



For Europe's Pro AV integrators in a Networked World

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

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Industry News

[Name The Top EMEA Projects of 2007](#)

Not easy to do, is it? The second annual 2008 EMEA+InAVation Awards came up with this list of winners. Lead by InAVate magazine and supported by significant media (yes that's us at RAVE EUROPE among others), we encouraged the industry to vote on-line for those projects most deserving to be recognized.

Here are the Nominees and the Winners (shown in photo) for 2008:

2008 InAVation Awards for Projects

Residential Project

(Small – Medium)

Dark Side of the Room – Marmonier - France
i.life solutions – Bristol Cinema - UK
IAV (India) Pvt Ltd - Prakash Residence - India

Winner: Smart Business - Alberto Aguilera - Spain



Commercial Project

(Small – Medium)

Barkai Benny Brookstein Ltd – Menachen Begin Museum- Israel
CComm – Juelius Baer – UK
Informationsteknik AB – Örebro City Hall - Sweden

Winner: Delight 2000 – Moniiag- Russia



Rental & Staging Project

(Corporate)

Art Polymedia – CTC Media - Russia
MK2 – NAC Breda – The Netherlands
SpyGlass - Tourism New Zealand – France

Winner: XL Video – St Pancras Eurostar Int.Station – UK



Rental & Staging Project

(Entertainment)

Eventech – Youth Song & Dance – Estonia
Showtec – Live Earth - Germany
SLS Productions –Desert Rock – UAE

Winner: Creative Technology – Led Zepellin - UK



Residential Project
(Large)

AVI Pro – Grand Cinema – Spain
Design Logistics – Hertfordshire – UK
DSE Digital – Heathfield – UK
Global Technology & Control Solutions – Quinta Verde – Portugal
Marmann Bau GmbH – Niedrigenergihaus – Germany

Winner: SmartCom – Villa Oasis – France



Commercial Project
(Large)

Akom – Numirus – Turkey
AV Media – Fraunhofer Institute – Germany
Electrosonic Ab – Stockholm Traffic Control - Sweden
Polymedia – YGD Conference Facility – Russia
Reflex Ltd – Pictet & Cie – UK

Winner: Ajartec Ltd – BA Crisis Centre- UK



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AV Section in CeBIT NEWS, 50,000 IT Managers (Each Day!)

RAVE EUROPE has been chosen to prepare an editorial section on AV opportunities in the pages of the official newspaper at CeBIT.





CeBIT NEWS, owned by the show organizer, is delivered at every entrance of CeBIT. More than 50,000 copies are read each day of the fair. CeBIT features 6000 exhibitors and I.T. managers come from all over (and especially Germany). The number of I.T. system integrators that attend

If you are looking to have some impact in the I.T. sector, what better place than the newspaper at their greatest gathering. Interested sponsors (8500 to 2400 euros) can contact arcadialT@gmail.com

For more info, go to [CeBIT NEWS](#)

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Projection and Screens

Barco iCon NH-12 Wins Archi-Tech Readers' Choice Award

Barco, a global leader in digital visualization, is proud to announce that its groundbreaking iCon NH-12 projector has recently received the Archi-Tech Readers' Choice Award.



The Archi-Tech Awards, which are handed out in collaboration with AV organization InfoComm, "honor exceptional audiovisual [...] projects." Archi-Tech is a magazine devoted to giving its readership of nearly 100,000 the latest information on advances in architectural technology. As Randal A. Lemke, PhD and Executive Director of InfoComm International says: "These winning entries represent the pinnacle of design, functionality, and technological achievement."

Barco's iCon NH-12 is the world's first three-chip DLP system that combines a native 1080p HD resolution and a light output of 12,000 lumens with Windows desktop integration. Controlled with mouse and keyboard, it allows users to project local and networked sources simultaneously in windows that can be resized, moved, or made to overlap easily. "This results in a free, intuitive way of working and collaborating," says Peter De Meerleer, director of product management at Barco, "that does not involve any sort of learning curve."

Additionally, the NH-12's bright light output and noise-reducing, durable design make it a perfect choice for environments such as auditoriums, conference centers, and large meeting rooms. Thanks to its hardware innovations, the iCon NH-12 boasts a system lifetime that is 60% longer than that of conventional three-chip DLP projectors.

Another nomination for the Archi-Tech Readers' Choice Award went to the NH-12's smaller cousin for meeting rooms and boardrooms, the single-chip DLP iCon H500. In addition, the NH-12 was also nominated for the annual InAVation Awards, which single out recent products that have brought substantially new, innovative features that meet and anticipate evolving demands in the professional visualization market.

For more info, go to [Barco iCONN NH-12](#)

projectiondesign: World's First WUXGA DLP projectors

Norway's projectiondesign launched the first ever 1920x1200 WUXGA high resolution DLP technology projectors at Integrated Systems Europe .



The WUXGA resolution will be packaged in the F10 and F30 series projectors and is set to be the highest resolution display available in the market at this level. They will produce images at 1920 x 1200 pixels and in a 16:10 aspect ratio.

WUXGA is a much better fit for the reproduction of computer resolutions than the more common 1080p, which tends to be more focused on video centric applications. The higher resolution provides more pixels on screen, and fits the native resolution of many graphics cards, including high-end laptops and portable computers. WUXGA resolution gives more than 56% higher resolution over SXGA+, which is projectiondesign's most popular resolution today.

Importantly, the 1920x1200 WUXGA resolution is also backwards compatible with standard UXGA at 1600 x 1200 resolution, making it ideal for upgrading older projection systems to wide screen. It also secures full current and future computer compatibility for almost any meeting room application. Most importantly, the new aspect ratio and high resolution display reduces system complexity, and increases image fidelity in a wide range of projectiondesign target applications such as scientific visualisation and simulation markets.

For more info, go to [projectiondesign & WUXGA](#)

Three Product Introductions for Projecta at ISE 2008

At the Projecta stand at ISE 2008, Projecta welcomed more visitors than ever before. "It is clear ISE has successfully positioned itself as THE pro AV event in Europe," says Peter de Kroon, MD. "A growing number of exhibitors and visitors are acknowledging that this show will approach the size of InfoComm as companies in AV need this kind of European platform. We appreciate the opportunity of ISE to show our new screen solutions to our clients and to potential new customers."

At the Projecta booth, AV dealers, installers and distributors could see and try the newly introduced EASY Mount Integrator and Descender screens (both are solutions for the concealed-in-the-ceiling projection screens). The Projecta "M" fabric was the flattest screen material at the show, says Projecta, and with its "B1" flame retardant certification it "will become the standard in the professional screen market."

Customers found Projecta's rear and front projection "Flexfilm" materials interesting for digital signage solutions. These screen solutions make it easy for shopkeepers, retailers and professionals to project commercial messages onto shop windows or onto the glass windows (walls, too) of showrooms.

The third introduction at ISE was The Multi Mask Imager, a Home Cinema screen able to adapt the format of the white surface to the format of the projected image (4:3, 19:9, Cinemascope and Letterbox).



For more info, go to [Projecta at ISE](#)

For a look at the interview with [Peter de Kroon at ISE](#)



High quality



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Display

Worldwide PDP Shipments Up 42% in 4Q07

In Q4 of 2007, PDP shipments exceeding forecasts and rose 42% on quarter and 62% on year to almost 4.4 million units, according to DisplaySearch.

PDP pricing was better than LCD, with 42-inch HD PDP panels 20% less than comparable LCDs. 42-inch 1080p PDP shipments exceeded 50-inch PDP shipments for the first time ever in this quarter. PDP pricing is now falling faster on quarter than comparable LCDs.

32-inch PDPs are selling well in developing regions and more than doubling its share to nearly 11% of PDP shipments.

Revenues were only slightly higher, rising just 32% in the quarter and 3% on year to US\$1.9 billion. This was the third straight quarter of more than 30% price declines as supply continues to exceed demand.

By supplier, Matsushita (which changes its name to Panasonic officially on October 1, 2008) remained the top supplier. Its share grew from 33% to 37%, with the strongest share growth coming from HD resolution panels. LG Electronics overtook Samsung SDI for the second position with a one point share gain to 28% as Samsung SDI slipped from 29% to 25%.

LGE's 32-inch PDP intro was a strong volume booster, contributing to more than a third of the company's share and reaching the second most popular size. Though Samsung SDI slipped to 3rd position overall, it led the 50-inch PDP segment and was second at 1080p. The company had the second strongest on year growth behind LGE.

Supplier	Q3'07 Share	Q4'07 Share	Y/Y Growth
Matsushita	32.7%	36.8%	48%
LGE	27.3%	28.4%	113%
Samsung SDI	28.8%	25.1%	95%
Hitachi	6.8%	6.4%	17%
Pioneer	4.2%	3.2%	-39%
Orion	0.2%	0.1%	80%
Total	100.0%	100.0%	62%

For more info, go to [Display Search](#)

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 <p>TRIBUTARIES ISE STAND K28</p>		 <p>EUROPE'S LEADING AV SUPPLIER</p>
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Control & Integrator Solutions

CresFest III Entertains 1000+ at ISE

Crestron entertained more than 1000 commercial and residential integrators at CresFest III with a cabaret show that brought the glitz of Las Vegas to Amsterdam.



But it wasn't the glitz alone that brought record crowds to the two Crestron stands: a huge main area to showcase the majority of products (and also allow Crestron staff to inform, educate and entertain new and existing customers) and a smaller space across the show floor where the new home entertainment products were available for stand-alone for evaluation and demonstration.

Robin van Meeuwen, Director of International Sales explains: "We were delighted with how ISE went for us. As always the stand was constantly busy: we had visitors from all over, with a definite increase in foot traffic from the booming Middle Eastern and East European markets. It is clear that ISE is a show on the up and is now a must-attend event anyone serious about doing business in the European integration market."



Visitors to the Crestron stand were able to see the result of three years of innovative product development: the MPS Series (Multimedia Presentation system). The four MPS models are a complete stand-alone multimedia presentation system. The "straight from the box," ready-to-go control and routing solution saves installation & set up time.

The AMS-AIP debut at ISE provoked much visitor interest in this backbone for home cinema or whole house audio distribution. Offering video scaling up to 1080p, sophisticated surround sound and video processing (image sharpness and resolution from both SDTV and HDTV sources), AMS-AIP seems to deliver exactly what Crestron promised: cost-effectiveness and high-performance in an elegant package.

Lighting Control was also a key part of the ISE stand as Crestron showed how it can integrate lighting control with AV, security, and building management systems for the European integration market.

For more info, go to [Crestron at ISE](#)

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Extron's High Performance Fiber Optic Switch

Gary Kaye already "ravved" about the Extron party at ISE in these pages so it's left to me to talk about the Extron products. Among several interesting launches, Extron introduced the Fiber Matrix 6400: a high performance, modular fiber optic matrix switcher for complete, end-to-end digital A/V signal transmission and routing over fiber optic cable.

Expandable in sizes from 8x8 up to 64x64 and supporting up to 4.25 Gbps digital switching, Fiber Matrix 6400 delivers enterprise-wide switching of fiber optic A/V and control signals for any mission-critical environment.

And it's equipped with all of the convenience features common to Extron matrix switchers: hot-swappable I/O boards, real-time system monitoring, and redundant, hot-swappable power supplies, the

Says Lee Dodson, VP Marketing for Extron. "We've built specific features into this matrix switcher that expedite A/V system integration and ensure uninterrupted, continuous 24/7 operations."

The Fiber Matrix 6400 is fully compatible with the FOX 500 Series of fiber optic digital transmitters and receivers as well as the FOX HD-SDI.

It accepts and routes high resolution video signals including 1600x1200 computer-video, DVI, and multi-rate SDI. The modular board design features eight board slots that can accept Fiber Matrix I/O Boards in 850 nm multimode and 1310 nm single mode versions.



For more info, go to [Extron Fiber Matrix 6400](#)

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Registration is open...

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Digital Signage

Convex Aquarium Panels from ICT at ISE

ICT Innovative Communication Technologies AG stretched to make a gigantic convex aquarium-panel above their entire booth enabled visitors, plunging visitors into the world of Seamless FlatScreens for digital signage.

Eleven Seamless FlatScreens MIS-4220 were cascaded by ict's media mechanics department to create a one dimensional curved surface to prove both concave and convex shapes can now be realized either for horizontal or vertical applications.



To demonstrate flexible 42" displays can present information, advertising and entertainment attractively and dynamically even on a small scale, ict used a 3-sided Seamless FlatScreen column. Three displays were vertically mounted on a rectangular sub-construction that was appropriately paneled. This medium is an eye-catcher for trade show appearances for example, or it can also be used as an innovative source of information in showrooms and public buildings.

To complement the hardware, ict provides a multifunctional Digital Signage Concept based on their software packet, ict INFO/MEDIA.

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

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Special Feature

Cisco's "Visual Networking" Strategy

by Bob Snyder

"Video is the next wave of Internet disruption," says Cisco's chairman and CEO John Chambers. "Together with our partners, we are expanding the human network to create compelling visual networking experiences by connecting consumers to digital content in ways never before possible."





Cisco expects the spread of internet video to continue to drive network upgrades by telecom service providers. And video is a key element in the Cisco battle to take on Microsoft in the burgeoning market for “unified communications” services.

“You can see us moving from plumbing to solutions,” says Mr Chambers, as he demo’ed an internal company directory that could be used to find experts on the company’s technology, and initiate a videoconference at a single click. Both companies are starting from different places. Cisco’s advantage is that they can optimise something for the network, while whatever Microsoft develops is going to be optimised for the desktop. Both see video as a part of the unified package that corporations increasingly want.

For large enterprises, it’s network congestion and delivery times that become bigger issues than desktop processing time. Bringing network applications to the end user is going to be Cisco’s strong suit.

Microsoft’s dominance of the desktop also has its advantages: Microsoft can offer new collaboration services as value-ads to software they already have (as an upgrade next year). Cisco, on the other hand, often has to have a capital expenditure allocation from the IT department before they agree to install a new software system.

Microsoft’s strategy centers on the Office Communications Server. Cisco’s arsenal includes WebEx and the Unified Communications Manager (allows IP telephones, faxes and other communications de-vices to run over a single data network). Cisco hopes its ability to offer an “end-to-end” system – from the user-interface software to the switches and routers required to run bandwidth-intensive services such as video – will give it an advantage over Microsoft.

Cisco Systems is using this end-to-end capability to launch a business group (the very first Cisco business unit to have its HQ outside USA) that will wire new buildings and even entirely new cities with state-of-the-art networking technology.

Based in Bangalore, India, the move follows a construction boom in the Middle East, India and China, where dozens of cities must accommodate an expected rise in urban populations in the next decade.

“There are millions of people in these countries that will be urbanised over the next 10 years... We expect it to be worth at least \$10bn over the next 10 years,” says Marthin De Beer, head of Cisco’s emerging technologies group, which will run the business. (Remember him as the holographic image on stage during Chamber’s last major demo of 3D Telepresence?)

China will need to build 40 cities over the next 10 years to accommodate migration of workers from the countryside. Saudi Arabian authorities (as well as Qatar, Egypt etc) plan to build several cities to compete with Dubai’s recent success as new business hub.

Cisco hopes these projects will choose to leapfrog older telecom systems that are common in more advanced economies, by installing internet protocol, or IP, networks instead. Such networks are gradually replacing older systems, as the internet emerges as the preferred medium for data, video and telephone traffic.

A city wired top-to-bottom with IP technology would be able to use it to manage infrastructure, such as traffic signals or surveillance cameras, while residents would be able to use it to access media content or control energy use in homes or office buildings, Cisco says.

For more info, go to [City by Cisco](#)

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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). 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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