



Volume 3, Issue 26 - 11th July 2007

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#### Industry News

[CEDIA is Seeing Double: 2 Shows in 2008](#)

CEDIA in USA launches its second annual EXPO trade show: a spring show timed for April 8-11, 2008 at the Sands and The Venetian in Las Vegas.



The fall show, CEDIA EXPO, will take place as planned in Denver in September 2008.

CEDIA did have a spring event (Electronic Lifestyles EXPO) at the Sands, but on a much more limited scale than EXPO. That event will now be replaced.

With its new Spring EXPO, CEDIA will go head-to-head with the Electronic House Expo from CEA and EH Publishing (spring event in Florida & autumn event in California).

The custom install industry is expected to grow to USD\$10 billion next year. CEDIA believes the new Spring EXPO will help to eliminate a waiting list for exhibitors and create more opportunities for CEDIA stakeholders (attendees, education and certification participants, and manufacturers).

For more info, go to [CEDIA Springs Spring Show](#)

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## BBC Slams Whiteboard Safety

A BBC Health Correspondent publicly accuses the industry of paying "very little attention" to the threat of eyesight damage to teachers and children from interactive whiteboards.



Calling Sam Livermore, owner of Selectasize, a "whistleblower from the whiteboard industry itself," BBC says UK authorities have started to address safety issues only after lobbying.

Livermore told BBC he has been lobbying BECTA (British Educational Communications and Technology Agency) since 2001 and actually got BECTA in 2004 to agree it would be best practice to put up warning signs next to whiteboards.

"Looking at that blue light is quite dangerous," Livermore tells BBC, "...and it should not be more than 1500 Lumens."

BBC obtained documents from the Health and Safety Executive (under the Freedom of Information Act) that urges users to make sure that direct beam viewing of the optical output is both controlled and restricted to no more than a few tens of seconds at a time. HSE say the "eye aversion response" naturally turns people away from the beam.

The real question is whether or not it is possible a viewer's peripheral retina could be overexposed when not actually staring directly into the beam.

The BBC quotes the National Union of Teachers who says a number of teachers believe they have been affected: "It's very difficult to avoid the beam because if you are standing in front and demonstrating a point to the class you immediately want to turn round to know that they are aware of what you are saying, rather than ducking out of the beam. You want to stay there and face the class."

The BBC report notes "one of the country's leading experts" (from City University's department of optometry and visual sciences) Dr Christopher Hull, believes there is no reason not to put safety notices up.

"What little evidence we have indicates misuse of whiteboards is likely to cause only non-permanent changes," Hull told BBC. "If you have a light source with UV there is always the possibility of damage...We simply don't know though

for sure, because very little research has been done."

In a similar dispute regarding the safety of wifi, BECTA recently quoted the Health Protection Agency (agency responsible for UK health and safety), "There is no consistent evidence of health effects from RF exposures below guideline levels and therefore no reason why schools and others should not use wi-fi equipment."

We think, given the seriousness of the charges and the BBC's authority in the UK and abroad, interactive whiteboard makers (and projector makers) should consider a self-governing action to fund a proper research into these educational safety issues (for both children and adults) and a mandate starting for proper posting of warning signs for users.

Unfortunately, if the issue can be taken up by the teacher's union, it can also be taken up by corporate unions: some executives spend just as much time in front of whiteboards. And plenty of execs in conferences act just like big kids in class...

For more info on [BBC Slams Whiteboard Safety](#)

For more info on Sam Livermore, go to [Selectasize](#)

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## World Wrestling Association Ties Up JBL

It's JBL vs JBL: Harman International faces World Wrestling Entertainment (WWE) in a trademark dispute. The WWE thinks one of its top wrestlers (John Bradshaw Layfield) deserves the trademark.



After all, Layfield does make frequent public appearances worldwide (including Fox News, CNBC etc) in his role as "villain" wrestler for more than 10 years.

James Bullough Lansing founded the JBL brand in 1946 and that's how Harman has promoted the loudspeaker brand for years.

Who will prevail when both go to the mat for JBL?

Our money is on Harman: After all, in 2002, the World Wrestling Federation had to change its name to World Wrestling Entertainment after losing a long trademark battle with the real WWF...the World Wildlife Fund.

If you can't wrestle down the wildlife lovers, you'll never pin down industry veteran Sidney Harman who served as the Deputy Secretary of Commerce of the United States in 1977 and 1978.



Sidney Harman

His namesake, the new Harman Center for the Arts, is a 21st-century performing arts & Shakespeare center, and opens in October in Washington, D.C. To be or not to be, there's no question that John Bradshaw Layfield is not getting an invitation.

## PROJECTA

[Click above for more information](#)

### Projection & Screens

#### Christie Buys Vista Systems

Christie tells rAVE that the company has just acquired Vista Systems. Vista (formally known as Vista Controls Systems) makes video processing systems most typically used in live events production, but are also used in corporate, industrial, government, broadcast, visualization, theatrical and houses of worship.



According to the company's Web site, Vista has 13 distributors and nearly 500 customers in 15 countries. Vista is based in Phoenix, Arizona. Vista is probably best known for its Montage II control consoles and Spyder video processors and for delivering blended projector video and mixed-signal data switching displays.

Spyder uses a multi-channel, extreme resolution format independent architecture. It supports multi display environments at resolutions that exceed HDTV. The company says Spyder lets you create millions of pixels of background "canvas," enabling users to "paint" live multi format sources using DVI, HDS DI, analog or composite at resolutions up to 2048x1200 onto single or multiple displays.

Live camera feeds, computer graphics, and prerecorded video media can all be displayed on screen simultaneously and the layout of these sources can be manipulated live or handled in a scripted environment to react with certain cues in the program. Another application -- news stories can fly on and off screen, multiple off site guests can be windowed onto a single screen via prerecorded media or satellite feeds, and studio logos and graphics can be combined with any of the previously-mentioned sources across single or multiple displays. Spyder also has a full compliment of effects users can apply as they size, merge and transition sources including borders, shadows, mixers and morphs, cloning and linear keying.

Christie says that, according to the terms of the acquisition, the transition plan ensures no disruption to employees, customers or business partners, many of which are already shared by both companies.

"Christie's acquisition of Vista Controls Systems significantly increases our opportunities for deeper market penetration and reflects Christie's core strategic goal of establishing solid leadership in markets for professional display solutions," remarks Jack Kline, president and COO, Christie Digital Systems USA, Inc. "Vista offers advancements in technology that no other image processing company has been able to achieve, making our two companies an ideal fit. We already share many of the same channel partners, philosophies and commitment to providing the highest quality, best-in-class solutions to our customers. We welcome Vista, its staff, and partners into the Christie family."

"The acquisition is an ideal 'marriage' of complementary technologies, whose combined power and performance have no equal in the industry," observed Clark Williams, president of Vista Controls Systems. "Joining Christie provides us with an exciting opportunity to significantly enhance our extensive network of channel partners worldwide, to create cutting edge advanced display solutions and an unmatched level of service."

Williams noted that Christie and Vista have a long history of 'partnering' in many successful installations. Whether it is live camera feeds, computer graphics, or prerecorded video signals, the Vista Spyder video processor handles them with unprecedented ease. Christie and Vista solutions can be found in major broadcast environments, including on the multi-display set of CBS Evening News with Katie Couric. The Vista Spyder also supports NBC Sunday Night Football, CNN International, CNN New York, the eighteen projector wall at the IAC International Headquarters, the Arizona Cardinals' Football Stadium, TF1 France, Deutsche Telekom AG's headquarters, the Golf Channel, and NBC Sports.



For more info, go to [Vista Systems](#)

For more info, go to [Christie Buys Vista](#)

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## Barco's New iCon-omy (and Galaxy!)

Barco's latest additions to its network-centric projection systems line are the iCon NH-12 and Galaxy NH-12. Both combine the best of three-chip DLP technology and stereoscopic, system-integrated display techniques with a 12,000 lumens light output and a new "durability-enhancing" chassis.



While the iCon is at home primarily in auditoriums and large boardrooms, the Galaxy is Barco's "perfect tool" for design and analysis environments.

The iCon NH-12 and Galaxy NH-12 display all local and networked sources in movable, reconfigurable and resizable windows simultaneously. Their advanced picture-in-picture capabilities also make them suitable for videoconferencing in 1080p HD. They are operated with keyboard and mouse, and both sources and layouts can be selected easily through the Start Menu, thanks to special Barco software.

The Galaxy NH-12's active stereo capabilities make it an excellent choice for any type of application that requires high-resolution stereoscopic images with powerful light output. Barco says it is the first stereoscopic projector on the market to combine the quality of three-chip DLP and 1080p HD widescreen projection with network-centric, Windows desktop integration. Its image warping and linearity correction allow for projection on curved and non-flat screen surfaces, while its edge blending and linked constant light output technologies provide a continuous image across a multi-projector display wall.

The iCon NH-12 (and Galaxy NH-12, too) guarantee iCon-omy by extending system lifetime. Their liquid-cooled, sealed optical engine prevent dust from contaminating the projector's interior (and reduces redundant check-up and maintenance routines to boost the lifetime 60% when compared to other three-chip DLP systems, according to Barco.)

For more info about 1080p HD projection, please download a free white paper at [Barco](#)

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# ... FOR LCD, PLASMA AND PROJECTORS



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## Displays

### China's New 5G LCD Plant to Go for Volume

In August 2008 China-based Shen-Chao Optronics' 5G LCD plant in Shenzhen, China is expected to ramp up volume production.

The first stage is a monthly capacity of 60,000 substrates, and the company will also set up a CF plant with a designed monthly capacity of 45,000 units. Shen-Chao may also purchase CFs from other makers.

Earlier this year, Shen-Chao recruited some former management executives from Chunghwa Picture Tubes (CPT) and Quanta Display and others.

China will need at least four 7.5-generation TFT LCD plants to accommodate the strong demand for LCD TVs in the market by 2010, says Taiwan's Industrial Economics and Knowledge Center (IEK) under the government-sponsored Industrial Technology Research Institute (ITRI).

For more info, go to [China 5G and 7G](#)

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## Rich Content & Distribution

### HP Adds User-Generated Content to TVs

Hewlett-Packard will work with content providers to bring user-generated content, movie previews and TV shows to its line of Internet-connected MediaSmart LCD TV sets.



HP already has a deal with CinemaNow to offer MediaSmart users the ability to browse and purchase or rent more than 4,000 titles directly from the TV set. Videos are downloaded to a consumer's PC, then streamed wirelessly to the

HP is calling the new move: "a pretty extensive library of content."

HP launched the MediaSmart line last year with a 37-inch TV, which can play music and video and display photos stored on personal computers.

HP's content partnerships will be part of the launch of 42- and 47-inch MediaSmart models, available by September in retail channels in USA. The TVs support 1080p high-definition programming and include 802.11n wireless network connectivity.

Next year HP will introduce the MediaSmart Server, a NAS device that can hold up to 4 terabytes of content and serve this to TV and other devices in the home.

For more info, go to [HP MediaSmart](#)

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## Audio

### No Googly for Audio at Cricket's World Cup

The Cricket World Cup, held for the first time in the West Indies in 2007, has grown as a media event with this year's competitions televised to 2 billion viewers in 200 countries. But in preparation for the games, a number of the island nations had to undergo significant redevelopment programs, both to their stadia and the surrounding areas.



The 17,000-seat Queens Park Oval in Trinidad, the oldest Cricket stadium in the Caribbean, received an extensive makeover that covered both aesthetics and infrastructure. The venue, which has long been known as a bit of an acoustical challenge, was fitted with a new sound system comprising 109 Community R.5-HP loudspeakers, powered by Crown CTS2000 amplification. Raj Patel of the global consulting group ARUP's New York offices was brought in to oversee that uniform standards were met for intelligibility and acoustical consistency throughout the various stadia. After closing on the Queens Park Oval project that AMR were contacted about upgrading the system at Kensington Oval in Barbados and, shortly thereafter, installing a system at the brand new Sir Vivian Richards Stadium in Antigua.

With a capacity of 28,000, Kensington Oval in Bridgetown, Barbados, is one of the largest venues in the region. The stadium underwent a major facelift, also receiving an updated audio system based around Community R-Series loudspeakers. The main bowl is served by a distributed system of 69 R.5-HPT and 52 R-2 loudspeakers, augmented by six R-1 cabinets for supplemental coverage. Crown CTS2000 amplification powers the system.

AMR Limited also provided sound for the newly-built, 20,000 seat Sir Vivian Richards Stadium in St John's, Antigua. That system comprises 28 Community R-2 and 24 R.5-HP loudspeakers, again driven by Crown CTS2000 amps. All three venues utilize BSS BLU 80 and BLU 32 DSP for speaker processing.

For more info, go to [17,000-seat Queens Park Oval in Trinidad](#)

For more info, go to [Definition of "Googly"](#)

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## Control & Integrator Solutions

### AgiLight: Thin Film LEDs Can Light Up News

AgiLight creates a way to insert LEDs into thin films. The LED strips could start showing up in credit cards by year's end or can also be inserted into mirrors or pieces of glass to display news headlines or stock quotes or RSS.



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

### Save \$12 Billion, Urges Prof. Dr. Andriessen



Dr. Erik Andriessen

Recently the Professor Doctor Erik Andriessen of Technical University in Delft held a retirement speech, summing up his accumulated views about virtual communication and its related aspects such as video communication.

His conclusion: in a country like the Netherlands, 12 Billion Euro is spent annually on business trips and part of this 'investment' is wasted because virtual meeting solutions such as videoconferencing would be a good alternative.

During his years at the TU in Delft, Professor Doctor Andriessen focussed on new forms of work and organisation, particularly virtual and mobile work, knowledge management and communities of practice and IT support for distributed teamwork. In his field of expertise - Work and Organisational Psychology - a lot of changes took place in the last decennia and that gave ample opportunities for research and interpreting studies on working circumstances of other researchers. Erik Andriessen has drawn three major conclusions:

1. *Virtual interaction, such as videoconferencing, is necessary and reduces cost*
2. *Intensive virtual interaction is applicable in many cases and can be learned*
3. *With proper training, organisational and technological improvements, virtual interaction can and should be applied more intensively*

So imagine if one in five business trips in the 25 EU countries were replaced by a solution that does not require traveling (such as videoconference), some 22.35 million tons of CO2 could be avoided each year.

A very recent report of the Ministry of Ministry of Housing, Spatial Planning and the Environment (VROM) indicates that if a country like The Netherlands will not change its mobility, we will see a 24 hour traffic jam in 20 years time.

Combine these facts with the idea that good communication no longer requires face-to-face meetings and it doesn't take a college professor to understand advanced communication technology, such as today's videoconferencing and groupware, is in our future.

His whitepaper is available in English and can be downloaded, free of charge.

For more info, go to [Talk & Vision](#)

### CEDIA Defines UK Member Market

CEDIA in UK surveyed itself and found an industry which is prospering and looking forward to the future, but also an industry whose diversity challenges any easy categorisation.

Key findings from the CEDIA survey on the UK custom install market:

## THE CI MARKET TODAY

- More than 80% of CEDIA members focus their business on home entertainment systems, with multi-room audio and home cinema the defining product categories.
- 53% are designing and installing lighting control technologies on the majority of their projects.
- 40% are providing data networking.
- 33% are designing and installing control systems on most of their jobs.
- 21% are integrating security systems into their installations.
- The number of annual installations per company varies considerably, with more than 30% reporting involvement in between 20 to 30 projects.
- Typical sale prices also differ widely from £5,000 up to £750,000, though one third indicated that the average sale price was in the £15,000 to £25,000 range.
- 60% of respondents noted that the typical age of the client is over 46 years old.

## TECHNOLOGY AND BUSINESS TRENDS

- 65% of members expect the market to grow by more than 10% this year.
- 23% believed that they would grow their business between 5 and 10%.
- The most regularly requested technologies in current projects are HD, heating and air conditioning, lighting and multi-room control.
- The most compelling technologies both last year and in 2007 are noted as HD and IP.
- In terms of business size, the majority of respondents (46%) are employing between one and five people. A further 26% have between 6 and 10 staff, and the remaining 28% feature over 10 people. Two years ago member's companies were smaller and employed less people, 67% respondents employed between one and five people – compared to the current 46% level.
- Further evidence of a growth market is confirmed by anticipated recruitment - 66% of respondents noted that they were likely to recruit additional employees, approximately half of these indicated that they would recruit 2 employees, with the majority anticipating that these new recruits would be installers.

## KEY CHALLENGES

- The main perceived business challenge is the control of growth and the problem of staff recruitment.
- The main challenge facing the industry is considered the entry of new companies and their effect on margins, and, to a lesser extent, customer awareness.

The email based survey, carried out by Sigma Research and Marketing in March, covered responses from a total of 43 companies, representing 26% of the total CEDIA membership in the UK. Individual responses were provided in confidence and were analysed by Sigma on behalf of CEDIA. Only participating companies are entitled to a free copy of the report.

For more info, go to [CEDIA UK](#)

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## Microsoft's Billion \$ Xbox Mistake

We often expect Microsoft to throw around its billions of dollars -- but not this way: Microsoft has finally owned up to the Xbox 360's hardware failures.

Since the game console's release in November 2005 have resulted in "an unacceptable number of repairs," Microsoft now extends their warranty from 1 to 3 years after purchase and promised to reimburse customers who already have had to repair or replace machines.

Microsoft will take a charge of over \$1 billion in this quarter -- or about \$100 for every Xbox 360 shipped to date.

And while the problems still seem unspecified, Microsoft promises they're all be gone soon.



For more info, don't hold your breath.

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## What Installers Really Want from Vendors

Parks Associates and EH Publishing have issued a new survey identifying customer support and ease of integration as more important than price in a brand decision for installers.

Parks Associates and EH Publishing conducted the survey over a three-week period during May 2007 and covered 21 separate product categories actively installed by home systems integrators. A total of 987 responses were divided into three groups: audio, video, and control/infrastructure. The survey was designed and administered to be comparable to past surveys of the channel.

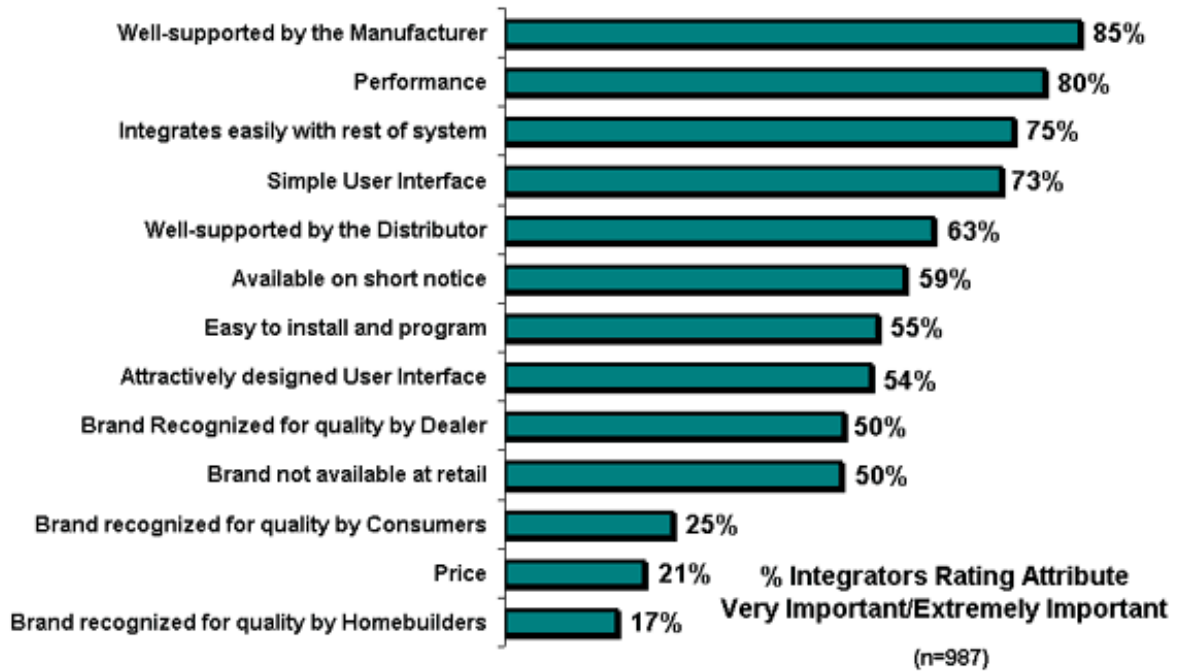
"This channel is growing 15% to 20% annually," says Bill Ablondi, Parks Associates' director of home systems research. "Central to its growth is the emergence of new products – including some based on new technologies – that are affordable for the mass affluent market and not just the wealthy elite. We will be monitoring channel acceptance of these new products and the companies offering them to determine which are gaining traction, which are not, and why."

The study also confirmed that customer support and ease of integration outweigh price as primary purchase considerations. The number of survey respondents rating price as a very important consideration is around 20%. In contrast, 85% of dealers surveyed indicate support from the manufacturer and 75% note the product's ability to integrate with other parts of a control or A/V system as important factors.

This study, the first joint study from Parks Associates and EH Publishing, identifies Control4 in whole-house automation and lighting control, JVC in microdisplay rear-projection TVs, and both JBL and Polk for in-wall/ceiling speakers as having significantly improved their positions in this channel.

"This research documents the fact that certain brands are well-entrenched as the market leaders in their specialty categories," says Daryl Delano, EH Publishing's research director. "Members of the 'Hall of Fame' that consistently measure high rankings for brand familiarity and use include Denon for receivers and amplifiers, Russound for multiroom audio distribution, Monster for A/V wire & cables, Lutron for lighting control, and Crestron for whole-house automation."

## Attributes Ranked by Importance to Home Systems Integrators When Selecting Brand to Install



Source: Channel Monitor - 2Q07 Brand Awareness, Preference & Use  
© 2007 Parks Associates & EH Publishing

For more info, go to [Annual Report](#)

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### The Alien Tech LCD Video Projector

The Alien Tech LCD Video Projector delivers an optimum image just 80 inches away from the surface, design perfect for smaller rooms.



The Alien Tech LCD Video Projector has built in speakers. Weighing just 1.5KG the Alien Tech LCD Video Projector is also easily transported from job to job.

For more info, go to [Alien Tech](#)

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### Windows Vista SideShow Remote Control

The SideShow Remote gives your consumers the centralized capability to control and access the Windows Sideshow features on their PC. The remote enables consumers to manage their music library, TV functions, access information like news and weather, etc.





For more info, go to [SideShow Remote](#)

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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 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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