



Volume 3, Issue 25 - 4th July 2007

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Industry News

- [Me-Too EU Joins YouTube](#)

Displays

- [Barco's New Indoor LED Shines](#)
- [Flexible LED Screens from Element Labs](#)
- [Sharp Upgrades 65-Inch LCD Panels](#)

Conferencing

- [Arrive Launches Presentation Room Management](#)
- [Polycom: Immersive Installed Audio & New Video Media Center](#)

Residential Systems & Digital Home

- [KEF Home Audio with No Strings Attached](#)
- [False LCD Plants: A Growing Problem in Russia](#)

Projection & Screens

- [DLP BrilliantColor Shines at InfoComm](#)
- [Sanyo Brings Extreme Short-Throw Model](#)
- [JVC: Rare 4K Source Projected on a 4K Projector](#)
- [Sharp Intros Its First 3-Chip DLP Installation Projector](#)
- [Toshiba Demos Projector Line at InfoComm](#)

Control & Integrator Solutions

- [Kramer TP-45/TP-46 Twisted Pair Combo](#)
- [AMX & How RFID May Be the Next Killer App](#)
- [Crestron Develops New Cisco IP Phone](#)
- [Vaddio: Broadcast Quality HD Video over Cat. 5](#)

Digital Signage

- [AMX Buys UK Digital Signage Company](#)
- [Minicom Showcase Latest Digital Signage at InfoComm07](#)

Special Feature

- [Thinking of Replacing a Projector Lamp? The Great Lamp Controversy](#)
By Bob Snyder

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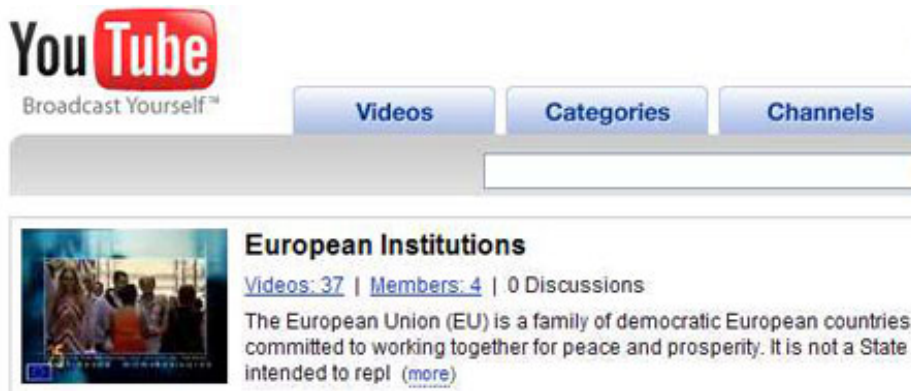
Me-Too EU Joins YouTube

EU communication commissioner Margot Wallstrom officially launches a page on YouTube for the European Commission.

The EU wants to reach out to a new audience: "We have audiovisual material on our own website," says spokesman Mikolaj Dowgiewiczy told *EUobserver*. "But people don't know it exists."

The official say the "EUtube" channel will be multilingual, contrary to the mainly English-speaking videos found on the site now.

YouTube currently shows off more than 100 million videos every day with 65,000 new videos uploaded daily.



YouTube
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Videos Categories Channels

European Institutions
Videos: 37 | Members: 4 | 0 Discussions

The European Union (EU) is a family of democratic European countries, committed to working together for peace and prosperity. It is not a State intended to repl [\(more\)](#)

For more info, go to [The "EU & You"-Tube](#)

TOP ↑

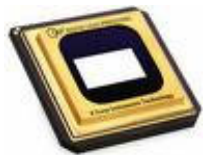
PROJECTA

Click above for more information

Projection & Screens

DLP BrilliantColor Shines at InfoComm

At Infocomm, the DLP booth (and some projector manufacturers) ran a demo comparing a front projector using the new DLP BrilliantColor technology and an LCD projector. The side-by-side shows the DLP model displaying quite a few more colors than the LCD and particularly noticeable in the light blue range.



BrilliantColor uses up to six separate colors and because it is sealed, it has no filters to change – another benefit explained during the show. Yes, BrilliantColor isn't new, but what is new is the DDP2230 ASIC chipset with improved image processing, color performance and wider resolution options. Every DLP manufacturer on the show floor was boasting about their BrilliantColor projectors so you have to think that DLP is really onto something. Again.

No doubt 3LCD will fight back at NSCA and we'll be watching.

Sanyo Brings Extreme Short-Throw Model

Sanyo says their new “short-throw” distance model PLC-XL50 can project an 80-inch image from just three inches away. Yes, you read that right. Only three inches. A proprietary technology enables both vertical and horizontal projection. It has top and bottom keystone correction and Color Board Mode for projecting on a colored surface.

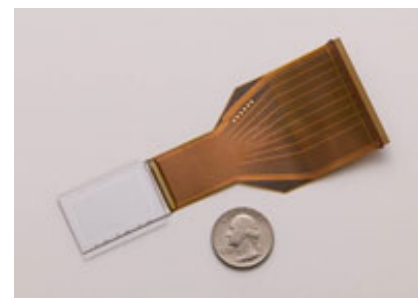


Specified at 2000 lumens and XGA resolution, it weighs about 17 pounds.

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

JVC Provides a Rare Sighting: 4K Source Projected on a 4K Projector

JVC's new D-ILA projection chip allows 4K2K projection (or 4X HD at 4096 x 2400). As if this high res projector isn't cool enough, even cooler is that the JVC demo at InfoComm used an actual full res 4K resolution prototype camera so you could see this new projection technology in all its glory, including the whopping 20,000:1 contrast ratio.



It was the best live video we've ever seen, anywhere!

Applications targeted include simulation, computer modeling, CAD, and medical viewing systems. In the medical device industry, the high native contrast, accurate grayscale gradations, and resolution of JVC's 4K2K D-ILA technology will allow systems that have been traditionally film-based to migrate to digital technology, suggests the company.

For more info, go to [JVC's new D-ILA](#)

Sharp Intros Its First 3-Chip DLP Installation Projector

Sharp's new XG-P610X is a 3-chip DLP projector specified at 6000 lumens, XGA resolution and 2000:1 contrast ratio. It uses the BrilliantColor chip from DLP. Sharp offers six lens options and redundancy through the dual-lamp design. It has built-in RJ-45 LAN.

SHARP

For more info, go to [XG-P610X, 3-chip DLP projector](#)

Toshiba Demos Projector Line

Toshiba showed its latest lineup of projectors at InfoComm, including ultra-small Pico portables, extreme short projection technology, projectors with WXGA resolution, Vista-certified projectors for wireless.





The ultra-small Pico portable projectors allow presenters to go “PC-free” using USB in both presentation and home environments.

Toshiba’s “extreme short” projection technologies allow their projectors to project a 100-inch image from just over 4 feet away. They also use a special lens to allow them to be positioned at various table heights (e.g., desk, conference room table or a coffee table).

Also, projectors with WXGA native resolution offer the widescreen format for getting more data on the screen and, in a nice move, also offers users the option to view two documents at once for side-by-side comparison or for enjoying the latest DVD movies.

Finally, the Vista-Ready certified projectors allow seamless connectivity with notebooks installed with Microsoft’s latest OS.

For more info, go to [Toshiba Projector Line](#)

[TOP](#) ↑



... FOR LCD, PLASMA AND PROJECTORS

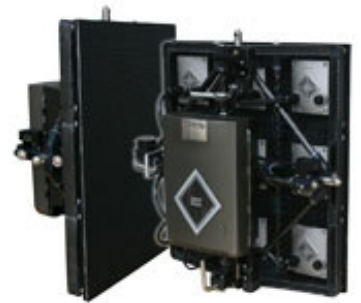


[Click above for more information](#)

Displays

Barco’s New Indoor LED Shines

In the “what looked amazing department” at InfoComm, Barco’s LED displays were by far the smoothest LEDs we saw. Their newest is the NX-4, a 4mm indoor LED using black LED for deeper black levels. This true black LED is a new design that impacts everything from the interior resin to the exterior shaders. When combined with a light output of 2000 Nit, Barco says they achieve a contrast level of 4000:1.



Besides the black LED, Barco developed advances in base materials, mechanical design and color processing.

The structure of NX-4 is made of carbon fiber and is designed in a framework — rather than a box. That makes it stronger, far lighter, and 10X less sensitive to deformation, and it also ensures a seamless image every time a LED display is built.

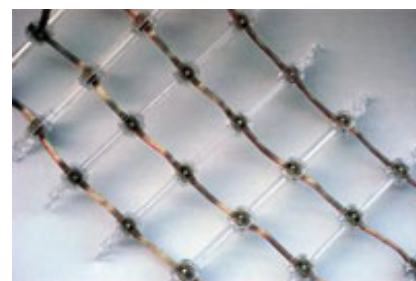
Also launched at InfoComm is Barco’s new DX-700, a 16-bit multi-window video processor which supports all current Barco LED products and next generation platforms, such as the NX-4.

The DX-700 provides modularity, and multi-bank control. When used in combination with the NX-4, the DX-700 delivers more colors, more detail, and a higher degree of uniformity without sacrificing color depth, says Barco.

For more info, go to [Barco Black LED](#)

Flexible LED Screens from Element Labs

Element Labs releases a line of LED video screens called Helix that can bend, wrap, drape, and fold.



The company says that both of the debuting Helix products, Helix G75 and Helix H75, offer a pixel pitch of 75 mm and carry significant IP ratings.

Helix G75's ultra-thin grid construction provides the flexibility of a curtain-like screen with the geometric stability of a rigid product.

Modules, each four pixels wide by 32 pixels long, can link together to create large displays. Helix G75's weather-resistant design (IP 65) makes it suitable for both interior and exterior applications, too. This is highly transparent and available in both black and clear.

For more info, go to [Helix the Flexible LED Screens](#)

Sharp Upgrades 65-Inch LCD Panels

Sharp USA announces its recently upgraded line of professional LCD monitors is expanding with the intro of two enhanced 65-inch models – the PN-G655U for landscape mode applications and the PN-G655RU for portrait.



Sharp also introduced a 52-inch screen size to fill in any gaps in the sizes the company offers. The 52-inch can also be used in either landscape or portrait.

Also new at InfoComm were the PN-G655UP, PN-G655RUP and PN-525UP with an integrated protective acrylic overlays and with a new internal cooling and backlight system designed for 24/7 operation.

And trading on its well-known AQUOS brand, Sharp introduces the LC-42BT10U LCD TV, a TV designed specifically for the professional market. This is specified at 1080p resolution and so far it comes in just the 42-inch size. It has a built-in tuner and speakers, RS-232C control and DVI-I input as well as dual HDMI inputs, two HD component inputs and DVI-I.

There is an optional stand and the set has a matte black cabinet and bottom-mounted speakers for wall mounting placement.

For more info, go to [Sharp LCD](#)



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Kramer TP-45/TP-46 Twisted Pair Combo

Two new products in Kramer's twisted pair line of long distance audio/video products, the compact TP-45 transmitter and TP-46 receiver allow routing of either computer graphics video or component video, along with either unbalanced analog stereo audio or S/PDIF digital audio signals over UTP CAT-5.



This transmitter and receiver combo is especially suited for a professional application where computer graphics video and/or component video signals are being used in long range distribution systems or home cinema applications for HTDV component video signals.

The TP-45 transmitter accepts a computer graphics video signal on a 15-pin HD connector with resolutions up to UGXA and a component video signal (Y, Cb/Pb, Cr/Pr) on 3 RCA connectors with resolutions up to 1080p. The TP-45 also accepts an unbalanced analog stereo audio signal on a 3.5mm mini jack connector and an S/PDIF digital audio signal on an RCA connector. Both the video and audio signals can be easily selected via push-button switches so the desired combination can be transmitted to the receiver. The audio signal on the TP-46 is distributed simultaneously to the analog and digital audio outputs.

For more details, go to [Kramer's Twisted Pair](#)

[TOP](#) ↑

AMX & How RFID May Be the Next Killer App

We knew it was coming, but this was faster than we thought. Radio Frequency Identification, or RFID, is increasingly being used in all sorts of manufacturing and retail facilities – anywhere a lot of products reside, and now it's available for ProAV.



We keep looking for the next killer app to shake up our market. RFID may be it. Other than media servers, RFID is the first really new product you can take to any new or existing customers – an entirely new revenue stream for you and an obvious benefit for them.

AMX showed at InfoComm the new Anterus system, an RFID solution designed specifically for use with integrated control systems. The Anterus product family allows users in any commercial or residential environment to locate, track and secure any device, or trigger automated events.

Anterus was designed to extend the capabilities of AMX's Resource Management Suite, which allows users to manage and monitor electronic equipment and schedule meeting/class rooms. When Anterus is used in conjunction with an RMS application, such as MeetingManager or ClassroomManager, system administrators will not only know when a device has been unplugged or moved – an existing feature of RMS – they will also be able to pinpoint the device's exact location. An Anterus Asset Tag placed on a device such as a projector, DVD player or laptop, and the AMX control system will notify administrators as the device moves in and out of areas monitored by Anterus.

The Anterus product line consists of three RFID tags – an Asset Tag, ID Badge and Key Chain – which are attached to devices, worn by people or attached to key chains to identify and track location, and trigger automated events.

If homeowners put a tag on their key chain, they can trigger a series of automated events (lights turning on and temperature adjusting to a specified level) by simply walking up to their front door or stepping off of the elevator. The same for a classroom instructor who needs repeated setups of projectors, screens, lights, window treatments, etc. And an ID badge could also permit or deny entry into specific areas of a facility.

AMX expects to be shipping this within 90 days.

For more info, go to [RFID now in AV, from AMX](#)

TOP ↑

Crestron Develops New Cisco IP Phone

Crestron collaborated with Cisco on a new IP-based phone with an integrated touchpanel interface. The Cisco IP Phone 7970G uses a 5.6-inch touchscreen to let users access real-time business data through the IP network. The users press the "Services" button to access the Phone Project Server. A new touchscreen page displays, and the user selects the appropriate functions from the touchscreen menus.



Crestron XPanel IE provides Web browser-based control using ActiveX. XPanel IE Web pages are hosted on a 2-Series control system, allowing control on the fly from the Cisco phone via IP. These XPanel IE files are created just like touchpanel files using Crestron VisionTools Pro-e GUI design software.

For more info, go to [Crestron Calls on Cisco](#)

TOP ↑

Vaddio: Broadcast Quality HD Video over Cat. 5

Vaddio launched Add-A-Cam PRO at InfoComm, calling their EZ Camera PRO "a revolution in Category 5 cabling camera systems."



Rather than using video baluns, EZ Camera PRO uses an active system, called high speed differential signaling (HSDS), which allows either high definition or standard definition video to be transmitted up to 500 feet with virtually no signal loss.

Like the rest of the Vaddio line of EZ Camera systems, there are two parts: a Shoe device installed with the camera, along with a break out box installed at the equipment rack.

"High-end broadcast camera technology has made its way down to the professional camcorder market, from HD video to 20 power lenses to 3 CCDs " says Rob Sheeley, president of Vaddio. "The Add-A-Cam PRO makes the integration of these broadcast quality camcorders into A/V projects easy and inexpensive."

Because power is transmitted over Cat. 5 from the 1-RU Quick-Connect PRO to the EZCamera PRO Shoe, no external power supply is needed for the camera.

Tally lights are integrated into the front and back of the Shoe as well. Through a Link port on Quick-Connect PRO, connection to any of the ProductionVIEW line of switchers and controllers is seamless. Using the optional Vaddio Pan/Tilt Head in conjunction with ProductionVIEW allows the user to set up to 12 preset pan/tilt positions, with zoom control through the joystick.

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

TOP ↑



Conferencing

Arrive Launches Presentation Room Management at InfoComm

Arrive Corp. brought Arrive Easy Conference and Arrive Campus Manager to InfoComm. Arrive Easy Conference lets you manage global conference rooms within multi-location business and government organizations.



The new Arrive Campus Manager allows educational institutions to manage the scheduling and associated AV equipment within lecture halls and conference rooms spread across campuses and schools.

Both Arrive Easy Conference and Campus Manager are engineered to streamline all the processes rather than having a bunch of different boxes doing different functions. Designed especially for both AV and IT managers, the systems use a single control point to manage all functions associated with the presentation facility, technology and supporting network elements. Users can manage room scheduling, device automation and control, collection of attendee information, invitation processing, remote monitoring of conferencing systems and equipment resource planning. It also integrates with existing control systems and supports open architecture control standards and control hardware.

These aren't yet on the website but to read **about Arrive**, go to www.arrivecorp.com/h_index.htm

TOP ↑

Polycom: Immersive Installed Audio and New Video Media Center

Polycom showed at InfoComm a new product called SoundStructure. This is an installed audio solution for voice and video conferencing applications that the company says delivers truly immersive sound quality.



SoundStructure series are flexible and scalable and the company says it delivers several breakthroughs for communicating at a distance but making it sound like you're in the same room. For example, the SoundStructure series support high-definition StereoSurround audio (22kHz) as well as full-stereo echo cancellation. This next-generation echo cancellation technology eliminates echoes while maintaining full-stereo separation of the remote talkers' audio, even when two people are talking at the same time. In addition, new noise cancellation technology eliminates a broad range of background noises, and a new gain-sharing automatic microphone mixer provides additional flexibility and smoother transitions to accommodate different environments.

This connects to the Polycom HDX using a digital signal path and comes in 8, 12 and 16 input/output "C" (conferencing) models, plus a 12-channel "SR" (sound reinforcement) model designed for stand-alone sound reinforcement applications, or as additional audio inputs.

Polycom's Video Media Center 1000 is a new solution for centrally managing, accessing and protecting video content. The VMC 1000 lets users create video content, including video shot in high definition, which can be streamed live or made available on demand. When used with the Polycom RSS 2000 recording and streaming server, customers can choose to record point-to-point and multipoint video conferences (including content shared within a call) and automatically store them centrally as well as make them available on demand. The solution lets a single conference be accessed later by anyone who needs to see it.

Polycom VMC 1000 gives the IT manager ways of controlling the content as well as tools for publishing and webcasting and storing and archiving. Content can be streamed live or on demand to up to 1000 concurrent unicast users and unlimited users via multicast for global scalability. Standard reporting capabilities include the ability to track viewership, content popularity and user statistics for measuring program success, compliance and security.

We've been saying for years that media servers are the next new thing in ProAV and we're finally starting to see some action in this category.

The Polycom Video Media Center is scheduled for availability in North America early in the third quarter 2007 with prices starting at USD \$95000.

It's not yet up on the website, but you can keep checking at [Polycom](#)

[TOP](#) ↑

Digital Signage

AMX Buys UK Digital Signage Company

AMX has acquired Inspiration Matters, a UK-based manufacturer of digital signage solutions, sold under "Inspired Signage."



Inspiration Matters is a software and content creation and control system that allows customers to schedule and deliver animated multimedia content to devices on the network.

Inspiration Matters joins AMX under the Endeleo banner (also includes AutoPatch) so AMX now can offer end-to-end signage solutions.

For more info, go to [Another AMX Acquisition](#)

[TOP](#) ↑

Minicom Showcases Latest Digital Signage

Minicom Advanced Systems presents its next generation of player-to-screen extension and distribution solutions for digital signage, highlighting its DS Vision 3000, a CATx based distribution system delivering HD video and digital stereo-audio content to multiple screens up to 300m away.

The DS Vision features full serial control allowing administrators to remotely query and turn on and off the displays, and for the first time, provides central management of player-to-screen signal transfer.

Also on display will be the DS OpticVision, a long range, optical fiber extension and distribution system that can be used in conjunction with the DS Vision 3000. The system extends multimedia transmissions up to 19 miles (30km) between the media player and LCD/plasma screens, without loss of signal.



For more info, go to [Minicom's Digital Signage Solutions](#)

[TOP](#) ↑

Residential Systems & Digital Home

KEF Home Audio with No Strings Attached

The engineers at KEF claim they set out to eliminate one of the most frustrating necessities in consumer electronics – the speaker wire.



The KEF wireless system, designed to fit a variety of applications, comes in three flexible configurations to make surround speakers wireless. The KEF “Universal Wireless” system (two receivers and a transmitter) can transform any traditional speaker system into a wireless setup.

A KEF wireless kit has been specifically designed to fit the KHT5005.2 speakers, so existing owners can also purchase a wireless kit to upgrade their current setups to wireless (two receivers and a transmitter).

Finally, consumers can purchase a complete KHT5005.2W 5.1 system (two receivers and a transmitter, KHT5005.2 speaker system, including the HTB2 subwoofer).

In order to achieve audiophile-grade sound, KEF has developed a leading-edge 2.4GHz wireless transmission technology that KEF says uses an advanced error-protection and sophisticated adaptive frequency-hopping to ensure an interference-free signal. This proprietary technology is pre-emptive and will change channels automatically to a pre negotiated frequency (within the best available band) before any errors start to occur.

So CD quality audio won't be affected by microwave ovens, cordless phones, or LAN routers. Maybe those KEF engineers should take a look at my wireless notebook now...

For more info, go to [KEF Home Wireless](#)

TOP ↑

False LCD Plants: A Growing Problem in Russia

It all happened in Krasnoznamensk, 130 km from Kaliningrad, Russia.

If you live in a booming economy where it is hard for importers to legally bring in products in quantity, what happens? An illegal market forms...

Officials stopped a production department in a plant that produced LCD TV from illegally imported parts, charging the company managers for contraband and smuggled goods.

And it's not the first time. Recently there was another case with illegal TV production in Kaliningrad area. A daughter firm of Radioimport CJSC produced faked TV with brands of Panasonic, Sharp, Daewoo etc.

Those TVs actually were bought by the Eldorado retail shops (you know, the huge chain of 500 shops that Dixons was thinking of buying?) and were sold to customers (victims!) throughout Russia.

For more info, go to [Fake LCDs](#) (sorry, Russian only!)

TOP ↑

Special Feature

Thinking of Replacing a Projector Lamp? The Great Lamp Controversy

By Bob Snyder

With projector prices at rock bottom, no wonder our industry attention shifts to the higher margin issue of lamp replacement for projectors.



Replacement lamps were once a domain reserved for the kings of projectors, the original manufacturers. And these brands did indeed charge a royal fee for replacing a projector lamp-- sometimes the price was as high as two-thirds the cost of the projector itself.

Following the same high margin concept as the razor and the razor blade, the ink and the inkjet printer, the projector and the projector lamp became the Twiddle Dee and the Twiddle Dum of the industry.

Yet the market paid the price willingly (ok, maybe more like grudgingly...). Even today, as projector prices plummet, it makes more sense to many users to buy (for a 3-year old projector) a lamp that is nearly as expensive as a brand-spanking-new projector.

"I don't want the hassle of de-installing a projector for a burned-out lamp," most users would explain. "To unbolt the installation, swap, re-set and re-install takes manpower and costs money, too."

So, uncontested, projector vendors enjoyed their lamp fiefdom

Until recently.

Now the castle walls of the "original" market (those replacements provided by the manufacturers under their own brand) are falling to others in the realm.

"Today there are so many options," says David Weatherhead of Hotlamps, "... and the resellers/installers are confused."

Hotlamps, a subsidiary of UK's Maverick (considered over the last decade as Europe's largest AV distributor), launched in Europe a range of compatible lamps from APO.



The company recently initiated a controversy that is still rattling off the ramparts of the AV industry's fortress. Competitors are issuing rebuttals, projector makers are seething, and confusion reigns.

Here's how the Great Lamp Controversy began:

In January of this year, like others, Hotlamps embarked on a re-lamping service. But soon this scenario turned into a corporate re-think: projectors used, for example, in a school for several years came to Hotlamps in bad shape.

Rather than the simple replacement of a bulb, re-lamping became a balancing act between the bulb, frame (module) and the connectors.

"It became clear to us that the issue of re-lamping is really an issue of safety and performance," says Weatherhead.

Hotlamps delivered a press release announcing their decision to drop re-lamping...and explained: There's no economy in re-lamping and if the price point isn't radically different, then the cost-conscious buyer is better off with a brand new compatible than a re-lamp.

Some competitors took it as a direct attack and started their own PR counter-attack.

"Our main concern," notes Weatherhead "...wasn't the competition so much as the development of new players who want resellers and users to buy a bare bulb and install."

Indeed, across the world—in UK, Italy, Germany, China—companies in search of profit figured out that projector manufacturers do not even make their own projector lamps. Instead these bulbs are supplied by the world's biggest lighting makers, the Philips, Osram and others.



If they could replace the bulb by using a Tier 2 bulb maker, if they could get the bulbs to market, then these new players could offer the AV market a more cost-effective solution to original replacement lamps (and even compatibles).

"This Do-It-Yourself re-lamping service concept has to be considered dangerous and unsafe," says Weatherhead. "Imagine supplying users with a bare bulb and an instruction sheet!"

Mercury, high pressure bulbs and electrical heat can be a dangerous combination when you don't have trained technicians around.

"Our APO compatible range matches 800 projectors or 25% of the world's market," notes Weatherhead. The new APO-G to be launched at InfoComm also matches up with 800 projectors. By the end of the year, APO will match up with 2000 projectors, or half of the world's market. At an ethical and fair price."

"Our closest competitor, to the best of our knowledge, is only compatible with 20 or so projectors," says the King of Compatibles.

The Great Lamp Controversy will no doubt rage on, but Weatherhead sums it up this way: "This is in our best interest. Of course it is. But it is in the best interest of the market, too."

For more info, go to [Hotlamps Explanation](#)

TOP ↑

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 Kaye, CTS, founder of Kaye Consulting: Gary Kaye, 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. Kaye 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 Kaye's rAve was first launched in America in February 2003.

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TOP ↑