



For Europe's Pro AV integrators in a Networked World

Volume 4, Issue 03 - 23rd January 2008

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["All Colors of Digital Signage" in March in Moscow](#)

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## Industry News

### See You at ISE Next Week

Yes, time again for our annual AV industry gathering in Amsterdam. The sold-out ISE 2008 promises to be bigger than ever...but we also believe it will be better than ever.



The rise in both public and corporate interest in visual communication, the convergence of I.T. with AV, the advent of new IP technologies...from Hall 1 to Hall 7, ISE promises to be a stunning event.

We hope to do a little "stunning" of our own. Stop by our **stand N184** where RAVE EUROPE will have its Virtual Studio, sending video reports on ISE out across the world.

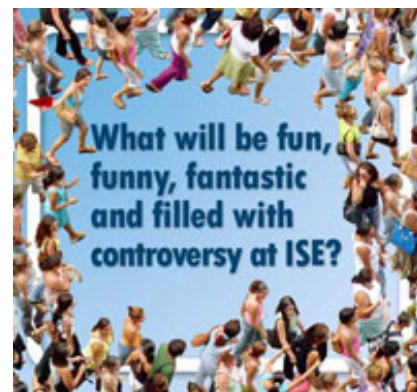
In cooperation with Darim, we'll be conducting interviews and broadcasting via internet these ISE news reports using their 3D Virtual Studio technology.

For more info, go to [Darim Virtual Studio](#)

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### Unscripted, Uncensored, Candid: Manufacturers Forum at ISE

After 5 successful years at InfoComm, the tradition of a Manufacturers Forum is coming to ISE. That's right, the Manufacturers Forum is coming to ISE with a stellar lineup of AV industry "thought leaders."



*Amsterdam, ISE Presentation Theatre  
16:00 - 17:30 on Tuesday 29 January*

The ISE Manufacturers Forum will see some of our industry's most prominent figures sharing a table to discuss the future of the systems integration business. Gary Kaye, moderator, will toss some questions to the panel, and then it's your turn at the microphone. Ask anything in this unscripted, uncensored, candid forum.

**The panel:**

- Andrew Edwards, President & Founder of Extron
- Allan Bjørnstad, CTO EMEA of Tandberg
- Randy Klein, Senior VP of Crestron
- Speakercraft President Jeremy Burkhardt
- A.C. Ter Meulen, President of Mitsubishi Europe
- Dirk Hendrickx, General Manager of Barco Presentation

### The Starting Topics:

- The AV/IT trend – what does it all mean?
- HD videoconferencing –is it the “killer” VTC App?
- The HomeAV/ProAV Market convergence
- Making money selling displays – can you?
- Serving up content (media servers, networked AV, etc.)

For more info, go to [The Manufacturers Forum at ISE](#)

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### Paradigm's Greg Jeffreys Elected Chair of InfoComm's European Council

A founding director of Paradigm, Greg Jeffreys was elected as Chair of InfoComm's European Council last December. Greg will take up his new role in January '08 and will chair his first meeting at ISE in Amsterdam.



Greg Jeffreys

Greg himself paid tribute to outgoing Chair Brian Pipe who had been the pioneer voice for InfoComm in Europe, so Greg knows he has big shoes to fill.

For more info, see [Jeffreys Elected as Chair](#)

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**PROJECTA**

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### Projection and Screens

#### Canon: Bring Your Own Content

With more than 3X last year's floorspace, Canon will feature at ISE a full line up of Canon XEED projectors including the facility for attendees to bring their own content to display.



A multi-screen installation (three XEED SX7's projecting HD content), the new LV-7585 6500 lumen LCD projector for large venue installations, and Larivière's AcuScreen PRO 2.0 solution (for medical imaging applications with Canon SXGA+ XEED projector, internally calibrated to DICOM 14 standard) will round out Canon's ISE participation.

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

## Projecta Multi-Mask Imager Controls Home Cinema Borders

To launch at ISE 2008, the Projecta Multi-Mask Imager projection screen adds a whole new concept to the home cinema environment: electronically controlling the horizontal and vertical black borders.

Regardless of the image size projected, the electrically controlled horizontal and vertical black borders, enables the projection screen to be adjusted to picture sizes 4:3, 16:9, letterbox (1.85:1) and cinemascope (2.35:1). This gives every projection a perfectly fitting, matte black border, just like in a movie theatre.

The screen frame has been finished with special High Contrast Cinema Vision projection screen velour fabric which absorbs the scattered light in the projection room and contributes to a higher perceived colour contrast.

Projecta is expanding its range in the top segment with the High Contrast Cinema Vision screen fabric, consisting of a grey basis, finished with a reflecting top layer. This screen material is exceptionally good at reproducing black values, without affecting white reproduction. The special top layer contributes to a full, natural colour reproduction and a sharper image, richer in details.

In addition, the Multi-Mask Imager tensioned screen is also available with the high-quality Matte White D projection screen fabric.



For more info, go to [Projecta's Multi-Mask Imager](#)



High quality



[www.vogels.com](http://www.vogels.com)

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## Display

### NEC Curves the Screen

Our article last week on Dell's Alienware's curved-screen display at CES got a lot of attention.



Now, at Macworld in USA, NEC showed a prototype of a 42-inch, 2880x900-pixel, curved-screen display.

The CRVD-LMD monitor is for professional application where users want an immersive display but don't want their view interrupted by the frames of multiple monitors.

Weighing 11.36 kilos, the curved screen uses a DLP rear-projection system. On the prototype, a dual-link DVI port connects to a computer via a single graphics card, but the final version might use HDMI. In USA, NEC is saying the curved screen should ship by Q4 2008.

For more info, go to [NEC Displays](#) (but the curved screen is still off the official radar, for now)

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## Barco Shows LED Breakthrough

Gary Kaye first called attention to Barco's NX-4 system in his "Best of InfoComm 2007" Report.



"It uses 4mm indoor LEDs and has, BY FAR, the blackest black I have ever seen on ANY LED display," says Gary. And now you can judge the NX-4 for yourself at ISE.

Barco describes its new NX-4 LED panel as a "breakthrough." Designed for indoor use, with Black LED technology, the NX-4 claims to deliver the deepest contrast ratio of any product on the market, at 4000:1.

Barco says it's a true black LED (not just a black package, but a radically new design, using black silicon resin instead of the traditional white epoxy.)

Each LED, says the maker, outputs the deepest blacks and brightest luminance levels of any product on the market (2000 Nits).

Integrators should note it also uses a frame built of carbon fibre to make it stronger, lighter and (as long as we are making claims) as much as 10 times less sensitive to deformation.

For more info, go to [Barco NX-4](#)

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## Paradigm Shows 110" Trojan

Paradigm will use ISE for the world premier of its Trojan 110".



This is the largest HD display in existence, says Paradigm, and will be the flagship model of Paradigm's Trojan range. Offering up to 110 inches screen size, 16:9 widescreen with full 1920 x 1080p HD resolution, Trojan is a roll-around, pop-up, large screen display, producing an ultra bright, unbroken image.

There will also be the chance to experience Paradigm's TouchGlass. Most recently deployed by Tommy Hilfiger Denim stores in Europe, the TouchGlass offers a through-window touch screen technology (an interface for passing shoppers).

As partner of Wonderworks, Paradigm continues to support their 3D holographic technology. And a mid-sized AdPod system will be displayed.

For more info, go to [Paradigm's Trojan](#)

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# Registration is open...

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## Digital Signage

### Wii-Like Game System Works With LCD TVs

Reactrix Systems launches a gesture-based gaming system made for LCD TVs that mimics the Wii's interactivity. Above the display is a sensor that tracks a person's hand and body movements creating interaction with an on-screen game. The sensor covers 5 meters.



The Reactrix technology (WaveScape) was demonstrated on Samsung's large-format 570DX display at CES.

Designed for large advertising displays, Reactrix hopes to draw in audiences, getting people to become part of the advertisement by playing an interactive game. The first roll-out of these displays will be in the second half of this year in 150 Hilton hotels.

Reactrix has no plans to launch a consumer version. Reactrix is best known for its StepScape products that project an interactive image onto floors for promotions in shopping malls and movie theaters.

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

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### Vogel's Professional Shows TVskin™ Concept

Vogel's Professional, known for its supports for audio and video equipment, will show at ISE its new TVskin™ concept—a line of custom covers for LCD and plasma screens.



The word "cover" doesn't do the Vogel's concept justice, so they've picked a good name in "TVskin." Slip one of these

around a LCD screen and you can change the whole impact.

While LCD and plasma screens are ordinarily used as digital signage to communicate in stores, hotels and other recreational businesses, the TVskin enables companies to create an extraordinary custom housing for their displays (with their own logo and other in-house elements to reinforce their brand identity).

While retail stores, hotels and conference centres can use a TVskin to blend their displays in with the rest of their décor, even more special TVskin solutions are available to provide extra protection for particular situations, e.g. a robust model with a metal housing and safety glass which can protect the screen against vandalism. Models are also available which protect screens in special environments.

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

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## Control & Integrator Solutions

### Network Rackmount Compact Flash Recorder, Solid State

Designed for enterprise, commercial AV, and pro-audio and broadcast apps, Marantz PMD580 1U rackmount Compact Flash memory card recorder brings network connectivity to the solid state recorder format.



A versatile solid state recorder/player, its ease of use, low maintenance needs, robust recording media, and audio/ IT connectivity-- PMD580 fits applications where operator skill is minimal.

Pro audio credentials include balanced analogue and digital I/Os on XLR connectors, as well as unbalanced interfaces. Recording is selectable between mono and stereo, and linear PCM and MP3 formats – providing .WAV and MP3 file types. For PCM recording, 16 and 24-bit options are available and for MP3, bit rate is selectable between 32 and 384 kbps. Record start and stop times can be scheduled and a pre-record memory buffer enables recording to be activated at the start of an event. The integrated time and date generator automatically stamps all sessions.

IT connectivity includes both Ethernet LAN and USB.

Solid state recorders, says Marantz Professional, is a product category where they have "...led the field, since the introduction of its first model in 1999. The company currently boasts a coherent product range comprising 7 models, including handheld, portable and rackmount..."

For more info, go to [Marantz Solid State](#)

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## Presentation

### Lecterns Are More Than Lights & Curtains

Integrators want to talk about lights, closing curtains and putting a lectern in place, but not about what it takes to really help the presenter succeed.



For example, the sho-Q presenter support system assures all presentations line up automatically and are delivered seamlessly and productively. Setting up a conference or corporate facility that enhances speaker performance will only add value to a sale by creating a competitive difference.

Lectern specialist ILS in Netherlands tells us end-users are driving the market because they are the ones that exclaim: "That's what we want." Presentation solutions go far beyond the facilities manager who rarely has to be on his own

stage (while his CEO may find himself on stage with a cueing problem). But unless integrators "get it" in an age of digital content, the users will be forced to create their own demand.

At ISE, you can see the ILS22 Sho-Q-Box, all-in-one glass lectern top, using multi-frame direct touch technology, including high performance industrial grade board PC and 22" monitor, surrounded in the same glass with touch fields for keyboard and mouse, for room and source control and direct PC control functions. Includes 2 XLR microphone mounts.

This is a 3" thick package, with all intelligence needed in a lectern that can drop into any lectern or podium, fitting architects and customers styling needs. ILS also offers table feet, floor-standing pillar and cabinet based lectern solutions for this product. Custom glass touch frames possible. System integrators add value by programming the touch control functions to deliver the system the client needs.

For more info, go to [Sho-Q](#)

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### Nexia Presentation Mixer

NEXIA PM, digital signal processor with 4 mic/line inputs, 6 stereo line inputs, and 6 line outputs, is intended for multi-media presentation applications requiring both microphone and program content.



NEXIA PM includes a broad selection of audio components, routing options, and signal processing. The internal system design is user definable via PC software, and can be controlled via dedicated software screens, RS-232 control systems, and/or a variety of optional remote control devices. Multi-unit NEXIA systems can be created.

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

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## Distributor News

### Osram Goes with Audiovisivamente

In Italy, Osram has named Audiovisivamente the official national distributor of replacement Osram lamps for videoprojectors and cinemas.



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



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## Residential Systems & Digital Home

### "The Ultimate Cinema" Sessions at ISE 2008

On Tuesday Jan. 29th, T+W Marketing organizes a free symposium at the RAI Meeting Room K, where you can learn all about fantastic Home Cinema installations.

No less than Joel Silver (founder of the Imaging Science Foundation, Inc.), George Walter (Home Cinema Business Manager at Digital Projection, Inc.), Yves Trélohan (President and CEO of Screen Research S.A.)

and Jeff Murray (Sales & Merchandising Manager of Sencore, Inc.) will share with you their insight and testimonies.

For more info (or advance subscriptions to one or all sessions of this limited seating event) e-mail [Bruno Verhenne](#) or Telephone +32 472 550 109

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### A Single Point, Full Spatial Sound for In Wall/In Ceiling?

Airsound LLP, a technology partnership with a City of London Investment consortium and inventor Ted Fletcher, will try to convince you at ISE.



They'll show AIRSOUND "single point stereo" as a new way of listening to stereo sound.

Airsound LLP, founded to develop and promote spatial sound technology, and to license the technology to sound equipment manufacturers and users, says the AIRSOUND™ Principle " ...is applicable to any size loudspeaker unit and so has universal application wherever sound is reproduced."

Airsound LLP has employed its unique airSOUND single-point-stereo reproduction technology in a new design schematic that provides full spatial stereo sound from a single, fully flush, in-wall or in-ceiling enclosure. The resultant Walls of Sound™ patented design affords all of the advantages of wall mounted speakers without the any of the signal quality problems associated with placement and positioning.

The airSOUND stereo signal is not produced by DSP processing or any kind of artificial effect, but is true stereo sound resulting from the encoding of 'direct' and 'spatial' signals, rather than separate left and right channel signals. In the Walls of Sound design, a centrally positioned 'spatial generator' radiates the spatial signal across the main signal drivers.

They will offer full permission use, together with tech design and admin backup (when required) by way of a simple licensing agreement for a modest unit fee or royalty.

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

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### New Home Controller from Control4

Control4's HC-500 is a high performance home automation controller with extensive I/O connections for device control and in-built media server.



In addition to managing the home cinema, the Home Controller HC-500 can control multi-room music, lighting, temperature, security and many other home automation sub-systems. "The combination of improved processing, high-definition screen graphics and expansion capabilities as well as the new industrial design makes this a core part of the platform for the digital home." says Will West, CEO.

The Home Controller HC-500 offers multiple infrared and serial connections and video sensing for easy home cinema integration. HC-500 covers a range of standards-based communication including Ethernet, WiFi, and ZigBee mesh networking.

#### Additional features include:

- HD on-screen display provides an intuitive graphical user interface
- New box design means unit can be on display with other AV kit
- Audio encoding/decoding for full support of analogue/digital audio
- Expansion capabilities via 2 USB ports and 1 Ethernet jack
- 160GB storage
- Backwards compatibility with all Control4 products

For more info, go to [Control4 HC-500](#)

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](mailto:rAveEurope@gmail.com)

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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, Chief Visionary, Kayye Consulting, Inc, and founder of rAve Publications:**

Gary Kayye, CTS is chief visionary at Kayye Consulting, a Chapel Hill, NC, USA-based firm specializing in marketing consulting and training development services to the ProAV and HomeAV markets. Recognized as InfoComm's Educator of the Year in 2004 and NSCA's Instructor of the Year in 2007. Gary is a columnist with Sound & Communications Magazine and founder of rAve Publications, publisher of the premier HomeAV industry's eNewsletter (rAve HomeAV Edition – published in conjunction with CEDIA), rAve ProAV Edition, rAve Rental [and Staging] and the newly launched Reviews By rAve. Prior to forming Kayye Consulting, he spent 11 years at Extron and AMX as VP of Sales and Marketing and has previously served on the InfoComm Board of Governors, as the chairman of the Projection Shoot-Out and chairman of the AV industry's Professional Education and Training Committee.

Gary is currently serving on NSCA's Industry Advisory Board (IAB). In addition, he donates four weeks of his time a year as an active educational leader in the ProAV and HomeAV markets through free seminars and workshops at shows like NSCA, InfoComm, CES and CEDIA. He is a lively and fun speaker and every time he speaks, he mixes a visionary look into the future with a keen eye on how to get there. His clients have included Sony, InFocus, Crestron, Hewlett Packard, Steelcase, NEC, Da-Lite, Epson, Clarity, Apple, Scientific Atlanta, Cisco, JBL, Crown and Harman.

Finally, Gary's passion is a non-profit he co-founded called the Swim for Smiles Foundation ([www.swimforsmiles.org](http://www.swimforsmiles.org)). Swim for Smiles raises money for the North Carolina Children's Hospital through fun, active athletic events involving kids and swimming.

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