



For Europe's Pro AV integrators in a Networked World

Volume 4, Issue 04 - 6th February 2008

Tell Your AV Colleagues: [Our Video Reportage from ISE 2008](#)
[Sony Large Venue Projector Breakthrough](#)

- [Subscribe/Re-subscribe](#)
- [Unsubscribe](#) (see **Manage your subscription** at bottom of newsletter)
- [Forward](#) (see bottom of newsletter)

How to view news easily:

Click on any headline to go direct to news item, Return by Clicking on word **"Top"** (lower right of each news item)

Industry News

- [Red-Hot ISE Drives Industry Re-Surgence](#)
- [RAVE Europe's Virtual Studio: ISE Video Out-Takes](#)

Display

- [JVC & Funai Make A Deal](#)
- [Panasonic's Neo PDP and the 150" Plasma](#)

Special Feature

- [2008 EMEA+InAVation Award Winners](#)

Projection & Screens

- [Vogel's Professional Gives Projectors a New Lift](#)

Control & Integrator Solutions

- [Audico's "Swiss Knife" for PA & Voice Evacuation](#)
- [Universal Up & Down Scaler: Tetra-VIO](#)
- [Electrosonic's VN-MATRIX, HD Encoder/Decoder](#)
- [iLight 8 Channel Feed-through Relay](#)



Europe's No. 1 Show for professional AV and Electronic System Integration

[Click above for more information](#)

Industry News

Red-Hot ISE Drives Industry Re-Surgence

No one was complaining at ISE 2008. Up two extra halls with exhibitors and still sold-out, up and over 20,000 in attendance... the show radiated an atmosphere of public excitement that has long since faded from I.T. shows. Last year's ISE was a good event. But this year the exhibitors grew their stands, upped their ante, and played to the crowd. There were more live presentations on the stands, more show attractions (hey, that 150 inch Panasonic plasma, the Sony Telepresence, the Digital Projection 3D theater and more!) and generally classier exhibits.

The mixture of professional with residential is working (not to argue against more specific events in residential but to affirm that at this point residential needs a broader platform as well as a vertical one).

Some may want to argue with our choice of word, but “re-surgence” implies that the self-confidence we felt at the peak of the projector business is back. It implies that anyone from the “outside world” stepping into ISE would immediately recognize an industry that expected a bright future.

The first ISE Manufacturer’s Forum (full report on this forum in the next issue of RAVE EUROPE!) underlined this new confidence and our integration into the digital I.T. environments.

[TOP +](#)

RAVE Europe’s Virtual Studio at ISE

At RAVE EUROPE, we did our bit to make ISE an even more exciting event by demonstrating a virtual studio with live streaming, direct from the show floor.



There was no glass booth, no hermetically sealed environment. We were in an island stand, open on three sides. We had a rock band playing behind us (one aisle away), a very large wall-mounted LED flashing onto our stand from the front, and a constant flow of passers-by who became our audience.

We sat in front of a green sheet and used technology from Darim Technology to do live interviews on the show floor. We interviewed many of the industry leaders but not all. Time ran out and we (as did others) wished ISE ran one day longer.

Want to see how we did? Would you like to hear from the show floor...Mike Blackman, Managing Director of IS Events? Randy Lemke, Executive Director InfoComm ? Chuck Wilson, Director of NCSA? Wendy Griffiths head of CEDIA Region 1 (that’s us in EMEA)?..and more from Sony, Projecta, Waterfall Audio, PSCo, Gator International, Roland, Digital Projection... and even more?

Check out our web-interviews from our Darim virtual studio. Each one is only 1-3 minutes.

For more info, go to [RAVE EUROPE’s Reports from the Show Floor](#)

[TOP +](#)

PROJECTA

[Click above for more information](#)

Projection and Screens

Vogel’s Professional Gives Projectors a New Lift

Now high ceilings can help keep your projector sales up...



At ISE, Vogel's Professional showed their PPL 2525 and PPL 3535 projector lift systems for concealed mounting in locations with high suspended ceilings such as conference rooms, boardrooms, lecture halls, places of worship and auditoriums. The extra lowering distance (up to 1.8 and 4.2 meters respectively) also allow more convenient projector maintenance and lamp replacement. An optional remote control system and two universal ceiling finishing kits complete the installation.

The new lifts join the existing Vogel's PPL 1515 (1 meter lowering distance).

The PPL 2525 is designed for small- and medium-sized projectors weighing up to 25 Kg and with a maximum lowering distance of 1.8 meters (recommended for rooms up to 5 meters high).

The PPL 3535 has a lowering distance of 4.2 meters and can support medium- and large-sized projectors weighing up to 70 kilograms (suitable for rooms up to 7 meters high).



These projector lift systems feature digital motor control, and the cantilever lowering system can claim "whisper quiet" status because it is less than 70 dB. One button operation automatically lowers the lift to a preset projection height with an accuracy of 1 mm (thanks to optical sensors).

Built in self-diagnostic failure detection and safety switches prevent the lifts moving if the mechanism is obstructed or tilted.

To neatly finish the concealed mounting of the projector lifts, two universal finishing kits are available separately. The PPA 370 is for standard suspended ceiling tiles measuring up to 60 x 90 cm, while the PPA 380 accommodates suspended ceiling tiles up to 90 x 90 cm.

The new PPA 360 infrared (IR) remote control kit can be used with all Vogel's lift systems, and simply plugs into the lift control box. Programming functions can be carried out using the wireless IR remote control transmitter. Additional PPA 350 IR transmitters are also available separately. The projector lifts are easily integrated into combined projector and screen control systems and are compatible with AMX and Crestron systems.

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

TOP +



High quality

vogel's
Professional

www.vogels.com

[Click above for more information](#)

Displays

JVC & Funai Make A Deal

JVC and Funai Electric enter a wide-ranging business alliance in video equipment.

Not a stock and cash deal like last year's JVC/Kenwood merger deal, this is an operating alliance where the two companies look for cost-savings in both development and production.

Funai will entrust production of LCD televisions to JVC's factory for the Americas (in Mexico.) Funai Electric will also give the development of LCD televisions to be sold primarily in Europe to JVC by June 2008.

JVC will let Funai's European factory in Poland produce its LCD televisions by the first half of 2008.

The two companies will jointly develop LCD televisions to be sold by JVC primarily in Europe and Americas. Funai will

launch the production of these by second half of 2008.

The two will seek a joint purchasing strategy and share distribution infrastructure. They will also cooperate in production, after-sales service and environmental protection.

For more info, go [JVC & Funai Deal](#)

TOP +

Panasonic's Neo PDP and the 150" Plasma

At ISE, Panasonic showed for the first time in Europe, the prototype of the world's largest Flat Panel Display, 150-inch advanced high definition (HD) PDP.



Maybe even larger than the world's largest flat panel display was the promise, the commitment Panasonic showed to a new generation, Neo PDP.

Panasonic had shown for the first time the 103" Full High Definition Plasma at the CES in Las Vegas in January 2006. This product became commercial in October 2006, one year and three months ago. Despite many prototypes from different brands being show-cased, the Panasonic 103" is still the largest flat panel display commercially available on the market.

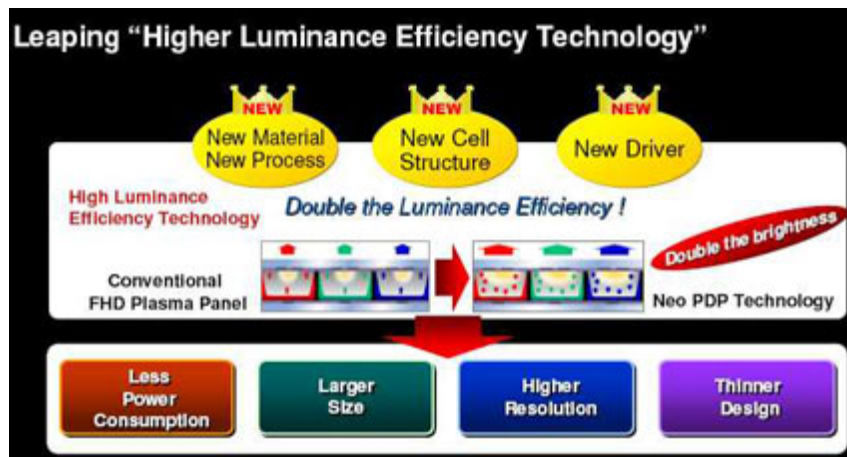
Panasonic now leads the professional large display market with the 150-inch PDP, which an 8.84 million pixel resolution (4096 x 2160) - more than 4X the 1080p FHD specification (1920 x 1080).

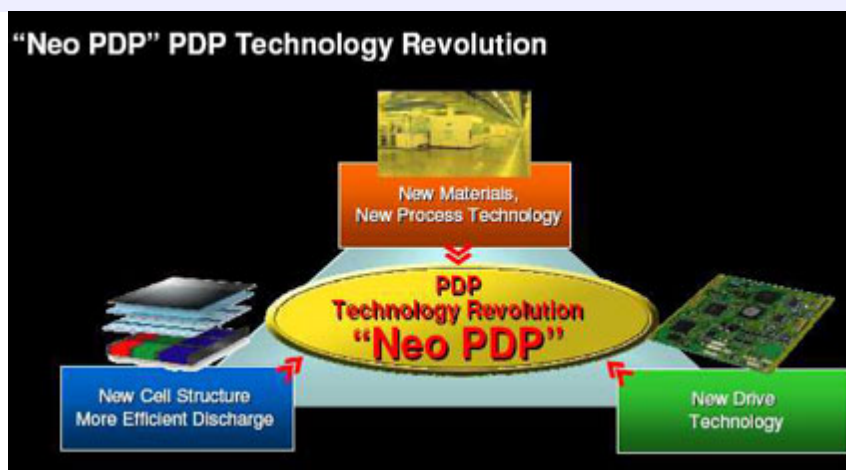
The prototype is as large as nine 50-inch Plasma displays with an effective viewing area of 3.31 m (W) x 1.87 m (H).

The prototype gave Panasonic spokesmen an opportunity to talk to the press about their new next-gen PDP factories and their plans for a new generation. "After all, Plasma is still a young technology," explained one executive.

"Neo PDP" will be a new generation of Plasma that combines advances in cell structure, process technology, and new drive technology. The impact is that NEO PDP will save power, double the luminance efficiency, allow for larger sizes and thinner models.

Panasonic is passionate and committed to Plasma while others drop out.





For more info, go to [Panasonic PDP](#)

[TOP +](#)



[Click above for more information](#)

Control & Integrator Solutions

Audico's "Swiss Knife" for PA & Voice Evacuation

Finnish maker Audico Systems might have used a Nokia GSM as an analogy for multi-use instead of a "Swiss" knife...but geographic confusion aside, their point is well made.



Calling it "the most compact device on the market," Audico's new Avec PA & Voice Evacuation system is a "Swiss knife:" a single 2U, 19" unit that includes an 8 x 150w power amp, new certified voice evacuation system and complete signal processing.

The ADA 8x8 central unit remotely controlled digital routing ad built-in message player with built in DSP processor has all the signal processing for a sound system.

EN60849 certified Voice Evacuation system.

For more info, go to [Avec PA & Voice Evacuation](#)

[TOP +](#)

Universal Up-&-Down Scaler: Tetra-VIO

At ISE, Analog Way announced the Tetra-VIO, an All in one solution for signal conversion with universal inputs and outputs



Tetra-VIO is a universal device with six functions in one: Scan Converter, Scaler, Standard converter with TBC, Audio De/Embedder, Switcher and Interface. Its flexibility makes it useful in complex installations, especially for solving signal compatibility issues at the last minute.

The Universal Up and Down Scaler is a highly versatile A/V Switcher / Converter / Interface with 3 universal Inputs and 1 SD/HD-SDI Input. It accepts a large range of formats, from Computer to Video and HDTV, in Analog or Digital format, and provides a large range of connectors: BNC, HD15, DVI, mini DIN4, Cinch, RCA.

The output provides the same diversity of formats, and the same type of signals and connectors. Each of the 3 universal inputs features an active loop through (monitoring) for easy control of the sources.

In addition to a powerful multi-format converter, Tetra-VIO is also a smooth and fast Audio / Video Switcher offering many useful possibilities such as 500% Zoom, user programmable EDID for DVI input, etc...

For more info, go to [The Universal Up and Down Scaler](#)

[TOP ↑](#)

Electrosonic's VN-MATRIX, HD Encoder/Decoder

Electrosonic's VN-MATRIX HD encoder/decoder can stream content across standard networks for live viewing, collaboration, storage or playback using minimum bandwidth. It encodes video or graphics sources at resolutions up to HD or UXGA, streams this over an IP network, and decodes the signal back to the original picture (with bi-directional audio).



VN-MATRIX handles video and graphics image types equally well so it is a fit solution for multi-site collaboration where hi res data visualisation is central to decision making.

The latest VN-MATRIX delivers matchless image delivery performance providing high resolution and low latency at even lower bandwidths. In addition, VN-MATRIX now comes with a compression toolkit allowing users to tailor the levels of compression appropriate to their application.

The VN-MATRIX Recorder uses existing VN-MATRIX technology for real-time recording and playback of multiple data / graphic computer images, high-definition video, audio and data. New for 2008, is the media player plug-in that allows recordings to be viewed via Windows Media Player.

For more info, go to [VN-Matrix](#)

[TOP ↑](#)

iLight 8 Channel Feed-through Relay

iLight showed their new eight channel feed-through relay at the Integrated Systems Europe. This 8 x 16A unit expands iLight's range of DIN rail products to include large commercial installations where high power multiphase switching of lighting is required.



The unit has an override switch that can manually override any channel. The system includes a built in propagation delay to allow large numbers of channels to be switched without overloading the power supply.

This feed-through relay is suitable for the smallest to the largest lighting control projects, including those with hundreds of channels such as shopping centres, commercial buildings and airports.

Also on show was iLight's expanded range of architrave lighting control panels. The slim units, with their own backboxes, are designed to be mounted in narrow spaces such as in a door frame. They are available with between two and seven illuminated push buttons and are fully configurable for functions such as room joining, sequencing and programmable logic control.

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

2008 EMEA+InAVation Award Winners

The second annual 2008 EMEA+InAVation Awards were announced at ISE in a Gala Dinner just before the show opened.

Lead by InAVate magazine and supported by significant media (including RAVE EUROPE), the industry voted for those vendors and installers) most deserving to be recognized.

The winners:

Audio Product for Commercial Use (Non-Loudspeaker)

Yamaha's IP conferencing system

Audio Product for Residential Use (Non-Loudspeaker)

Escient Fireball FP-1

Video Signal Processing or Distribution Product for Commercial Use

Extron ISM824

Video Signal Processing or Distribution Product for Residential Use

Kramer Electronics VS-42 HDMI

Loudspeaker Product for Commercial Use

Martin Audio Omniline

Loudspeaker Product for Residential Use

Genelec AOW312

Display Product for Commercial Use

Hitachi Europe CP-A100

Display Product for Residential Use

Mitsubishi HC6000

Control Product for Commercial Use

Crestron MPS Cue airCUE*x10

Control Product for Residential Use

Stardraw Control 2007

AV Accessory (Commercial & Residential)

NTI Minirator MP Pro

And next week, we'll tell you about the Award winners for MOST InAVative Projects.

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: 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.

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). Swim for Smiles raises money for the North Carolina Children's Hospital through fun, active athletic events involving kids and swimming.

Newsletter Options:

- [Click here to subscribe and receive our newsletter regularly](#)
- [Click here to send us your feedback or company news at rAVeEurope@gmail.com](mailto:rAVeEurope@gmail.com)
- [Click here if you are interested in the home A/V market in Europe](#)