



Volume 3, Issue 4 - 7 February 2007

Tell Your AV Colleagues: [Which trade show works best for you?](#)

Introduction: [Fourth ISE Sees 16,000+ in Record Attendance](#)

Feature: [Gary Kaye at ISE: The Future of AV in Everything](#)

NEWS

Have a new product or application story to tell? Send to rAVe Europe Editor-in-Chief Bob Snyder: rAVeEurope@gmail.com

Industry News

- Europe's AV Market 3-year Growth Estimated at 7%
- NEC Merges Display & Projection Businesses
- DisplayPort: VESA's Standard Sparks HDMI Controversy
- ISE Goes on the Road Again in 2007

Displays

- MEDIALINE: Unique Modular Design LCD TV
- Sharp 65" Starts Pro LCD Monitors Line-up in Europe
- Canon at ISE for First Time
- Hotlamps at ISE for Launch into Europe

Presentation Technology

- ILS: Lecterns Join the Digital Age
- DTC's 2006 Interactive Whiteboard Research
- Interspace: Cueing Up and Counting Down

Residential Systems & Digital Home

- Escent Fireball Lights Up iPod at ISE

Projection & Screens

- Projecta Shows Product Line for Rental Market

Control & Integrator Solutions

- Kramer Adds CAD Drawing Library for AV Systems Design
- Bosch Shows DCN Wireless Congress System
- Vogel's Professional Holds Up the Largest Screens

Digital Signage

- Avocent Ships Wireless HD Multipoint Extender

	Network	Discover	Learn	Do business	
2007	30.01. - 01.02. Amsterdam, NL				

[Click above for more information](#)

Introduction

Fourth ISE Sees 16,000+ in Record Attendance, Up 40% in Exhibitors

First came the 363 exhibitors from 28 countries, and next came more than 16,000 visitors from all over the world: the fourth ISE burgeoned with success.

The ISE team led by Mike Blackman, MD, deserves full credit for creating a show in Europe that actually reflects the visually bold look and feel of the dynamic AV industry.

"ISE 2007 has been an outstanding success and the huge rise in visitor numbers has prompted an overwhelming response from exhibitors to rebook their booths for next year. Because of this, we have already secured an extra hall at the RAI, ensuring that ISE 2008 is set to be even bigger than this year's event," says Mike Blackman.

We can't possibly fit all our ISE news in only our pre- and post show newsletters. So you'll see more from our interviews in the next issues. But let's get started...we've got a lot to talk about!

Bob Snyder
Editor-in-Chief



[TOP ↑](#)



[Click above for more information](#)

Feature

The Future of AV in Everything

Wouldn't you know it? Gary Kayye flew in from USA to entertain an ISE crowd and ran into one problem: the AV didn't work. There we were, in the middle of Europe's largest AV exhibition, and the projector did not work.

Someone plugged a cable into the wrong port and no one could get at the elevated projector without driving a high-rising "cherry-picker" over ISE attendees.

Gary sat patiently while Plan B brought a makeshift system into place. Those who made it to the ISE Theater found Gary's presentation an entertaining and informed look at the future of AV.

Gary's main premise confronts experienced system integrators with the fact that as AV broadens, the customer base is different and needs to be addressed differently. Drawing from the book *Crossing the Chasm*, Gary showed how Geoffrey Moore's analysis applies to the average AV system integrator who now faces an Early Majority buyer instead of an Early Minority customer.

Combine the chasm-jumping with I.T. and you can follow Gary's logic to the impact of consumer technologies (iPOD, TiVO etc). A world where AV content is centrally located and pushed or pulled over a network. Home, office or away, the digital content is ubiquitously available.

Gary also spent time visiting manufacturers who were interested in help to expand into the American market.

For more info, go to [KAYYE CONSULTING](#)



[TOP ↑](#)



[Click above for more information](#)

Industry News

Europe's AV Market 3-year Growth Estimated at 7%

In the ISE Theatre, Duffy Wilbert, VP Membership from InfoComm International delivered a research presentation on the size of the European AV market. The convergence of IT and AV (as well as new construction) drives the €5.5 billion market in Europe for AV product and service sales. And guess what? You, dear reader-- the distributor and system integrator--won a citation as the Number One influencer of buying decisions!

- The Big Three (UK, Germany, France) account for nearly 60% of the total European pro AV market
- Services about 35% or €3 billion while Product still account for almost 65% or €5.5 billion of the market opportunity.
- Control Systems, Projectors, Displays and Sound Reinforcement Equipment & Acoustics represent top products.
- Average 3-year annual market growth rate is estimated at 7%. The product categories with the fastest growth rates are Displays, Control Systems and Wireless Connectivity Software

While this research is extremely helpful, you will need to note the definition of "Europe." Many of us do business in the new and "wider" Europe as well as EMEA, so our market opportunity is only bigger than what Infocomm can count at this time..

For more info, go to [INFOCOMM Market Research](#)

[TOP ↑](#)

NEC Merges Display & Projection Businesses

On April Fool's Day (April 1, 2007), NEC Corporation will merge the display monitor business of NEC Display Solutions into the projector business of NEC Viewtechnology.

The new entity will be called NEC Display Solutions, Ltd. but you won't hear any jokes from Yoshiaki Tsuda, named President of the new company.

After integration, NEC Display Solutions Europe GmbH will lead the visual display products (projectors, LCD monitors and PDP monitors) and solutions businesses in Europe.

NEC Display Solutions held the no.3 position in the stand-alone corporate LCD monitor market in Europe for FY2005. In 2006, NEC Viewtechnology ranked no.2 worldwide market share for business projectors.

For more info, go to [NEC Merges](#)



[TOP ↑](#)

DisplayPort: VESA's Standard Sparks HDMI Controversy

The Video Electronics Standards Association (VESA) new roadmap for display connectivity convergence plans to provide seamless connectivity with new and existing TVs, monitors and projectors using a USB-sized DisplayPort connector. DisplayPort is designed to replace DVI, LVDS and eventually VGA, making digital display connections easier, more readily available and more functional.



"DisplayPort is not being positioned to compete with HDMI, but rather to complement it for PC and PC-based products," says a VESA newsletter...but not everybody is buying it.

Joseph Lee, HDMI's "technology evangelist," was quoted as saying, "It's like saying 1394 is compatible with USB." HP's Bob Myers, chairman of VESA's board, insists, "They are aimed at different audiences ... We see the two coexisting."

A Dell spokesperson told a US trade paper, "the difference is that HDMI was designed purely as an HDTV interface." He says HDMI has a "pretty limited focus" and "the PC world needs a replacement for VGA." HDMI Licensing's marketing VP Steve Venuti argues, "DisplayPort is functionally the same technology as HDMI." Venuti adds "clearly what we see in the future is more convergence between the PC and HDMI." He anticipates HDMI would implement some steps towards that end at some point this. There are no DisplayPort products on the market yet and HDMI is projecting more than 1 billion [HDMI compatible] products on the market by 2010. VESA is not licensing its format but rather making it freely available to anyone who would like to develop new generations of products that comply with the standard.

For more info, go to [VESA DisplayPort](#)

[TOP](#) ↑

ISE Goes on the Road Again in 2007

At ISE, MD Mike Blackman announced a 2007 repeat for last year's successful Road Shows. This year, starting on Oct. 17th, ISE will visit five cities (Warsaw, Prague, Zagreb, Vienna and Riga) in 10 days.

More than 100 visitors per city came last year and **rAve Europe** was a media sponsor.



For more info, go to [ISE Road Shows](#)

[TOP](#) ↑

DLP
TEXAS INSTRUMENTS

ONE TECHNOLOGY. EVERYTHING YOU'RE LOOKING FOR.

AND SO MUCH MORE.

2000+ LUMENS

SEARCH FOR DLP@ PROJECTORS, DEALERS AND PRICES.

go >>

Click above for more information

Projectors & Screens

Projecta Shows Product Line for Rental Market

Especially for lease & rental companies, Projecta showed at ISE a line of rental product competitively priced, sturdy, and packaged especially to be rented out, again and again.

Investing in projection equipment can be a large hurdle to overcome for businesses, conference centres, event planning bureaus and organisations that use projection only on an occasional basis.



Projecta's rental product portfolio includes the portable and easy to set-up Fast-Fold tension screen for use at any desired location. The Fast-Fold Truss tension screen, with widths starting at 457 cm wide, is ideal for large events. Other projection screens include the Picture King projection screen, mounted on a stable tripod, the ProStar projection screen for intensive, portable use, and the lightweight LiteScreen for onsite professional presentations.

In addition, the rental range encompasses StandMaster I and TeleMaster projector tables, the SolidStand plasma stand, the HiLine height-adjustable trolley for DVD / video equipment, and a classic lectern with a closed front.

Projecta also showed a number of other innovations, but this caught our eye as an effort to cater to rental needs.

For more info, go to [Projecta Rental](#)

[TOP](#) ↑

	<p>APO offer a universal range of branded projector lamp with compatibility for all major projector manufacturers.</p> <p>For exclusive trade-only enquiries call Hotlamps on +44 (0) 845 60 70 477 or visit hotlamps.com</p> 	
--	---	---

[Click above for more information](#)

Displays

MEDIALINE: Unique Modular Design LCD TV

Just when you think there's not much that can distinguish an LCD box, along comes an idea that slaps you in the face and asks: Why didn't I think of that?

At ISE, NBMI (those guys that bring you your free internet spaces at ISE) showed the MEDIALINE 2600MP, 26 inch in the M-series of modular LCD-TV. Based on MGI-versabus connectivity that allows modules to extend the LCD functionality, you can snap on modules for DVD, PVR, DVB-T, IPTV, WLAN and home security.



Director Addy van Someren showed us how easy it was to click on each module.

The line comes in four sizes: 26, 32, 37 and 40 inch. The flexibility makes the M-series suitable for hotels, homes, holiday parks, and corporate digital signage.

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

[TOP](#) ↑

Sharp 65" Starts Pro LCD Monitors Line-up in Europe

Sharp starts its line-up of professional LCD monitors in Europe with the 65-inch full HD model PN-655E.

PN-655E comes with a screen measuring 65 inches (1.65 metres) diagonally, 16:9 aspect ratio, native Full HD resolution of 1,920 x 1,080 pixels, a pixel response time of just six milliseconds, and a replaceable "four-wavelength" backlight unit for up to 50,000 hours of continuous operation without disturbing fan noise.

Offers 16.7 million colours with eight-bit colour depth, brightness of 400 candelas per square metre at a contrast ratio of 700:1 and horizontal and vertical viewing angles of 170 degrees.



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

[TOP](#) ↑

Canon at ISE for First Time

For their debut at ISE, Canon emphasized their XEED projector range, LCOS-based products. The launch of LV-7265, LV-7260, and LV-X7 refreshed the LV-series, joining the top of the range, LV-7575.

The unique item on show was the XEED SX60/SX6 X-RAY, collaboration with Lariviere to develop a Dicom 14 compliant solution for medical imaging.

The VB-C300 network camera for security and surveillance also caught our eye.

For more info, go to [Canon Europe](#)

TOP ↑

Hotlamps at ISE for Launch into Europe

Part of Maverick in the UK, a global AV distribution group with a turnover in excess of £125 million, Hotlamps chose ISE to make its jump from UK into Europe.

Calling itself the "biggest lamp distributor in the UK," Hotlamps boasts a database of 6000+ projector lamps.

APO lamps from Hong Kong (compatible with branded lamps) are also available from Hotlamps.



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

TOP ↑

REALIZE

Click above for more information

Control & Integrator Solutions

Kramer Adds CAD Drawing Library for AV Systems Design

Kramer Electronics offers its new DXF Drawing Library of files for CAD and other industry drawing programs. These DXF (Data Exchange Format) files are available for download from the Kramer Electronics and Sierra Video web sites and include every model in both the Kramer and Sierra Video product lines.

The DXF Drawing Library offers product line drawings (of the front and back panel) for use in rack elevation illustrations. It also offers CAD blocks for use in signal flow and wiring diagrams. Each drawing is provided in a standardized CAD format and depicts detailed product information including model number and description, indications of directional and bi-directional lines of communication, as well as input, output, and control connector types and wiring schemes.

Kramer Electronics' DXF Drawing Library can be found by using a drop down list on the main Downloads tab at

www.kramerelectronics.com/downloads.asp

TOP ↑

Bosch Shows DCN Wireless Congress System

Fresh from their first DCN Wireless Conferencing installation in the Netherlands, we talked to the Bosch product managers at ISE.

Goirle is a town of about 22,300 inhabitants near the city of Tilburg in the south of the Netherlands. Last year the town hall installed a Digital Congress Network (DCN) Wireless Discussion System from Bosch Security Systems, the first in the country. Goirle town hall is a perfect reference system for similar-sized municipalities wishing to replace their outdated analog discussion systems or install new.



After the town hall was completed in 1989, a basic analog discussion system was installed.

After years of use, this system began to show signs of increased RF interference from the surroundings and passing

traffic. Moreover, the system was hard-wired, with no flexibility in configuration or variation in the number of participants.

Goirle council chamber now uses 25 of Bosch's tabletop Wireless Discussion Units, each with pluggable long-stem microphone. They allow meeting participants to speak, register a request-to-speak, and listen to the speaker. All but one are basic units for a single delegate. One unit is a Chairman Unit –which has an additional 'priority' button that allows overruling other delegates.

Each unit is protected against RF interference from devices such as mobile phones, Bluetooth and Wi-Fi networks, as well as having low susceptibility to electromagnetic interference. The entire wireless system features multiple-layer protection against eavesdropping or tampering, enabled by Bosch's digital protection technique. The built-in loudspeaker is automatically muted to avoid acoustic feedback when the microphone is operational.

Frank Santegoeds is the town hall porter and responsible for setting up all meetings and events in the council chamber. "We were amazed at how quickly the MK2 engineers stripped out the old system and installed the new one...." He adds: "Flexibility in setting up allows us to change the configuration very quickly to suit different numbers of participants and seating arrangements – simply a matter of plugging and unplugging the tabletop Discussion Units and placing them where needed. This cuts down the time I spend in dismantling or setting up and therefore helps us to keep closely to schedules. "

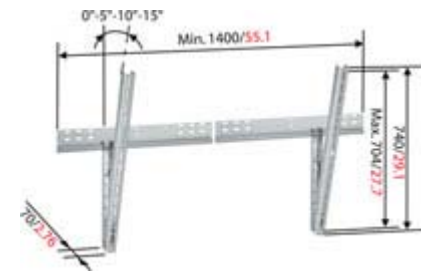
For more info, go to [Bosch Security Systems](#)

TOP ↑

Vogel's Professional Holds Up the Largest Screens in the World

At ISE, Vogel's Professional introduced a new universal LCD/Plasma wall support safely fitting large screens from 55" – 103" inch.

Large screens for public use--like shopping malls, waiting rooms and airports-- are becoming commercially available as technology drops the price level. As a result, there is a growing demand for wall supports (in business and in the home) that are capable of safely carrying these heavy, larger screens.



PFW 185 was developed for the heaviest displays (safely fitting displays up to 103") with a weight capacity of 300KG/660LBS KG TÜV tested (maximum weight capacity 1500KG/ 3300LBS).

Two wall-mounting plates ensure the support always fits, regardless the width of the screen. Two individual wall-mounting plates (stud-mounting ready) ensure there is no limitation to the width of the mounting points on the back of the display. This makes the new wall support universal and flexible to use.

Installers require fast, safe and universal solutions, so the PFW 185 comes fully assembled. Display installation is done in just one step. All mounting hardware is included, also for double stud mounting. Two different, additional installation methods - flat to wall and tilting - are possible. With the PFW 185, the screen can be positioned very close for a better viewing angle, against the wall or tilted up to 15° for a better viewing angle.

The silver-colored support seamlessly blends into any interior, thanks to its slim design (only 52mm distance to the wall).

For more info, go to [Vogel's Professional](#)

TOP ↑

An advertisement for HRT's Complete A/V System in One Package. The ad features a central image of the system's control panel, which includes a video switcher, UTP transmission, projector control, and audio amp. To the left is the HRT logo. To the right is a woman in a business suit holding a sign that says "Things to do @ ISE Show (1) Register (2) Visit HRT Booth EGO". Below the main image, the text reads: "Complete A/V System in One Package Video Switcher , UTP Transmission Projector Control & Audio Amp Hall Research www.hallresearch.com +1-714-641-6607".

Click above for more information

Presentation Technology

ILS: Lecterns Join the Digital Age

"We are establishing a new product category at the ISE," says Henk de Groot of ILS.



"Until now lecterns tended to be big and custom made, we will change that.

In line with the AV-IT convergence, we are launching the commoditization of lectern hardware and software. On ILS booth E32 you will find a series of compact intelligent lecterns varying in functionality and style - but not in reliability and durability - to fit virtually all customer needs right out of the box."

If you speak in public a lot, you can appreciate Henk's collection: lecterns that automate the queuing of a series of speeches, lecterns that respond via touch screen, lecterns that rise or lower to your preferred height, lecterns that can transform into digital signage...

I hope all the conference centers and hotels get the point and stop dragging out cheap veneer lecterns that can barely fit a PC...the ones that wobble and shake when you lean on them...and the ones that are draped in wires, spider dens of electrical cords.

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

[TOP ↑](#)

DTC's 2006 Interactive Whiteboard Research

Colin Messenger, Senior Consultant at DTC just zapped us his highlights from their latest research on interactive whiteboards.

There is now a cumulative total of more than 1 million Interactive Whiteboards worldwide.

- The Interactive Whiteboard Market is forecast to increase 4X in the next 5 years
- The UK is the 3rd largest market in the world and will continue to be for the next 5 years
- 1 in 9 classrooms worldwide will have a board by 2010
- There have been new levels of interest all over EMEA, manufacturers and resellers report a bow wave of interest
- The Americas doubled volumes between 2005 and 2006
- Asia is still a comparatively small market but the market doubled in 2006 and large growth is forecast from 2008

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

[TOP ↑](#)

Interspace: Cueing Up and Counting Down

The Interspace products span specialist cueing, presenter timing, traffic light indicator solutions and audio products – have been designed and engineered in the UK for more than eight years. For ISE they brought out several new products:

Cue4 enables i2's MasterCue V5 USB cueing system to control multiple computers. Four USB connections allow presentations on up to four computers to be stepped on (or back) at the same time. Cue4 also enables two further computers to display the presenters notes and 'one ahead' to the next slide in the presentation.

Soft Countdown is a new software and USB hardware product based on Countdown2 – a popular, programmable and versatile numeric display timer system. With Soft Countdown the countdown clock (or count-up, or real time of day if the presenter prefers) can be displayed on the computer screen and on remote displays if desired. The numeric display on the computer screen can also be resized and the background made transparent.

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

[TOP ↑](#)

Visit us at **Integrated Systems Europe**
30 Jan - 1 Feb, Hall 4/Booth O42.



calypso control systems
www.calypsocontrol.com

[Click above for more information](#)

Digital Signage

Avocent Ships Wireless HD Multipoint Extender

Launched only a few weeks prior to ISE, Avocent is now shipping what it calls "the

industry's first wireless high-definition (HD) media extender providing both wired and wireless connectivity in one product."

The Emerge MPX1000 HD multipoint extender solution offers wired or wireless connectivity for moving high-definition content from a source to one or more destinations incorporating High-Definition Multimedia Interface (HDMI™) technology. High res computer graphics, high-def video, stereo audio, and control data are wirelessly transmitted to as many as 8 wireless or LAN-connected receivers.

It includes a transmitter and receiver for high-def media support in professional audio-visual applications. Audio-video synchronization is maintained at each display and all wirelessly connected receivers remain in lock step with each other. Additional interchangeable modules are available for input/output of analog signals including component video, computer graphics or digital HDMI/DVI signals.

For system control and configuration, the Emerge MPX1000 extender solution is accessible through an on-board web server that allows browser-based unit control and configuration, and a front panel display that provides push-button access to system status.

The extenders allow for control of attached audio-visual equipment through RS-232 serial and infrared connections.

- High resolution computer graphics up to 1280 x 768 resolution, HD video including 720p, stereo audio, and control data are wirelessly transmitted to as many as eight wireless or wired receivers
- Wired or wireless extension provides installation flexibility for many professional A/V applications
- Extend A/V control signals including serial and IR
- Includes simple onboard web-based configuration at the transmitter
- Synchronization is maintained across all receivers
- Provides content security through HDCP digital rights management

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

[TOP](#) ↑



Click above for more information

Residential Systems & Digital Home

Escent FireBall Lights Up iPod at ISE

On the Marantz stand at ISE, the Escent FireBall FP-1 Music Manager caught our attention. With an iPod, it becomes a music server. Without a docked iPod, it serves as a client and the FP-1 can stream music from any FireBall music server (or PC/Mac). It plays all iPod music formats including protected AAC & can stream iPod music to other FireBalls.

The Big Brother, the FireBall SE-160i, features a 160GB HDD and acts as the quintessential music server.



For more info, go to [Escent Europe](#)

[TOP](#) ↑

MEDIA LINE LCD TV, Plasma TV and digital signage	MEDIACENTER LCD TV 40-Inch, DVDRW, 400GB hard disc www.medialine.tv	
--	--	--

Click above for more information

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

[TOP](#) ↑



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

You will need to [SUBSCRIBE](#) to receive this newsletter regularly. [Click here to subscribe](#)

To send us feedback and news tips, don't reply to this newsletter - instead, write to us at rAveEurope@gmail.com

[Click here if you are interested in the home A/V market in Europe](#)

[Click here to send us your company news](#)

.....
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.

..... [TOP ↑](#)