



Volume 3, Issue 9 - 14 March 2007

Tell Your AV Colleagues: "199 Euros? How Low Can You Go For a Projector?"

NEWS

Industry News

- ISE & MidExpo: New Event Targets Russia & CIS
- "Tools of the Trade" Exhibit Area Makes NSCA Expo Debut
- InfoComm Asia's Second Decade with Pan-Asian Event

Projection & Screens

- Canon USA Announces Short-Throw, 1.6x Zoom LCD Projectors
- SIM2 Launches Pro Cinema Line
- Barco Intros 10,000-Lumen DLP Projector in Compact Design

Control & Integrator Solutions

- Kramer's RC-8IR 8x15 Universal Media/Room Controller
- GuiFX Adds Sound Effects, Graphics "Libraries"
- Mediatech's New Version ButtonMate Control System Interface
- Using PDAs and Notebook Computers for Surveillance

Displays

- IO2 Unveils Newest Heliodisplay

Digital Signage

- IT Software Company Offering "Digital Signage"

Conferencing

- HP Has at Least One Halo That's Not Slipping
- Polycom Set to Deliver RMX 2000 Multipoint Conferencing
- It's A Jungle Where This Giraffe Hangs Out

Residential Systems & Digital Home

- The All-Purpose Microwave
- Nortek's Linear Group Acquires LiteTouch, Lighting Control

Special Feature

- Track This
by Gary Kayye, CTS

Industry News

ISE & MidExpo: New Event Targets Russia & CIS

If, like many, your fastest growing market is Russia, then you know why Russia has earned its own show: scheduled this year for November 8-10, the new Integrated Systems Russia will be held in conjunction with the Hi-Tech House and Building Exhibition at the Gostiny Dvor.



Integrated Systems Events (owned by CEDIA, Infocomm International and NSCA) has inked a deal with MidExpo International Exhibitions & Fairs to produce this new CIS-only event,

As Russia's economy continues to grow (e.g., the national economy is growing at an impressive 6-7% and I.T. at more than 20% growth in 2006), the level of sophistication in business communications and home lifestyle technologies rises correspondingly. Major organizations within CIS are keen to consider the latest technologies such as fully integrated offices, intelligent buildings technologies, integrated control systems and distributed audio visual systems for effective communication. Experts even believe there is a vast untapped home market in Russia waiting to adopt and embrace the latest Home Cinema and AV solutions.

The first edition of ISR, held alongside Hi-Tech House and Building Exhibition International Exhibition and Congress, will benefit from its co-location and co-promotion.

MidExpo's General Director Irina Nedumova welcomes the new cooperation, adding "Whilst MidExpo has run many successful Exhibitions and Conferences in the CIS Region, including Hi-Tech House and Building Exhibition, we have sought a strong partner to build a successful Systems Integration event here in Moscow. ISE and its owners CEDIA, InfoComm International and NSCA, provided a perfect match with its successful track record in this sector".

Mike Blackman, ISE Managing Director comments "Demand from many of our existing international exhibitors, as well as attendees from the CIS Region, had driven us over a long period of time to explore this emerging market and potential partners."

He adds, "Some of our existing customers already participate at Hi-Tech House and Building and we feel that Integrated Systems Russia augments this event very well and provides a good opportunity to produce a much larger event and assist AV and Systems Integration solution providers with reaching this growing market".

Following the successful format of ISE, Integrated Systems Russia will include a comprehensive programme of workshops, seminars, round table discussions and company presentations.

Speaking on behalf of all three sponsoring associations Dr. Randal A. Lemke, Ph.D., Executive Director of InfoComm International and Vice Chair of ISE adds, "Our associations are committed to offering the best in training and industry opportunities in AV and Systems Integration. Extending this commitment to the CIS Region only re-enforces what we are already doing in the rest of Europe and other parts of the world... Although many attendees from the CIS countries attend the Amsterdam event, travel restrictions and cost prevent many buyers from this emerging region from attending. Therefore, we decided to bring the show to them."

At present the CIS unites: Azerbaijan, Armenia, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Uzbekistan and Ukraine. Russia itself is the largest country in the worlds in terms of area and spans 11 time zones. More than 145 million citizens, 7300 TV broadcast stations, 2 million internet hosts, 120 million mobile subscribers, and more than 1000 telecom companies.

This web link below may not work yet as this is breaking news, but it will soon...

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

"Tools of the Trade" Exhibit Area Makes NSCA Expo Debut

An exhibit area called "Tools of the Trade" will be shown for the first time at NSCA. From the smallest tools to enterprise software, this new area plans to demonstrate all sorts of integrator solutions. NSCA says the new exhibit is the result of a member survey, which indicated integrators are looking for problem-solving devices for everyday installation work.



The exhibit will feature products from Eastern Manufacturing, Four Star Wire & Cable, KSI Professional, Leader Instruments, NKK Switches, Rodman & Company, and Sencore.

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

InfoComm Asia's Second Decade With Pan-Asian Event

InfoCommAsia Pte Ltd, a joint venture between United States-based InfoComm International and Singapore-based MP Asia Pte Ltd, has announced an anchor InfoComm Asia event to be held in Hong Kong in 2008, 19-21 November, as it enters its second decade of operations in Asia.



Running concurrently with InfoComm Asia in 2008 will be InfoComm China, renamed from Integrated Systems China. While the latter focuses on the burgeoning China market, InfoComm Asia will target the South China and non homogeneous markets of Northeast, South, Southeast Asia and the Middle East. InfoComm Asia will be held once every two years while InfoComm China will run yearly – alternating between Hong Kong and a major Chinese city – making the even-year events in Hong Kong a pan-Asian affair.

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



Click above for more information

Projection & Screens

Canon USA Announces Short-Throw, 1.6x Zoom LCD Projectors

Canon USA Announces Short-Throw, 1.6x Zoom LCD Projectors
Canon announces in USA three new LCD projectors, the LV-7265, LV-7260, and LV-X7, all specified at XGA resolution, 1.6x wide angle zoom and short throw distances. The top-of-line LV-Series LV-7265 is specified at 2500 ANSI lumens while the LV-7260 has 2000 and the LV-X7, 1500. The LV-7265 and LV-7260 have contrast ratio of 600:1 and the LV-X7, 500:1.



The three projectors have five automatic image modes (Presentation, Video, Cinema, Standard, sRGB) and manual settings for each mode to create custom presets. They have Enhanced Wall Color Correction for projecting on eight different colored surfaces. They also have an automatic power off timer, which allows users to set a specific time of day or them to power down automatically.

For more info, go to [CANON USA](#)

SIM2 Launches Pro Cinema Line

SIM2, better known in the HomeAV space, launches a commercial line of projectors. The Pro Cinema line is part of a whole new division at the company, a division that



will target the professional cinema market, including E-Cinema, pre-show advertising, and post-production applications.

SIM2's Pro Cinema line will initially consist of three projectors to be rolled out over the coming months. The first of these is the currently available PROC3, a three-chip 720p DLP front projector. The second model will be the PRODUE-C3, which uses two aligned PROC3 models for higher brightness applications. The last, the PRO5000, will be a three-chip 1080p model. Additional models and options will be announced in the future.

Even though the first product is available, these aren't yet on the website.

For more info, go to [SIM2](#)

[TOP](#) ↑

Barco Intros 10,000-Lumen DLP Projector in Compact Design

The new CLM R10+ from Barco is designed to be a bit easier to handle than most projectors with such high brightness. This is specified at 10,000 ANSI lumens, native SXGA+ 1400 x 1050 resolution and 1200:1 contrast ratio. It weighs about 66 pounds and is only 27.24 x 17.40 x 11.54 inches.

Barco says it's also affordable but pricing isn't listed.

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



[TOP](#) ↑



INNOVATIVE SUPPORTS...



[Click above for more information](#)

Control & Integrator Solutions

Kramer's RC-8IR 8x15 Universal Media/Room Controller

Kramer Electronics announces the RC-8IR Universal Media/Room Controller, the first model in a new Kramer RC series of media/room controllers for training rooms, classrooms, boardrooms and presentation environments. An all-in-one remote control panel for A/V and A/V related equipment in presentation environments, it has Ethernet-based programming and communications.

The RC-8IR is an 8x15 Universal Media/Room Controller wall plate, capable of executing 15 commands from each of its eight backlit buttons. It has eight communication ports - two IR (each 2x2 for a total of four IR emitters with IR learning capability), one Ethernet, two relay contact closure, two RS-232 (bidirectional) and one RS-485 (bidirectional) – capable of delivering up to 120 total commands.



The buttons of the RC-8IR are programmed through the Ethernet port and can be labeled. It has IR-learning for customized control of external sources, and receiving IR commands from different remote transmitters without the need for an external IR remote control unit. The RC-8IR can be "locked" to prevent any unintended use.

The RC-8IR Ethernet port is also capable of communicating with up to five separate IP addresses. In a system with equipment already networked, no additional cables are required. The RC-8IR plugs into an Ethernet port and the unit

can be programmed or room can be controlled via a Java based graphical interface from an internet connection anywhere in the world.

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

[TOP](#) ↑

GuiFX Adds Sound Effects, Graphics "Libraries"

GuiFX has two new tools to help designers create rich user interfaces for remote controls, touch panel control systems, kiosks, computer applications, mobile devices, and web sites. The new tools are the Sound Effects library and the Graphics library. The sets are priced as low as \$29 and can be downloaded from the company's website.

The Sound FX Pack includes 1200 professionally-recorded male and female voices speaking common, and not so common, user interface functions, clicks, beeps, bleeps and other sound effects. Each Graphics Set includes a complete set of graphical user interface elements in various image formats to make them compatible with any application. The original Photoshop source files are included.



For more info, go to [GUI FX](#)

[TOP](#) ↑

Mediatech: New Version of ButtonMate Control System Interface

The new Mediatech MT-52-BM, ButtonMate 52, is a configurable room control panel capable of directly controlling RS-232, IR and Contact Closure-controlled devices such as A/V switchers, projectors, VCR/DVD players, document cameras, etc. This controller is designed for direct control of 4 IR devices (using 2 dual head emitters), two relay controlled devices, and 2 RS-232 devices. Typical applications, says the company, include classrooms, courtrooms, houses of worship, and board rooms.

It uses Windows-based software for setup, has built-In IR Learner with 60 internal command storage locations and 4 sources x 12 functions per source for 52 distinct button functions.

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



[TOP](#) ↑

Using PDAs and Notebook Computers for Surveillance

CoVi's new Crystal HD v.2.2, designed for law enforcement and security personnel (but really, even non-professionals could use this), allows the user to access a single stream of video surveillance remotely using PDAs, or access four simultaneous streams on a wireless notebook computer. The software works with any HD network-based security system.

In the case of law enforcement, it does add a great way for security and police to team up: a building's security personnel can work with the police in real-time and they can assess a situation by pulling up the video on the PDA from wherever they are before they go to a potentially dangerous area. They can also quickly ID a perp.



The PDA application uses Windows Mobile 5.0 and WiFi networking. The notebook computer software is Windows CP compatible.

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

[TOP](#) ↑



Click above for more information

Displays

IO2 Unveils Newest Heliodisplay

IO2, an early developer of free-space displays, announces its newest version, the Heliodisplay M3. The Heliodisplay M3's screen system is updated from the previous model, now using an improved tri-flow system for increased image stability and uniformity, says IO2, so it produces an image noticeably improved from previous models. The M3 also includes a much brighter and clearer image, standard higher-resolution (1024 x 768 native display resolution), and quieter operation.

IO2 says Heliodisplay is now ready for such ambitious applications as teleconferencing, board room displays, and for information areas in hotel and corporate lobbies.

The Heliodisplay M3 is available directly from IO2 for \$18,400. The M3i, which in addition to all the features of the M3, serves as a computer input device for cursor control in a desktop environment, is available for \$19,400.



For more info, go to [io2](#)

TOP ↑

Digital Signage

I.T. Software Company Offering "Digital Signage"

We at rAVe stand firmly atop our soapboxes about how IT professionals WILL enter the AV space if AV doesn't get into IT. Here's a perfect example. Network communications software marketer Netpresenter installed its software on 21,000 employee PC screens for DSM, a Netherlands-based chemical and life science company. The software is designed to facilitate employee communications, pretty much replacing newsletters and other such media. In a smart move, Netpresenter (AND the customer, DSM) are calling this a digital signage system.



Why is this a smart move? Because all they need to do is plug wall-mount LCD panels into the network, and it becomes part of what, indeed, is a digital signage network. But one installed and sold by an IT company.

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

TOP ↑

Conferencing

HP Has at Least One Halo That's Not Slipping

After the very public antics of the Board, no one believes HP management is angelic. But HP still has another Halo.

After selling the system the Halo videoconferencing product since late 2005, HP says it now has 20 Halo studios internally and another 60 inside 15 companies (including GE, PepsiCo and Credit Suisse Group). These rooms cost \$425,000 each but can drop to \$250,000 each if you buy a set of 20. From reports, HP charges \$18,000 to \$25,000 a month for service.



While a typical videoconferencing facility gets used about 8 hours a month, HP claims its rooms are getting 200 hours a month.

HP hopes, as more companies come on, each customer will add their own customers, creating a snowballing "network effect" as more nodes are added to the network.

Sounds expensive?

"Your mom won't buy it now," says Ken Crangel, the Halo GM. HP seems to think that because inkjet printers started out at \$4500 (and now cost \$20) that Halo prices will eventually come down to consumer level. (Hey, guys, where are the \$25 ink cartridges in this business?)

Yet HP printing division's respected leader, Vyomesh Joshi, publicly called Halo "a big deal" for HP. "Ten years from now, we will be in the content consumption business, in unified communications. What our printing systems did for print productivity, Halo will do for voice and video."

For HP, this could be heaven or this could be hell.

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

TOP ↑

Polycom Set to Deliver RMX 2000 Multipoint Conferencing

Polycom announced availability of the Polycom RMX 2000 real-time media conferencing platform use for multipoint video (multiple locations on a single call) as well as unified conferencing (video, voice, and content all on a single call) services within enterprises and through service provider IP networks. The RMX 2000 conferencing platform can support both room video conferencing systems as well as desktop video collaboration, on-demand or instantaneous (rather than scheduled) conferencing, and high-bandwidth, processing-intensive applications such as high definition (HD) video and telepresence.



This system is built on a Telecom Computing Architecture (AdvancedTCA). It is optimized for use on IP networks and is designed so that it's easy for customers to use, and easy for IT managers to configure, install, manage, service, and administer through installation wizards, automated system surveillance, pre-defined profiles, and standard web interfaces. The RMX 2000 has an open architecture and is based on industry standards.

The Polycom RMX 2000 real-time media conferencing platform is built on a Linux operating system and offers a standard XML API for using value-added or third party conferencing applications.

The Polycom RMX 2000 is priced starting at \$53,000.

For more information, you can view a [podcast](#) about the Polycom RMX 2000 at and you can read about it [here](#)

TOP ↑

It's A Jungle Where This Giraffe Hangs Out

A company aptly called HeadThere introduces a gadget that will make the office just that much more of a jungle.

You might call the Giraffe a mobile video conferencing robot because it combines a screen at eye level, a camera, and speaker/mike-- all placed on top of a remote-controlled set of wheels.

The Giraffe displays a video image of the caller at human head height. At the touch of a button the Giraffe's height lowers from its full height to a typical sitting height.



This allows for natural eye-to-eye conversation with others (whether sitting or standing). The robot's abilities to move about, turn in place, and look up and down also make a user feel naturally at ease.

At 16kg and 173cm tall, the Giraffe features a large 14" screen and a 2 megapixel high resolution camera. With only one click the user can move the Giraffe to anywhere he/she sees on the computer screen. (Or you can turn the Giraffe in place, move the head up and down in the same way.) The Giraffe will retail for between \$1800 and \$3000.

Popular applications could include telecommuting, remote factory tours, and keeping in touch with loved ones. But at this price point, it's more likely the Giraffe will be eyeing remote workers for supervisory purposes.

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

[TOP](#) ↑

Residential Systems & Digital Home

The All-Purpose Microwave

Holland Electric features a 1200 watt microwave oven that features an integrated 15" TV/DVD player. Designer Marcel Wanders conceived this special appliance especially for Holland Electric. For 599 euros, you get a 21 liter multimedia microwave.

Frankly I expected this type of hybrid first from the Americans or Japanese...

For more info, go to [Viewing Microwave](#)



[TOP](#) ↑

Nortek's Linear Group Acquires LiteTouch, Lighting Control

Nortek's Linear Group has acquired lighting control company LiteTouch.

The Nortek Home Technology family includes CEDIA members with strong brand names including: Niles, Xantech, Elan, OmniMount, Speakercraft, ChannelPlus, Open House, OSCO, M & S Systems, AirVac Central Vacuum Systems, Panamax, Imerge, Sunfire, GTO, Furman Sound, Secure Wireless, Inc., Advanced Bridging Technologies and Magenta Research.

And did you know they quietly acquired Gefen earlier this year?



For more info go to [LiteTouch](#)

Special Feature

Track This

by Gary Kayye, CTS

As we know, theft is one of, if not THE, biggest expense for many businesses. But there is a technology that is gaining popularity that could prove more effective than any other method.

Right now, RFID (Radio-Frequency Identification) is being used by such retail giants as Wal-Mart and Dutch bookseller Selexyz for inventory management. But what is becoming quite apparent is that, while the technology saves a huge amount of labor, eliminating manual inventory-taking, for example, it also provides the best theft protection ever. The radio frequency tells a manager how many items are in the facility and the exact physical location of each and every one. It's like a GPS for items.

In fact, a shoe manufacturer, Reno, just announced the company will embed RFID tags right into the shoes, so that any retailer who chooses can use the tags to track any shoes that inadvertently leave the store unpaid for.

Mark my words: within two years, we'll see this technology incorporated into AV products, so that anyone who manages AV systems in schools and school systems, corporations – anywhere with expensive equipment – can track a wandering projector, flat-panel display or video camera.

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

Want to enter the US market? We can help!

CLIENTS INCLUDE:

Crestron - Sony - Kramer Electronics - Barco - Sharp Electronics - NEC - Epson - Sanyo - Lutron

Why isn't your company on the list?

Visit www.kayye.com or call now on: +1 919 969 7501



Strategic Marketing • Product Development • Training Design • Business Development • Product Consulting

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



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 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 ↑](#)