



For Europe's Pro AV integrators in a Networked World

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Tell Your AV Colleagues: [NEC Curves the Screen](#)
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Industry News

- [Are You at ISE?](#)
- [ESPA Gets a New Director](#)

Display

- [70-Inch from Planar](#)

Control & Integrator Solutions

- [Kramer Twisted Pair Cables Move HDMI up to 200 Feet at 1080i](#)
- [HD Video Access Via USB Port with Gefen Adapter](#)

Audio

- [Artcoustic's Spitfire for Commercial Install](#)
- [Digital Snake Makes Life Easier](#)

Projection & Screens

- [Christie's Bright 3LCD Projector: Choose Your Own Lamps!](#)
- [Sony's New Large Venue Projectors-- Technology Breakthrough?](#)
- [Optoma Expands Office Projector Offerings](#)
- [New Learn Big Models from InFocus](#)
- [Projectiondesign Adds Higher Resolutions In Two Models](#)

Digital Signage

- [C-nario Shows Scalable Digital Signage at ISE](#)
- [Samsung 70-Inch Networkable LCD Targets Digital Signage](#)

Rich Media & Content Distribution

- [New Content Server from TANDBERG](#)



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Industry News

Are You at ISE?

After only one day of ISE, it's already hard to find a person in Amsterdam that disagrees that all attendance records will be broken.



At RAVE EUROPE, we're breaking a few records, too: we are the very first to run a virtual studio, putting video reports up on the web-- straight from this industry-leading exhibition.

Stop by our **stand N184** in Hall 7 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.

Gary Kayye is running the very first Manufacturer's Forum. And look for RAVE EUROPE promotion on the Expo TV at ISE 2008.

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

[TOP +](#)

ESPA Gets a New Director

Grant Mydland will be the executive director for the Electronic Systems Professional Alliance (ESPA) and will oversee day-to-day operations.



Mydland is responsible for strategic planning and business development, including licensing sales, finance and marketing, and moving the current operations from Cedar Rapids, Iowa, to Arlington, Virginia. He also serves as lead spokesperson for ESPA and its vision of building a qualified entry-level workforce for the electronic systems industry.

After moving to Washington, DC from his native California, Mydland served as a political appointee in two different presidential administrations and has held positions in several entrepreneurial ventures and trade associations. Mydland worked at the Computing Technology Industry Association (CompTIA) for eight years where he held numerous positions including director of government relations, and served as CompTIA's technology workforce policy expert at both the federal and state levels.

Mydland earned his degree in political science from California Polytechnic State University and recently attended the Keller Graduate School of Management program.

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

[TOP +](#)

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Projection and Screens

Christie 3LCD Projector: Choose Your Own Lamp!

Christie's new 3LCD projector, LX500, specified at XGA resolution, 5000 ANSI lumens, is especially suited to larger venues such as education, medium to large meeting/conference rooms, briefing centers and houses of worship.



Christie designed this projector for easy maintenance -- the lens, filter, and lamp are easy to access, with a single front access filter, easy rear lamp accessibility, and tool-less access to the lens.

It is offered in a "body only" format so that the integrator can choose the exact lens for the application. Integrators can choose among five such lenses. Both the Christie LX500 and Christie LX380 now ship in 'body only' format.

Inputs include analog 5xBNC, and digital DVI-D inputs for HDTV standards up to 1080.

For more info, go to [Christie's LX500](#)

[TOP +](#)

Sony's New Large Venue Projectors-- Technology Breakthrough?

Sony's BrightEra imaging technology is described as being based on an inorganic substrate and alignment layer to produce a stronger bonding of molecules, making the panel more resistant to damage from UV energy while allowing for an increased aperture ratio. And the company is using this technology in two new large venue 3LCD projectors but we're told there will be an entire line-up of BrightEra projectors in 2008!



Ever since DLP technology debuted in smaller projectors, Texas Instruments has been able to claim a major brightness and contrast ratio lead over standard poly-silicon (transmissive) LCD projection. So, manufacturers like Sony and Epson countered with reflective technologies (i.e. Sony's award-winning SXR technology). Thus, reflective 3LCD and reflective DLP were head to head on specifications -- but DLP has held the lead with pricing as generally DLP is cheaper than reflective 3LCD.

Not any more. LCD's staking a new claim with the debut of a new transmissive technology from Sony's raw components group in Japan. Dubbed "BrightEra" LCD, the all-new transmissive 3LCD technology will debut on dozens of models soon! And, not only is it less expensive per lumen and contrast ratio versus DLP, but it's GREEN! It runs on less power consumption than either reflective technologies (LCD and DLP) and it's more efficient -- yielding 15-30% more contrast ratio from the SAME LAMP wattage as reflective projectors!

This may revolutionize the 3LCD market, quickly.

The two new projectors are the VPL-FW300L (7,000 lumens) and the VPL-FH300L (6,000 lumens). Sony says they are especially designed to deliver outstanding images while in the same room as the audience -- rooms such as smaller auditoriums, large classrooms and meeting rooms, museum exhibits, event centers, ballrooms and movie theaters for displaying pre-show content.

The VPL-FW300L projector is specified at WXGA+ resolution of 1366 x 800, and the VPL-FH300L at 2048 x 1080. Both models are housed in the same chassis, and share the same type of lenses, lamps, and filters as well as the same

connections and network functions.

The projectors' round design also includes large-diameter fans and high-flow cooling air ductwork that lets the projector run cool while fan noise is decreased, which is why Sony says they work well in the same room with the audience without detracting from the display.

Users have a choice of five different standard lenses for excellent placement flexibility, and both models have a locking bayonet mount mechanism for easy lens changes.

For more info, go to [Sony VPL-FW300L & VPL-FH300L](#)

For more info, go to on [BrightEra](#)

[TOP ↑](#)

Optoma Expands Office Projector Offerings

While Optoma retains a firm footing in the HomeAV projector business, the company continues to offer competitive products in ProAV, such as these three new multimedia data projectors.



The EP721, EP727 and EP728 are DLP models, all priced under \$1000, are billed as lightweight models, and all feature built-in speakers.

The EP721 is specified at 2200 lumens, 2000:1 contrast ratio and SVGA resolution with support for 5:4, 16:9 and 1.78:1 aspect ratios. The EP727 (\$699) is specified at 2200 lumens, 2200:1 contrast ratio and XGA resolution with the same support for various aspect ratios. The EP728 is specified at a slightly brighter 2700 lumens, 2200:1 contrast ratio, and XGA resolution. All have VGA-In/Out, DVI w/HDCP, USB & RS232.

All are shipping now.

For more info, go to [Optoma Office Projectors](#)

[TOP ↑](#)

New Learn Big Models from InFocus

Customers trying to compare projectors are often quite confused: this projector has a higher resolution but a lower brightness; this has better contrast but the same brightness but lower resolution. And so on...and so forth...



But the new InFocus Learn Big series IN2100 EP is being marketed in a very simple way that other companies will no doubt (or should) model.

The Learn Big IN2100 EP is a DLP BrilliantColor projector specified at 2,500 lumens, and the only sales choice is the resolution. So, it's "here's the projector, how sharp do you want your image?"

Resolution choices are SVGA, XGA or WXGA, (that determines the price in USA of \$599, \$749, or \$999.)

The projector includes a new built-in Wireless Ready port for upgrading to InFocus' LiteShow II Wireless Presentation adaptor.

For more info, go to [InFocus Learn Big](#)

[TOP ↑](#)

Projectiondesign Adds Higher Resolutions In Two Models

Details aren't yet out, but projectiondesign announced that two of its projectors will soon be available with 1920 x 1200 resolution, or WUXGA. The eligible projectors are the F10 and F30. Stay tuned, we'll cover it when it's official (and it could be at the ISE in Amsterdam).



For more information, go to [F10 and F30](#)

TOP +



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Displays

70-Inch from Planar

Planar introduces a 70-inch LCD, the Direct-View Planar m70L, designed for commercial applications such as control room, video wall and digital signage. Planar will exhibit this panel at ISE.



The Planar m70L includes built-in power management and automation, 178-degree viewing angle, and technologies designed for resistance to image quality degradation and automatic ambient backlight control to accommodate 24-hour operation in unpredictable environments.

The Planar m70L is specified at full HD 1080p resolution, 1500:1 contrast ratio, high brightness (600 nits) and HD-SDI connectivity

A built-in clock allows users to schedule events such as power on/off and source switching. It uses Planar Big Picture and WallNet technologies for image processing and automated display monitoring.

For more info, go to [Planar 70-Inch](#)

TOP +

Registration is open...

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Kramer Twisted Pair Cables Move HDMI up to 200 Feet at 1080i

Kramer announces the TP-551 and TP-552 twisted pair transmitter and receiver for HDMI signals. The company says the TP-551 and TP-552 can transmit HDMI signals directly over two Cat 5e cables (Kramer XTP cables are recommended) to up to 200 feet (60 meters) at 1080i without the use of intermediary reclocking devices such as signal repeaters. The TP-551 and TP-552 solution is especially suited for home theater installations, presentation and multimedia applications, and rental and staging operations.



The TP-551 and TP-552 transmitter/receiver system moves HDMI signals to up to 200 feet (60 meters) -- depending on resolution of the signal being transmitted and quality of the cable being used. The TP-551 converts an HDMI signal into a twisted pair signal that can be run over shielded or unshielded twisted pair cables such as CAT 5e cables. The TP-552 unit then converts the signal back to HDMI. The units offer up to 1.65Gbps bandwidth per graphic channel and are HDCP compliant and HDTV compatible.

The TP-551 and TP-552 pass the EDID, HPD and CEC signals from the source to the display device using CAT 5e.

The TP-551 transmitter unit is outfitted with a high/low gain selection button, one HDMI input and two RJ-45 connectors for CAT 5 output. The TP-552 receiver unit offers four equalization levels to enhance performance and is outfitted with two RJ-45 connectors for CAT 5 input and a single HDMI output. LEDs on the front of each unit indicate input, output and power status. Both units use standard 12V DC power, and three TP-551 or TP-552 units can be rack mounted side-by-side in a 1U rack space.

The TP-551 and TP-552 are currently shipping in the U.S. and abroad with U.S. list prices of \$225 per unit.

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

[TOP ↑](#)

HD Video Access Via USB Port with Gefen Adapter

A new USB to DVI Graphics Adapter from Gefen offers a convenient way to connect additional high definition digital video displays to most Windows-based computers. It's a small adapter that allows a plug and play connection of a DVI or VGA display to any USB 2.0 port on the computer. This means users can add digital video displays or projectors to a laptop or PC for simultaneous video delivery without using a DVI port. Output is delivered in DVI-I format, allowing for VGA monitor compatibility as well as DVI.



The Gefen USB to DVI Graphics Adapter also lets users tweak their video performance, offering a variety of screen resolutions up to 1600x1200 and color depths.

Users also have the option of having the USB connected display mirror the main display or extend the desktop to provide increased visibility and the ability to view several applications at the same time in a multiple display situation. Gefen says that testing has shown that up to six USB to DVI Graphics Adapters can be connected to any one personal computer at a time with a reliable delivery of video to all six displays.

The Gefen USB to DVI Graphics Adapter currently supports 32-bit versions of Windows XP and Windows 2000. Subsequent versions are in development for Apple and Windows Vista.

For more info, go to [Gefen USB to DVI Graphics Adapter](#)

Rich Media & Content Distribution

New Content Server from Tandberg

Are we finally going to see content servers adopted in ProAV like they have been in HomeAV for over a year now? We are certainly seeing more of them (Polycom, Grass Valley, etc) so it looks promising.



And now, Tandberg introduces the Tandberg Content Server (TCS) for recording, managing and sharing content.

One new feature is a new built-in library that is navigated via thumb-nail images. Content can be viewed through all major streaming media formats, including Microsoft Windows Media, Quicktime compatible MPEG 4, and RealPlayer.

Recorded content can be downloaded to portable media devices such as Apple's iPod and Microsoft's Zune, and TANDBERG says it easily integrates with leading portals: SharePoint, Blackboard, Accordent & IBM WebSphere.

Since it's from TANDBERG, there's no surprise that it offers content recording from all standards-based H.323 or SIP videoconferencing systems.

For more info, go to [Tandberg TCS](#)

Digital Signage

C-nario Shows Scalable Digital Signage at ISE

C-nario says the company's new digital signage system is so scalable it enables up to 10,000 channels per server.



By connecting several PCs together, each simulating up to 500 content channels, and connecting this system to the C-nario management system, C-nario says that all management features work successfully and efficiently with deployments of up to 10,000 channels per server.

C-nario says the scalability tools target large-scale digital signage displays in the retail and banking industries. Main features include: C-nario Watchdog, identifying, repairing and reporting problems; C-nario Snapshots, sending snapshots of multiple channels simultaneously for monitoring; and C-nario device monitoring and control tools, including Pin Table, organizing feedback to ensure all screens are working properly, and Panel Designer for creating user-generated control environment.

For more info, go to [C-nario](#)

[TOP +](#)

Samsung 70-Inch Networkable LCD Targets Digital Signage

Samsung introduces a 70-inch LCD, the SyncMaster 700DXn, specifically for the ProAV market and especially for corporate and commercial digital signage applications. Samsung says this features a new Digital Information Display (DID) panel designed to lower the temperature of the display and therefore handle the most demanding applications. Built-in fans keep temperatures low, says Samsung, so the DID panel ultimately extends the life of the 700DXn display.



This panel uses Samsung's MagicNet Pro software, a really robust feature that seems to rival many stand-alone digital signage applications. It, of course, lets the user control content across several displays, but it does so using a single computer, including control of different content on different displays at different times. And scheduling can be done a month in advance. Another nice feature of the software is that it provides a simple content creation function. Samsung says users just drag and drop existing content files, and this functionality requires little supervision or training.

This panel is specified at 5000:1 dynamic contrast ratio, and 1920 x 1080 HD resolution. Samsung also says it has a nice 178 degree viewing angle.

The SyncMaster 700DXn will be available in February for an MSRP of \$29,989.99.

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

Audio

Artcoustic's Spitfire for Commercial Install

Artcoustic introduced the new Spitfire Venue loudspeaker and Spitfire subwoofer designed for ProAV installs. Weighing less than 10 kilos and measuring 500 H X 360 W x 160 D mm, this is a compact 2 way full range precision loudspeaker capable of use in PA systems.



It has interchangeable screen options, so you can choose how the speakers look.

The new Spitfire Subwoofer has a more compact form and durable finish, says the company, making it ideal for the professional market, such as recording and film studios, dedicated cinemas and fixed installations in general. The Spitfire Subwoofer uses four 10" X2 long-throw woofers and a X2 bass system. The Spitfire subwoofer comes with an Artcoustic PA-1800: an 1800 watt amplifier.

For more info, go to [Artcoustic Spitfire](#)

[TOP](#) +

Digital Snake Makes Life Easier

Multichannel audio signals have always been delicate and hard to transport via normal cables. No wonder that the bulky, heavy and gold-plated analog snakes cost a lot. But is all this precious analog serpentine stuff worth the cost? We'd like to say no.



At a fraction of the weight (and of the volume) normal for analogue cables, digital snakes offer as a bonus all the advantages of digital technology. And Roland Systems Group, which introduced its "Digital Snake" S-4000 Series this year at ISE, is proud to underscore our point.

When you use this cable, you don't have to worry about impedance values, buzzes or any signal degradation. Signals are processed in a superior-quality device that grants a safe environment, then distributes through a special cable that sports Ethernet 100Base-TX protocol and grants 40 full-quality audio channels plus enough bandwidth to host data commands.

Long distance installations can be run on fibre channels and, of course, the system has redundancy and stackability capabilities.

For more info, go to [Roland's Digital Snake](#)

[TOP](#) +

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: rAVeurope@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.

A little about Gary Kaye, CTS, Chief Visionary, Kaye Consulting, Inc, and founder of rAve Publications:

Gary Kaye, CTS is chief visionary at Kaye 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 Kaye 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). 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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