Randal A. Lemke, Ph.D., InfoComm International Executive Director. "We introduced new courses and exhibitors this year to address the demand for digital signage, audio, and collaborative conferencing technology, as well as high definition products, digital content creation and lighting and staging."

.Registrations for InfoComm Academy educational courses totaled 8,601 for 2007, up more than 9%.

Another highlight of InfoComm 07 was the release of the 2007 Market Definition and Strategy Study: AV in North America has now grown into a \$25 billion industry.

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

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JVCWood? Kenwood and JVC Merge

Details have yet to be decided but JVC and Kenwood will integrate operations under a new holding company in 2008. Kenwood denies the deal is done but Japan media seem convinced.



After a merger of operations, JVC parent Matsushita has already agreed to sell the rest of its JVC shares to the holding company to complete the transaction. The holding company's stock is expected to be listed instead of Kenwood and JVC.

Combined group sales at the two companies reached USD\$7.4 billion for the year ending March 31.

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

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Now They Want to Ban All DVD Copying

A proposed amendment to the current DVD CCA copy protection license would ban completely all DVD backups-- and prevent DVD playback unless the DVD disk is present inside the drive.



If enacted, the Content Protection Advisory Council (CPAC) of the DVD CCA could bind its licensees (DVD hardware and software manufacturers) within 18 months.

This amendment was not just proposed by studios (Warner Bros., Walt Disney Studios were instigators) but also by Intel, Hewlett-Packard, Toshiba, and Pioneer Electronics. This just proves some hardware makers care more about what Hollywood wants than what their own customers prefer. Those traitors.

The DVD CCA has tried twice to add "managed copy" provisions to its licensing agreement, and both times failed.

The proposed amendment would also prohibit software manufacturers to create "virtual drives," running a DVD image from a hard drive.

For more info, go to [DVD CCA](#)

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Lighting: Philips Buys Color Kinetics

The chief executive of Philips' lighting division, Theo van Deursen, says LED is "the future of illumination--not a passing novelty".



And this week he put his money where his mouth is by agreeing to pay €592m for Color Kinetics, the American LED maker whose product illuminates London Eye (the city's infamous overgrown Ferris wheel.)

Color Kinetics makes LED lighting systems with turvoer of about USD \$65m last year.

Theo van Deursen, chief executive of Philips' lighting division, said: "The technological platform obtained through this acquisition will serve as a springboard for Philips to further create sustainable value through making innovative LED lighting solutions widely available."

Philips also recently completed the €53m acquisition of TIR systems, a Canadian solid state lighting company.

For more info, go to [Philips Lighting](#)

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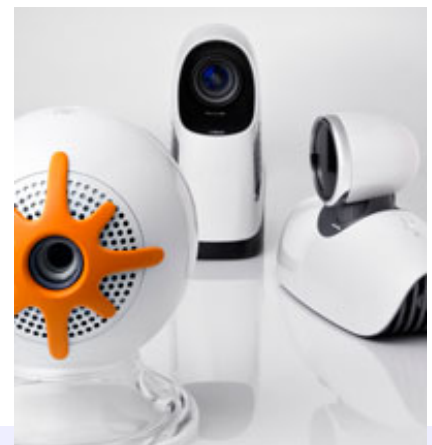
PROJECTA

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Projection & Screens

Next Generation Gaming Projectors

In a unique competition to create innovative projectors specifically designed with the portability, brightness and form factor with the video gamer in mind. DLP awards three students with scholarships for their winning designs



Trisha Swanson's design, the "Ball" was chosen as the winner and got a USD\$50,000 scholarship from DLP. Other finalists included Dave Munkholm who designed "Tube" (\$9,000) and Troy McCool the designer of "Tower" (\$5000).

The competition was a joint effort between TI DLP Products, students from The Guildhall at Southern Methodist University (video game development graduate program) and Ignition (design and product development company).

Judged first by a team of product designers, members of the gaming industry and representatives from SMU, DLP Front Projection engineers then worked with Ignition designers to turn the winning designs into working prototypes.

While the winning designs are not guaranteed to see market, gamers will see projectors at least similar to these designs in late 2008. DLP's manufacturing partners will determine price point, lumen levels and other specs, but DLP expects gaming projectors to join the market at price points in line with other home theater projectors.

For more info, please go to [Next Gen Gaming Projectors](#)

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Projecta's Easy Install Ceiling Mounting Kit

Projecta should call their Easy Install ceiling mounting kit for false ceilings the Easy Invisible ceiling mounting kit.



Like with Harry Potter's Cloak of Invisibility, there are times when being invisible can be the most important feature you have.

Some rooms harbor technical facilities that can distract. Projecta spotted that certain meeting rooms, presentation rooms, and classrooms can benefit from a projection screen that can be quickly stowed from sight. The Easy Install ceiling mounting kit provides an option where a narrow channel (used for conveying the screen) is the only visible feature.

The mounting brackets may be placed with a 50cm horizontal clearance from the sides of the screen. And extendable ceiling mounting brackets make drilling something from the past.. The Easy Install ceiling frames are available for Cinelpro Electrol projection screens with widths from 180 to 300 cm.

For more info, go to [EASY INSTALL CEILING MOUNTS](#)

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Planar Adds Business DLP Front Projector

Planar unveils the PR5022 high-brightness XGA DLP front projector for business. The PR5022 (\$1699 suggested retail in USA) is billed as "an affordable solution in the demanding conference-room category." Brightness is listed as 3,500 lumens for a long life bulb rated to 3000 hours. Resolution is said to be XGA level and inputs include DVI and RS-232 control.



The Planar PR5022 offers top-loading lamp location for easy lamp replacement within ceiling-mounted projectors and embedded 5-watt TrueMedia SPL speakers. Planar has also doubled the business projector lamp warranty from 90 to 180 days.

Planar business projectors come with a full-featured laser remote control and necessary cables are included with the projector's deluxe carrying case.



... FOR LCD, PLASMA AND PROJECTORS

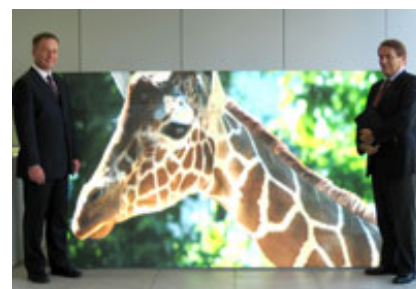


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Displays

Hantarex: A World First with 1.7mm Pixel Pitch

Screen Technology is bragging that its customer Hantarex is showing the world's first 1.7mm pixel pitch 125" modular display offering "unparalleled resolution," sunlight viewable (including full video) and completely scaleable.



ITrans technology from Screen Technology provides more than 3X the number of pixels per unit area than high quality LEDs. The company says this design eliminates the sub-pixelation and image break-up associated with many display formats when viewed too close.

It uses moulded optical fibre tiles to produce large format displays from 68 to 200+ inches for standard screen formats (and can be built in a wide range of shapes and formats, including horizontal or vertical banner displays.) Current display screens, comparable in price to 6mm LED displays, have a 1.7mm pixel size to provide high res, full colour video with image quality.

For more info, go to [Screen Technology](#)

Matsushita to Increase Plasma Panel Capacity

Matsushita Electric Industrial Co. says its plasma-display panel capacity will double with a new plant in May 2009.



This will surprise some as LCD technology seems to be kicking plasma butt in flat panel across the board. As other plasma makers scale back or drop out, Matsushita, instead, has responded by aggressively ramping up production to capture market share. Under their Panasonic brand, they want a quarter of the global market for large flat-panel in the

year through March 2010.

Combined with a planned PDP output increase at an existing plant, Matsushita will be able to turn out 1.26 million panels a month by May 2009, up from the current 640,000 panels.

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

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Conferencing

Yamaha Hears Conferencing Calling

Yamaha showed both video and audioconferencing systems at InfoComm in Anaheim.



The Yamaha Projectphone products include PJP-300, PJP-100 and PJP-50R units.


The PJP-300V system is designed for use with flat panel displays and has 16 arrayed microphones, 14 arrayed speakers and three cameras. The PJP-100 system includes 16 microphone and 12 speaker audio rigs while the PJP-50 R offers 16 mics, four speakers.

For more info, go to [Yamaha Conferencing](#)

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Digital Signage

Ralph Lauren: Touch Sensitive Window Shopping

Polo Ralph Lauren has converted a large window at its London flagship store into a giant touch-screen shopping experience as part of its Wimbledon marketing campaign. The 78-inch window is coated with touch-sensitive foil, and the image is beamed onto it by a hidden projector. Yes, that is Boris Becker showing off this Wimbledon promotion...



Allowing customers to complete purchases by interacting with the glass window of the shop, Ralph Lauren is also testing this idea at its flagship location in New York (But in 67 inches. Sorry, NYC. This time you are not bigger nor better!). Apparently customers can shop 24/7 by tapping images of the clothing they want and swiping credit cards on a wall-mounted card reader. The company will keep the display up through September 10th, after which a decision will be made to either kill the retail display experiment or introduce it into more stores.

For more info, go to [Boris Becker & Interactive Window](#)

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PVI shows e-paper display with Vista SideShow

Prime View International (PVI) recently showed an e-paper display with Windows Vista SideShow technology at Windows Hardware Engineering Conference (WinHEC) 2007, held by Microsoft in Taipei.



Windows SideShow is a new technology in Windows Vista that supports a secondary screen on your mobile PC. With this additional display you can view important information whether your laptop is on, off, or in sleep mode.

SideShow also uses gadgets, convenient mini programs, to extend info from your computer to other devices. Gadgets can run on a Windows SideShow-compatible device and wirelessly update that device with info from your computer. Using a gadget, you can view information from your computer regardless of whether your mobile PC is on, off, or in the sleep power state.

The e-paper display PVI showed at the event is both readable and writable.

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

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Distribution News

No, This is Actually BMB's New EU Corporate Identity

OK, last week we ran the article about BMB Electronics BV, custom integration and "whole house solutions" distributor, announcing their new BMB Corporate Identity to be used across their Pan European businesses.



Our article only carried a photo of the old logo so now we wanted to show you the new logo.

For more info, go to [BMB EU](#)

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Control & Integrator Solutions

Fog Shield Makes Security Clearer. Really.

Imagine a cloud of nontoxic fog that explodes into a room once a burglar alarm is set off. The compound, forced through a patented cartridge that is connected to an internal heat exchanger, vaporizes the fluid and creates a dry, colorless and harmless



non-toxic fog.



The maker says it has a "pleasant mint smell" and dissipates within 45 minutes, leaving absolutely no residue. Each fog-ejection cartridge is good for 15 ejections.

For more info, go to [Fog Shield](#)

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Residential & Digital Home

Who's Ringing Now? DoorBell Linux...

NetStreams announces the DoorLinX DX100 IP-based doorbell and intercom module, the World's First IP-Based Linux Doorbell.



Featuring an integrated microphone, speaker, and matching doorbell unit, DoorLinX allows any MP3 audio file, including a recorded voice, to be used as a door chime (and to have different sounds associated with different doors or points of entry). Designed for front door, back door, gate, garage, and any other entry areas where having two-way voice communication is a requirement or preference, the DoorLinX is available for use with DigiLinX Multi-Room Entertainment and Control system.

"Virtually unchanged for decades and often overlooked in integrated home control systems, doorbells and intercoms need to be updated with 21st century technology," says NetStreams CEO and Founder Herman Cárdenas.

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

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Ultimate Remote Control: Hitachi Tech Allows Brain Control

Hitachi has actually developed a technology to allow users to control devices by thinking. The system is currently being used to move a toy train back and forth, but the company (and other manufacturers) can foresee a future for brain control in TV remote controls, cars, artificial limbs, and more.

OK, it still needs a lot of development but it is working in the lab...a "brain-machine interface" developed by Hitachi analyzes slight changes in the brain's blood flow and translates brain motion into electric signals. A cap connects by optical fibers to a mapping device. This links to a toy train set via a control computer and motor. A demo at Hitachi's Advanced Research Laboratory shows one big advantage: these sensors don't have to physically enter the brain.

Experimental Set-up

Optical Topography
Model: ETG-7100

Optical fibers to measure changes in cerebral blood volume (22 channels were placed on the frontal region in this experiment)

Electrically driven equipment
(A model railway was used in this experiment)

For more info, go to [Brain Control](#)

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Do you have a special topic you would like to address industry-wide? We're open for **Guest Editorial** comments on the industry from Europe... Sorry, no commercials...this is just for industry issues. Contact: rAveEurope@gmail.com



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 and columnist, began the widely-read KNews, a premier industry newsletter, in the late 1990s, and created the model for and was co-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 audiovisual industry. Gary Kayye's rAve was first launched in America in February 2003.

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