



Volume 3, Issue 6 - 22 February 2007
Tell Your AV Colleagues: [Read about the AV Virus](#)

Introduction: [And now it's NSCA time...](#)

NEWS

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

Industry News

- [Panel Chosen for CEDIA AWARDS 2007](#)
- [Project Awards from InAVation 2007](#)

Projection & Screens

- [HoloVis International & Sony Launch the ApolloWall-Pro](#)
- [Projecta Shows Web Tool to Custom Build Screens](#)

Audio

- [Panphonics Sounds Off in Store](#)

Residential Systems & Digital Home

- [The LED Tub for High Tech Bathrooms](#)
- [CE Pro Survey Says Overall Up 15% in USA](#)
- [USA: Builders Watch while Some Custom Segments Go Flatter](#)

Displays

- [Samsung Develops First Double-sided LCD](#)
- [New Joint Venture Markets 3D Displays](#)
- [CeBIT: Samsung to Show USB LCD Monitor](#)
- [LED BLU Industry Trend and Forecast](#)
- [LG & Prada Will Expand Business to LCD TV](#)
- [LCD TV Pioneer Sharp Loses Market Lead](#)

Mounts & Accessories

- [Vogel's Trolleys Mobilize LCDs and Plasma](#)

Distribution News

- [Audica Professional Goes with Trius in Germany](#)
- [RTI names UK and Middle East Disties](#)

Introduction

And now it's NSCA...

NSCA Expo 2007 focuses on the commercial electronics systems industry with 450 exhibits showing the latest in AV, access control, acoustics, control systems, data, digital signage, security/life safety, lighting, telephony, sound, and video among others.

NSCA will launch many new initiatives at NSCA Expo 2007 in Orlando, Florida on March 15-17th. We don't have space for all of them but we can tell you about a few key reasons why you may want to attend.

NSCA's Expo 2007 Intelligent Buildings Showcase will explore the implications and dynamics of **how IP-based services effect cost, construction, and management of next gen commercial structures.**

Architects, designers, developers, system integrators, and even tenants can visit this showcase where dedicated

education stations will explain the details of a particular service as well as offer working demonstrations of integration. Co-hosted by Bosch Security Systems and Bosch Communication Systems, The Intelligent Buildings Showcase is open to any registered NSCA attendee.

Also at NSCA, Hanley Wood and Bosch Security Systems team up with NSCA for the debut of **The Connected Buildings™ Conference**. Serving as a forum for architects, designers, building owners, facility managers, and IT decision makers with an interest in learning how best to use technology to create “intelligent” buildings.

The Connected Buildings™ Conference offers one day of comprehensive education, a tour of the Intelligent Building Showcase, and a filled Expo floor. For conference details, visit www.connectedbuildings07.org

There's a focus this year on **digital signage** at NSCA Expo 2007 that will highlight education with the help of The Digital Signage Group (TDSG). By choosing classes, attendees can expand their digital signage marketplace knowledge (topics such as “how to build partnerships with content providers” or “how to sell to smaller businesses”). A Digital Signage Showcase will show off applications, including some from corporate communications, health care, and interactive way-finding.



For more info, go to Orlando March 15th -17th or go to [NSCA Expo 2007](#)

Bob Snyder
Editor-in-Chief

[TOP ↑](#)

Industry News

Panel Chosen for CEDIA AWARDS 2007

Chaired by CEDIA Chairman, Simon Williams, the panel for the CEDIA Awards 2007 consists of: Dean Keyworth, Chairman of the British Interior Design Association (BIDA); Garry Mason, Editor-in-Chief, idFx; the editor of RIBA Journal and technology journalists Chris Price, Dave Murphy and Dan Goldstein.

The CEDIA awards reward excellence in the custom installation industry and award winners become examples of outstanding home automation integration. The panel will complete their initial assessment of the applications in May and announce a shortlist. The winners of the CEDIA Awards 2007 will be revealed at the Chairman's Reception on the 26th June at CEDIA Expo 2007 at ExCeL London.

With a 31st March entry deadline, submissions are now being accepted for:

- Best home cinema installation project under £20K (35,000 Euros)
- Best home cinema installation from £20K-£100K (35,000-150,000 Euros)
- Best integrated home under £100K (150,000 Euros)
- Best integrated home over £100,000 (over 150,000 Euros)
- Best multi-dwelling installation
- Best international project
- Best special project
- Best trade supplier
- Best stand at Expo 2007

The CEDIA Awards is open only to CEDIA member companies.

For more info, go to [CEDIA 2007 Awards](#)

[TOP ↑](#)

Project Awards from InAVation EMEA Awards 2007

As promised in last week's newsletter, here now are the winners and semi-finalists for the Project Awards given out at ISE at the first EMEA InAVation Awards:

1. Commercial Project (Small-Medium)

Electrosonic Ltd - Wimbledon Lawn Tennis Museum - England

Avitech - Romanian Parliament - Romania

Hecla Professional - Urban Music Spotter - The Netherlands

Quadrant Visual Solutions - Honda F1 auditorium & Museum - England

Winner: Electrosonic Ltd for Wimbledon Lawn Tennis Museum - England

2. Residential Project (Small-Medium)

Smarthouse SIA - Loft Apartments - Latvia

Kensington Home Technology - Southwell Gardens - England

BaSys & Media Control - iDOM - Slovakia

Audiofile Ltd - Skyline Basement - England

Winner: BaSys & Media Control for iDOM - Slovakia

3. Rental & Staging Project

AV Media - Pilsner Urquell - Czech Republic

XL Video - Marco Borsato "Symphonica in Rosso" - The Netherlands

Showtec - "ConceptA Volkswagen" - Germany

Infomedia Systemi - Microsoft Vizija Conference - Macedonia

Winner: XL Video for Marco Borsato "Symphonica in Rosso" - The Netherlands

4. Residential Project (Large)

Sonido Vision - Tibidabo - Spain

ILife Solutions - Savoy Court Penthouse - England

Vidco Media Systems GmbH & Co.KG- Nouveau Art Villa - Germany

Pacific Wave Ltd - Andover House – England

Winner: ILife Solutions for Savoy Court Penthouse - England

5. Commercial Project (Large)

iVC Ltd - Welsh Assembly - Wales

Polymedia - Moscow Government Boardroom - Russia

ICT - Adi Dassler Brand Center - Germany

Digital Fabric/Tadco - De Beers Diamond World - S.Africa



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Displays

Samsung Develops First Double-sided LCD

Samsung makes the first LCD panel that produces independent images on each side of a mobile LCD display. The new double-sided LCD shows two different pictures (or sets of visual data) simultaneously on front & back of the same screen (conventional double-sided LCDs only show a reverse image of the same video data).

This new development could replace two display panels with one, reducing overall thickness of mobile products by at least 1mm.

Mass production will be in the first half of 2007.

The breakthrough LCD product makes use of Samsung's new double-gate, thin-film transistor (TFT) architecture. Samsung's new double-sided LCD has two gates that operate each pixel instead of one, so the screen on the front can display different images than the one on the back.

The new Samsung mobile display requires only one backlight, while competitive double-screen LCDs require two. One side of the panel operates in a transmissive mode, while the other operates in a reflective mode. By using a unique reflective design that utilizes the light trapped in the opposing screen's transmissive mode, the reflective mode does not solely rely on external light sources such as the sun.

The new double-sided LCD is 2.6mm thick and 2.22" wide, with QVGA (240 x 320 pixel) resolution, and has brightness values of 250 nits for the front and 100 nits for the rear display.

For more info, go to [Samsung Double-Sided](#)



New Joint Venture Markets 3D Displays

Neurok Optics and Chi Mei Optoelectronics form a joint venture to develop consumer, commercial and professional visualization applications: The new company, called iZ3D, will be based in San Diego.

The first product will be a 22-inch LCD monitor displaying 3D images into and out-of-screen if viewed with passive polarized glasses. The display, to ship in May at \$999, is powered by any pc with a dual output video card.

"This advanced technology takes three dimensional applications already on today's market; such as PC games, 3D entertainment and professional stereo applications..." says the company.

Resolution is listed as 1,680 by 1,050 pixels, and the viewing angle is said to be 120 degrees. Response time is 5ms, while brightness is 300 nits and the contrast ratio is 800:1. Inputs to include DVI and DVI/VGA.

For more info, go to [iz3d](#)



CeBIT: Samsung to Show USB LCD Monitor

At CeBIT 2007, Samsung will show the SyncMaster 940UX, a 19" LCD monitor that omits



the DVI and VGA connectors in favor of USB. The monitor will be out in May (first for Windows XP and Vista drivers follow).

USB cables are easy to connect and disconnect... so multiple monitors could be installed quickly without the need for a high-end graphics card.

For more info, please wait until our CeBIT report.

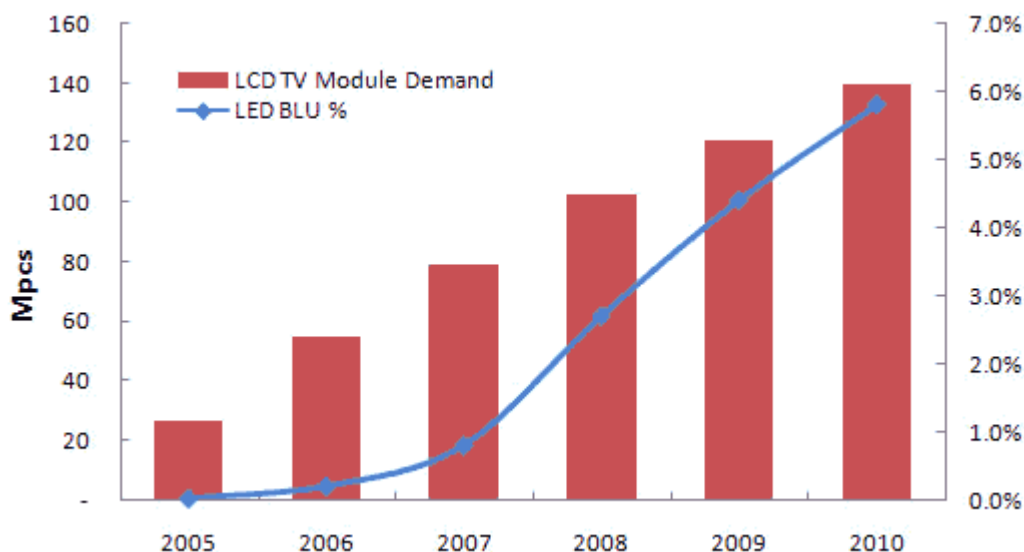
[TOP ↑](#)

LED BLU Industry Trend and Forecast

Displaybank, a display market research institute, publishes an LED BLU Industry Trends report.

Among a number of light sources used in LCD, the LED BLU offers inherent superiority to others (and also shows advantages when apps demand a light and thin design—e.g., notebooks and mobile.) The LED BLU has a decisive weakness: the price is 2X to 3X higher than CCFLs.

LCD is not a self-emissive light element, so it needs an independent light source. The light source is deeply connected with the color reproduction indicating how well the LCD can reproduce natural colors. The LED BLU, which supplements the inherent weakness of LCD (through local dimming and impulsive driving) will be the most differentiated point until the market opens up an OLED BLU era. You can expect a constant effort to develop an alternative light source.



The report covers the BLU market, LED BLU introduction, development trends, core issues and mid-to-long-term market forecasts, and notably, it proposes LED BLU market forecasts based on Displaybank's understanding and analyses of LCD-related industrial sectors and a wide range of interviews.

For more info, go to [LED BLU REPORT](#)

[TOP ↑](#)

LG and Prada Will Expand Business to LCD TV

Now the Devil does more than Wear Prada...now he watches Prada, too. *Korea Times* reports LG Electronics and Prada, encouraged by publicity for their co-produced mobile phone, will extend their partnership to more I.T. technologies, primarily LCDs.

Giacomo Ovidi, group business development director for Prada, says the Italian design house for luxury bags, shoes and clothing will continue its "marriage" with LG to produce follow-ups to the Prada-LG phone, especially in the LCD sector where LG excels.

Ovidi says this next product will be in line with the company's small-volume, high-price policy. The Prada Phone, for instance, sells in Europe for 600 euros through limited dealers.



Ma Chang-min, LG Electronics VP, said in Milan, "We haven't drawn an outline of the 'Prada TV,' but we share the same idea that we want to create another revolutionary product." Prada claims the phone is not just wearing Prada. "We were involved in the design on the outside and inside..." Ovidi says.

It may be interesting to see what Prada will put inside this new LCD. For more info, go to [Prada LCD, yes, really...](#)

[TOP](#) ↑

LCD TV Pioneer Sharp Loses Market Lead

Sharp, which helped propel the market for LCD TVs, is no longer the world's leading maker of flat-panel TVs, say both iSuppli Corp. and DisplaySearch.

"This is a significant blow to Sharp," iSuppli analyst Riddhi Patel says. "While its market share had been declining, Sharp had managed to maintain a considerable distance from its competitors...this is no longer the case."

Both research companies named Samsung to the top spot, although they differ in Sharp's relative ranking (See chart below).

WW Flat-panel TVs units	iSuppli	Display Search
Samsung	14.6%	13.4%
Philips	13.4%	13.0%
Sharp	13.3%	11.4%
Sony	12.7%	11.6%
LG	7.6%	7.1%

According to DisplaySearch, in 2006 Sony also took the No. 1 spot in revenue from Sharp for the first time. Rivals targeted Sharp's leadership in 2005 by more quickly building manufacturing plants to lower production costs and deliver a wider range of flat-panel TVs. Sharp held on to its lead in smaller-sized LCD TVs, while rivals ramped their production to successfully feed consumers' demands for ever bigger TVs, says Edward Taylor, a vice president of TV market research at DisplaySearch.

For more info, go to [iSuppli](#) or [DisplaySearch](#)

[TOP](#) ↑



[Click above for more information](#)

Projection & Screens

HoloVis International & Sony Launch the ApolloWall-Pro

Calling it the world's highest resolution turnkey 2D and 3D-visualisation system, Sony and HoloVis showcased at ISE the ApolloWall-Pro's capability by building a full scale, stereo immersive 3D system in which users, wearing special glasses, literally stepped into the hi resolution image.

ApolloWall-Pro uses the Sony SRX-S105 and SRX-S110 projectors ("the world's only 4K projector") to visualise images in 1:1 scale with photo-realistic resolution. Using two Sony 4K projectors and state of the art software, the system can be configured to create fully immersive 3-D imagery.



Sony and HoloVis work closely with several major car manufacturers to implement

this system into the design-and-review process for autos.

The system can also produce an ultra-hi resolution 2D screen display. The resolution is such, says the maker, that pixels at this scale are virtually invisible. Installation and maintenance is reduced: no need for multiple projector blended systems commonly used in the past to create displays of this size and resolution.

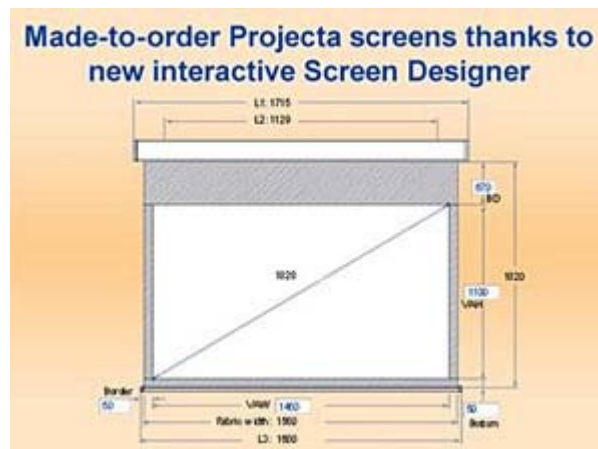
For more info, go to [HoloVis International](#)

TOP ↑

Projecta Shows Software Tool to Custom Build Screens

You might think Projecta already has an extensive range of projection screens, so many different sizes and models. But it's always possible there may be situations where installers require special adjustments.

At ISE, Projecta showed a web-based tool, Screen Designer, for installers to plan and design their own custom built screens. With this software, installers and integrators create their own screen following a path of assisted definitions. Then integrators can make a pdf and fax this to Projecta to build.



The Screen Designer as a tool shows system integrators what range of solutions can be proposed to their clients. Questions for made-to-measure work, for customized versions of screens and also for the big screens/large applications, and other integrator questions can now be answered on the internet around the clock.

Projecta has defined the number of custom adjustments to the electrical projection screens that installers may need.

Examples of customisation include:

- Shortening of projection screen fabric
- Shortening of case and projection screen fabric
- Variation in borders
- Case available in a different colour
- Motor mounted on the right instead of the left
- Fabric may be mounted back to front (projection side at the back)
- Extra long projection screen fabric
- Extra black painted projection screen fabric

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

TOP ↑



INNOVATIVE SUPPORTS...



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Mounts & Accessories

Vogel's Trolleys Mobilize LCDs and Plasma

When applications call for mobilizing the LCD or Plasma screens, you realize the need for mobility requires special equipment.

Vogel's offers Plasmaboy trolleys, a solution to install LCD or Plasma displays on a mobile base for use on exhibitions, schools or convention and exhibition centres. Plasmaboy trolleys are supplied with a variety of options, which include an universal display interface, a number of accessory trays and a handlebar for easy maneuvering.

The universal display interface strips fit on the trolleys PB 175, PB 150 and PB 100 as well as the wall support PB 008 and the desk support PB 050. This means that displays can easily and quickly be moved between mounting locations.



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

[TOP](#) ↑

www.AudioVisivamente.it
Online database of Projector Lamps! Need floodlight lamps? We have them all.

[Click above for more information](#)

Audio

Panphonics Sounds Off in Store

Panphonics completes the pilot installation of their patented directional audio sound signs at Supermarket Seilori; now customers in store can receive important info (as well as entertainment while in queues.)

Sound Signs were installed in the welcome area and power aisle to create long directional sound corridors to greet customers and present offers & events. A single Sound Sign covered the entrance area while another Sound Sign was placed near monitors in front of the cashiers to create "Check out TV".

The surface of the loudspeaker was purchased for an ad by Veikkaus sports betting service (easily visible and does not affect audio quality).



Seilori is now testing different approaches on how to combine media and visual images on their new sound screens and sound signs to increase sales and customer satisfaction. Owner Kesko operates in Finland, Sweden, Norway, the Baltic countries and Russia (about 2,200 stores engaged in chain operations in 7 countries). Metronome of Finland was the local installer.

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

[TOP](#) ↑

REALIZE

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Distribution News

Audica Professional Goes with Trius in Germany

Cambridge, UK-based Audica Professional appoints Trius GmbH & Co. KG for Germany.

Trius handles many top live sound, MI and installation brands including Audix, Cloud, Focusrite, Furman, Lab.gruppen, L-Acoustics, Sabine, Symetrix, t&m, Amina, Apex, Countryman, Lucid, TSC Music and Australian Monitor.

Trius will launch Audica to the German market on their booth at Pro Light + Sound in Frankfurt, Halle 8.0, stand B42. They will be showing the full range of Audica MICROseries loudspeakers and electronics.



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

[TOP ↑](#)

RTI names UK/Ireland and Middle East disties

Remote Technologies Incorporated (RTI), makers of control technology for residential, commercial and transportation markets, appoints two new international distribution partners in Europe and Middle East.

Aventure LTD will be RTI's exclusive distributor in UK and Ireland. Based in North Yorkshire, Aventure LTD provides kit to custom installers.

In Dubai, Imagine Technologies distributes audio visual equipment and other related products. Imagine Technologies is part of the Rivoli Group, distributor and retailer of luxury lifestyle items.

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

[TOP ↑](#)

Residential Systems & Digital Home

The LED Tub for High Tech Bathrooms

This illuminated, self standing, polyethylene bathtub adds drama to the high tech bathroom. Available with internal multicolored, programmable LED light unit, or with a regular light fitting.

Includes overflow, waste set, halogen (or programmable LED multi-chromatic) light unit & transformer. Available in red, white, lemon yellow, pink, and fluorescent orange. USD\$1499 gets you a colourful bathtub to match your high tech home.



For more info, go to [Bathtub Awash in LEDs](#)

[TOP ↑](#)

CE Pro Survey Says USA to be Up 15% in 2007

CE Pro, American magazine for the custom electronics industry, published its 6th annual State of the Industry Special Report, saying the residential CE industry in USA will grow at an impressive 15% rate in 2007.

They conclude this growth will be a direct result of awareness and increased interest in the products offered by

manufacturers.

This increase comes on the heels of a year in which the typical CE professional experienced 35% growth, creating median revenues of \$1 million in 2006 compared to \$737,900 in 2005. Median revenue for a custom installation company jumped 60% since 2003, when the average integrator made approximately \$624,000 in income.

The only factor cited as a limit to industry's growth is a shortage of qualified integrators. This report came out before the CEA/NAHB report (next article) which indicates the home builder side may not be as rosy in 2007 in USA.

For more info, go to [CE Pro](#)

[TOP](#) ↑

USA: Builders Watch while Some Custom Segments Go Flatter

Growth in the U.S. for some segments of custom installation have begun to stall, but other segments keep growing, says a survey from CEA and the National Association of Home Builders (NAHB). But the appalling insight from the report is not that some business areas are flattening: the real shock is that most builders take a totally passive role in sales, with no promotion of the possibilities of the high tech home.

More builders offer home technologies, but do not proactively marketing custom systems "despite the importance that home builders place on using home technologies in the marketing of their new homes. In fact, most builders do nothing at all to market technology.

"No builders are proactively marketing new home technologies, and very, very few are even providing information to home buyers on request," the survey concludes. "Instead, home builders are relying exclusively on the installation contractors to market and sell home technologies to new home buyers." Requests by buyers and specification by the architect drive home-technology install rates.

Home Technology	Proactively Market to Home Buyers	Provide Info Upon Request	Do Nothing
Structured Wiring	-	7%	93%
Monitored Security	-	5%	95%
Multi-Room Audio	-	4%	96%
Home Theater	-	5%	95%
Automated Lighting Controls	-	8%	92%
Home Automation	-	6%	94%
Energy Management	-	8%	92%

Source: 5th annual State of the Builder Technology Market

Yet new home buyers love to spend more than ever on home technology. The typical price of a multi-room audio system rose to \$2800 in the 2006 survey from \$1300 in 2004. Typical home theater prices jumped to \$7700 from \$4800 in 2004. Lighting control rose to \$6900 from \$5500 in 2004. Monitored security rose to \$2000 from \$1100 in 2004.

The 5th annual "State of the Builder Technology Market" finds the percentage of home builders who offer multi-room audio systems, home theater and structured wiring systems as standard or optional has hit a wall after five years of gains. Yet the percentage of builders offering automated lighting controls, home automation (including central vacuums), and energy management continues to rise.

The total number of builders who offer one or more home technologies reached 87% in 2006, up from 82% in 2005.

CEA concludes while 1.02 million new homes were outfitted in 2005 with structured wiring, this fell to 960,000 in 2006. Multi-room audio was installed in 310,000 new homes in 2005 but only 290,000 in 2006. Home theater installs fell from 230,000 in 2005 to 220,000 in 2006. Note these stats don't reflect retrofit installs in existing or



re-modeled homes.

While those numbers are disappointing, as of 2006, three technologies are now offered by a majority of builders for the first time: automated lighting controls (57%), home automation (51%) and energy management (52%). The survey also found a total of 73% offered installed home theater systems in 2006, up from 69%.

Home Technology Offerings	2006	2005
Structured Wiring	87%	82%
Monitored Security	81%	80%
Multi-Room Audio	74%	74%
Home Theater	73%	69%
Automated Lighting Controls	57%	45%
Home Automation	51%	42%
Energy Management	52%	46%

Source: *State of the Builder Technology Market in USA.*

Percentage of homes built in specified years by all surveyed builders.

Surveyed builders who did offer home technologies installed multi-room audio systems in 16% of the homes they built in 2006, up from 15%. Home theater install rose to 12% from 11%.

But any custom installation sales that depend upon the builder segment must depend ultimately on new home construction rates.

"Clearly, the tough times for new home construction seen in 2006 in USA will be felt in 2007 by installers of home technologies unless the penetration rates for all home technologies surge forward," the report adds.

Time for our industry in America to light a fire under its home builders? Zero promotion certainly suggests our U.S. manufacturers are not enticing builders with co-op funds or inspiring them with deals.

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.

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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.

..... [TOP](#) ↗