



Volume 3, Issue 28 - 25th July 2007
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"I.T. or Die," Says Manufacturers Forum

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Industry News

- [PLASA Re-Structures Membership: Rule of 4](#)
- [Will America Pass Europe in 4G Mobile?](#)
- [EU Re-Take: Some Digital Cameras Now Face Import Duties](#)

Displays

- [Digital View Adds More LCDs for Harsh Environments](#)
- [Hotels Love High Tech Displays](#)
- [KME Tests 46" Display at -40 °C](#)

Conferencing

- [Cisco Walks the Talk](#)

Control & Integrator Solutions

- [Crestron: Open Eire Office](#)
- [Bosch VMS Revision 1.1 Enhances Video Management](#)
- [Barco Senses Innovation in Next Gen Rear-Projection Video Walls](#)
- [AMX Drives BP Mobile Exhibit](#)

Digital Signage

- [Planar Shows All-in-One Kiosk](#)

Audio

- [Sennheiser Expand WW Headquarters](#)

Distribution News

- [Comm-TEC Gets Medialon For Regions](#)
- [CUK Audio Adds Danish Interpretation Systems](#)

Residential and Digital Home

- [CEDIA Award Winners](#)
 - [WW Installed Base of Home Networks Up 35% in 2007](#)
 - [Centralite's Diamante Keypad Series Wins EH "Product of the Year"](#)
-

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Industry News

PLASA Re-Structures Membership: Rule of 4

PLASA will reduce its existing nine categories of membership to a simpler four: business, educational, individual and affiliate.



The Professional Lighting and Sound Association is now restructuring as part of a pledge made at its 2006 AGM: PLASA decided then to develop the Association's influence and profile, extend business opportunities for members, grow the membership, develop its internal structure and set standards for the industry.

The re-structure will be officially launched at PLASA 07 in London's Earls Court, Sept. 9th-12th.

For more info, go to [PLASA & Pledges](#)

TOP ↑

Will America Pass Europe in 4G Mobile?

Sprint Nextel (3rd largest US mobile carrier) and Clearwire will jointly develop the first nationwide WiMAX network, reaching 300 million users by the first half of 2008 and pushing USA into the lead for 4G deployment.



WiMAX, operating 5X faster than today's wireless networks at lower cost, will allow users to download full-length movies, conduct live video-conferences, and perform other multi-media apps anywhere in the coverage area.

WiMAX supporter Intel wants WiMAX chips to be built into a wide range of devices including laptops as is Wi-Fi today.

For more info, go to [Clearwire & Sprint in WiMAX Deal](#)

TOP ↑

EU Re-Take: Some Digital Cameras Now Face Import Duties

Some high end digital cameras with advanced video functions could be re-classified as video recorders by the EU and face import duties.



Digital cameras can be imported into the EU tariff-free but video recorders are subject to face duties starting at 4.9%.

To be classified as a digital camera, EU says a camera must NOT be able to record at least 30 minutes of a single sequence of video in a quality of 800 x 600 pixels or higher (at 23 frames per second or higher.)

In 2006, shipments of Japanese digital cameras to Europe were \$5 billion. However, it's swings and roundabouts for Japanese camera makers as the EC did approve the Konica-Minolta merger...ah, subject to just a few conditions...

For more info, go to [EC OKs Konica/Minolta Deal](#)

[TOP](#) ↑

PROJECTA

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Displays

Digital View Adds More LCDs for Harsh Environments



Digital View will add to its HE range of display controllers, specifically designed for LCDs in harsh environments (such as aviation and military applications).

The Digital View HE1400 is a small-footprint interface controller with both DVI and Analog RGB inputs, offering an operating range of -30oC to +80oC, high tolerance to vibration, high humidity resistance, and an input voltage tolerance of at least +/-25%.

Capable of supporting 4:3 format panels at up to SXGA (1280 x 1024) and 16:9 format panels up to WXGA (1366 x 768), the HE-1400 offers built-in LVDS and dual or single pixel TTL interfaces. With a full OSD (on screen display) capability, the product also features DVI-D input and supports a wide range of 4:3 and 16:9 format panels.



For more info, go to [HE1400](#)

[TOP](#) ↑

Hotels Love High Tech

In the hotel industry, says Forrester Research, the competition to appeal to guest preferences moves from bedding to technology in an era of rising room rates.

"All of this goes back to recognizing that customers want more control," says Henry H. Harteveltdt, VP at Forrester. Pointing out expectations created by gadgets like iPods, he believes business travelers think, "At home, I have all this stuff created just the way I like it. Why should I have to sacrifice that when I'm on the road?"

"These days, I'm surprised when I walk into four- or five-star hotels and see traditional types of TVs...If you're paying several hundred euros per night, the expectation is that there should be a flat-screen TV in the room." And maybe even the digital content that you want.

Some hotel chains fuel expectations by announcing plans to install newer TVs or better technology: yet these upgrades can take years. Marriott planned in Feb. to offer 32" high-definition LCD's in all guest rooms in the USA and Canada for three of its brands: Marriott, JW Marriott and Renaissance. So far, the new sets are only available at 56 hotels and the installation won't be completed until late 2009.

According to industry research, the new breed of traveler is more likely to enjoy the benefits of technology as a way to relax.

Hilton recently opened "Sight and Sound" rooms at two of its hotels, the Hilton Chicago O'Hare and the Hilton San Francisco. These rooms cost \$20 more than regular rates, but feature 42" HDTVs, a digital surround-sound system and a connectivity panel for other devices, and on-demand programming.

Another chain, the trendy W Hotels, promises all of its rooms will have iPod docking stations by September and flat-screen TVs by the end of the year.

For more info, go to your nearest 5-star hotel...

TOP ↑

KME Tests 46" Display at -40 °C

KME tested their latest large format 46" display at temperatures as low as **-40 °C**. The latest low temperature range suits use in public information displays and digital signage. The model comes with IP65 sealing as standard to withstand dust and moisture (for sheltered locations). The rating can be improved to IP67, if specified, for more demanding environments.



For more info, go to [KME at 40 Below](#)

TOP ↑



... FOR LCD, PLASMA AND PROJECTORS



Click above for more information

Conferencing

Cisco Walks the Talk

John Chambers, the 57-year-old chairman and CEO of Cisco told FT in an interview. "I'm probably more excited about the business than I've been in a decade."



That's probably not good news for many of his competitors. The company had annual sales last year of \$28.4bn, compared with revenues of just \$1.2bn in 1995, when he took the top job at Cisco.

"If you go back to what we said in the mid-1990s, we made predictions on productivity that people thought were

mathematically impossible and yet it was over-achieved beyond what any economist thought," he told FT.

"We said [*internet protocol*] would be the future and it wouldn't be separate voice, and video and data networks, and that has happened. We said there would be a brutal industry consolidation among the data communication companies and the voice communication companies and that clearly happened. We said that all electronic devices past a given price point would connect to the internet. That's clearly happened. .."

Chambers most recent bet is that future growth will come not just from network infrastructure, but from apps and services that help customers take better advantage of the connections between themselves and their customers.

Cisco launched a series of new technologies that combine voice, video and data traffic with other services such as voicemail, instant messaging and tele-conferencing.

The centrepiece is Telepresence, a high-end videoconferencing system that uses life-sized images and carefully synchronised audio to create the illusion that participants on a call are meeting face-to-face. Cisco wants to use its own experience with Telepresence as a showpiece for customers.

Chambers told FT two recent Cisco acquisitions are an example of how online collaboration tools can change the speed at which companies do business.

"We did the acquisition of Scientific Atlanta (a maker of set-top cable boxes that sold to Cisco in 2005 for \$6.9bn) a little bit over 18 months ago at breakneck pace – 45 days – and it was everything we could do to get it done," he says.



"A data room like this with papers all over the place, lawyers, investment bankers. And we barely made it in 45 days."

By contrast, when Cisco bought Webex, a web conferencing and online collaboration company earlier this year for \$3.2bn, the entire process, including the signing of the final contract, was done remotely, using a new high-end videoconferencing system, says Chambers. The deal took just 8 days to put together. "There was no data room, it was virtual."

Mr Chambers told FT Cisco has conducted 10,000 meetings using Tele-presence since it launched last year.

"I'm doing [a Telepresence meeting] late today with a customer instead of getting a plane halfway around the world. I'll connect to my Japanese counterpart and it will take an hour for the meeting as opposed to two-and-a-half days.

"When I show it to a CEO, they go ... this is a new business model. This is going to change my supply chain. This is going to change the way I touch my customers," he says.

For more info go to [Cisco TelePresence](#)

TOP ↑



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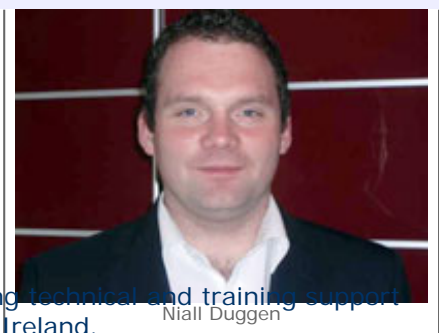


Control & Integrator Solutions

Crestron: Open Eire Office

Following a year of significant growth with new offices opening in Scotland and the north of England, Crestron now adds a new office in Dublin.





From his base in Citywest Business Campus, new recruit Niall Duggen will be providing technical and training support to the expanding network of Crestron residential and commercial dealers throughout Ireland.

Crestron's Sean Cleary, Sales Manager Ireland, will oversee activities in the region: "We are delighted to welcome Niall to the team. He will be a valuable asset to the company as a whole and his hands-on expertise will be invaluable to our dealers locally."

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

TOP ↑

Bosch VMS Revision 1.1 Enhances Video Management System

The Bosch Video Management System VMS is an enterprise IP video security solution designed to work with Bosch CCTV products to provide seamless management of digital video, audio and data across any IP network. It allows customers to integrate their existing conventional analog components into one, easy-to-manage setup and enable live and recorded video images of any site to be viewed at any time, from any location.

With Version 1.1, Bosch has taken the functionality of its Video Management System a significant stage further:

Version 1.1 adds support for the Bosch IntuiKey CCTV keyboard. The keyboard can be connected to an IP decoder, allowing camera selection on all analog monitors, camera sequence control, and full PTZ control. Alternately, the keyboard can be connected to an operator workstation. Workstation-connected keyboards can additionally select cameras displayed on the workstation, control the video display layout, and control video playback with jog-shuttle-like functions using the keyboard joystick.

Another enhancement with Version 1.1 is a Dual Authorization on Login facility.

Bosch VMS Version 1.1 can now also be integrated with Bosch's Building Integration System (BIS).

One of the important features of the Bosch VMS is the logical and intuitive structure of the Configuration Client, allowing the installer to easily put a system into operation.

Moreover, Version 1.1 provides enhanced analog monitor support that allows the creation of analog monitor groups to produce, for example, an analog monitor wall displaying images from selected cameras on the network. Up to 16 predefined groups can be selected via the Video Management System workstation or via an IntuiKey keyboard. In addition, video can now be called up on analog monitors in response to alarms.



For more info, go to [Bosch Security](#)

TOP ↑

Barco Senses Innovation in Next Gen Rear-Projection Video Walls

Barco announces its next gen video wall displays, featuring proprietary sensor technology to provide brightness and color stability over time and across the entire display.



The new OV-D2 series' Sense6 technology is an active, sensor-based, system that analyzes what the operator sees by measuring the output of the video wall rather than a specific optical component of the projector system. The technology results in equal brightness, color, contrast and midtones for all cubes that compose the video wall.

Barco's video wall products are based on DLP technology and feature built-in lamp and controller redundancy to support 24/7 mission-critical applications. Through a modular design, they cover the needs of most control room or backdrop application: the OV-D2 series include video wall modules ranging from 50" to 120" and resolutions from XGA to SXGA+, stackable to any size and resolution, curved or straight.

The OV-D2 series, says Barco, brings better performance at lower operational cost: new brighter lamps with longer lifetimes, airbearing color wheel with longer lifetime, sealed off engine all contribute to a video wall that requires less maintenance.

For more info, go to [Barco Next Gen Rear-Projection Video Walls](#)

[TOP ↑](#)

AMX Drives BP Mobile Exhibit

Specialist installer, Hawthorn Theatrical used AMX control technology to designing and integrate AV into a mobile exhibition display for oil giant, BP. The exhibition stand combines live demonstrations, interactive stand exhibits and dramatic AV presentations running on up to 20 LCD and plasma displays.



Coordinating the control of the screens, lighting, sound and AV content is an AMX Netlinx NI3100 controller, operated by an AMX widescreen 10" Modero touch panel. Importantly, the touch panel menus and navigation have been designed to be totally intuitive, enabling the stand technician to be able to set up the stand quickly and easily.

It also facilitates 'touch of a button' switching of languages on the interactive displays and presentation voiceovers to 'naturalise' the exhibition displays for local audiences throughout Europe.

Two additional 32" touch panels were used as interactive screens for various displays on the stand.

An AMX MAX content server provides AV feeds to the LCD and Plasma screens distributed around the stand, along with interactive content (text, graphics and video) used by the individual displays, such as the interactive touch panels and a petrol pump that advises the best fuel option as a nozzle is removed from its cradle. The MAX server is configured to provide nine different AV outputs simultaneously, although Max is able to support up to 25 individual audio/video 'zones'.

For live demonstrations, the AMX control system sets up the lighting rigs, switches on/off the demonstrators' radio microphones, controls sound levels and cues and plays film clips.

Fore more info, go to [AMX](#)

[TOP ↑](#)

Planar Shows All-in-One Kiosk

Planar showed a prototype display of its CoolSign-enabled Integrated Sign solution, a new all-in-one kiosk solution.

The prototype of the new iS40 Integrated Sign display appliance has a 40-inch display and uses the CoolSign digital signage content software. The iS40 will ship later this year.

The DS15 is an all-in-one integrated kiosk using a flat-panel touchscreen and an optional magnetic stripe or Smart Card Reader.

For more info, go to [Planar All-in-One](#)



[TOP](#) ↑

Distribution News

Comm-TEC Gets Medialon for Central Regions

COMM-TEC is now the exclusive distributor for Medialon Show Control Systems in Germany, Benelux and Central Europe



Medialon SA features Medialon Manager, a network based and hardware independent Media and Show Control Software for use in fixed installations and live events. The system provides user-defined programming environments and intelligent features like Positracking. This allows for easy programming of even the most complex applications. Medialon Manager ensures cost effective incorporation of media technology by supporting existing computer interfaces and standard industrial extension cards.

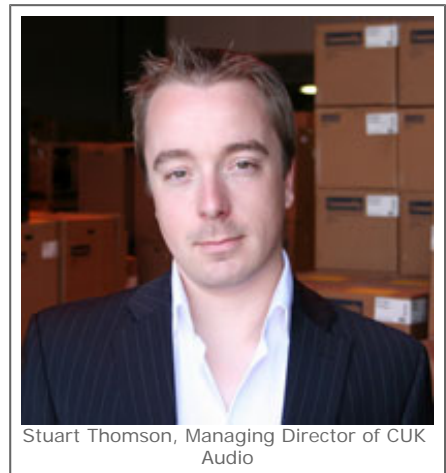
Driver modules, watch-dog functionality, and more, says Comm-TEC, make the Medialon Manager a powerful tool for the professional user.

For more info, go to [Comm-TEC](#)

[TOP](#) ↑

CUK Audio Adds DIS, Danish Interpretation Systems

Glasgow-based CUK Audio will be the exclusive distributor for Danish Interpretation Systems (DIS) for UK and Ireland.



Stuart Thomson, Managing Director of CUK Audio

DIS provides advanced conference and simultaneous interpretation systems. Designed in Scandinavia, the DIS product range includes Microphone Management and Discussion, Simultaneous Interpretation and Translation, Wired and

For CUK Audio, distributor of Audica Professional, Community, Digigram, InOut Digital and KIND, the appointment to distribute DIS represents a step forward. MD Stuart Thomson explains, "Our philosophy at CUK Audio, is to provide complete audio solutions for the market sectors in which we operate. Over the past two years we have supplied an increasing amount of product into the conference sector, but only in the areas of sound reinforcement and audio networking - we needed a core conference product to become a complete provider."

For more info, go to [CUK Audio](#)

[TOP ↑](#)

Audio

Sennheiser Expand WW Headquarters

Audio specialist Sennheiser electronic GmbH & Co. KG will reorganize and expand the company's headquarters and main production plant in Wennebostel (Wedemark), Germany.

The first project of the expansion program is a new factory building that will take over production from the Burgdorf plant 30 kilometers away. The Burgdorf site will be closed and is expected to be completed by the beginning of 2009.

Sennheiser's headquarters in Wennebostel, where the company was founded in 1945, has grown continuously. The new modern production facility will be constructed adjacent to the company's Class 100 clean room.



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

[TOP ↑](#)

Residential and Digital Home

CEDIA UK Announces 2007 Award Winners

Seven CEDIA Electronic Systems Professional members walk away with the title of CEDIA Award Winner following the final judging from a shortlist of 23 top quality projects.

CEDIA Awards 2007 winners are:

Best Home Cinema Under £20,000 (35,000 Euros)

Beyond the Invisible, London Penthouse

Best Home Cinema £20k - £100,000 (35,000-150,000 Euros)

Dawsons, The Ultimate Home Cinema

Best Integrated Home Under £100,000 (150,000 Euros)

D&T, Chester Lodge

Best Integrated Home over £100,000 (over 150,000 Euros)

T&T, Project 'C'

Best Multi-Dwelling

Homotech Integration, The Metro

Best International Project

Smartcomm, Villa Oasis, St Tropez, France

Best Special Project

Prestige Audio, Cadillac Escalade



AV distributor AWE Europe topped the hotly contested 'Best Trade Supplier' category (decided via an online vote of CEDIA ESP members who were asked to select the company who has provided the best quality products, services and support throughout the year).

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

[TOP](#) ↑

WW Installed Base of Home Networks Up 35% in 2007

Driven by ever increasing numbers of residential broadband subscribers, the desire to share bandwidth, and falling prices for networking equipment, the worldwide installed base of home networks is expected to grow by over 35% in 2007, says In-Stat.

"By the time worldwide broadband subscribers exceed 500 million in a few years, there will be a very significant installed base of equipment that presents opportunities for replacements and upgrades," says Joyce Putscher, In-Stat analyst. "Gigabit Ethernet, 802.11n, VoIP, and TR-69 are all drivers for customer premises equipment (CPE) upgrades and replacements."

Recent research by In-Stat found:

- Worldwide CPE unit shipments grew almost 20% in 2006 to 127 million.
- By 2011, annual CPE revenue will be dominated by gateways, with gateways garnering over half of the worldwide revenue.
- Worldwide home LAN PHY interface shipments will surpass 500 million in 2010.

For more info, go to [In-Stat](#)

[TOP](#) ↑

Centralite's Diamante Keypad Series Wins EH "Product of the Year"

Centralite Systems' new Diamante backlit keypad series has been chosen by Electronic House magazine as one of its 2007 Products of the Year and will be honored at CEDIA Expo (Sept. 5-9, 2007) in Denver.

The Diamante backlit keypad series is compatible with Centralite's Elegance and LiteJet Lighting Control Systems. The series features styling with elegant backlit buttons for visibility anytime of the day or night. A range of styles and colors are available to match most décor. The Diamante is designed with raised diamond-shaped buttons that respond to a gentle touch. Button intensity can be set to a preferred level or programmed for day/night settings. Custom button engraving is available to clearly indicate the purpose of each button.

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



[TOP](#) ↑

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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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[TOP ↑](#)