



For Europe's Pro AV integrators in a Networked World

Volume 4, Issue 07 - 21st February 2008

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End of the DVD Wars as Toshiba Yields

The war has ended: Toshiba says it will no longer develop, make or market HD DVD. Toshiba President Atsutoshi Nishida told reporters in Tokyo, "We concluded that a swift decision would be best."



This makes Blu-ray (backed by Sony & Panasonic and five major Hollywood movie studios) the winner in the battle over high-def.

Nishida cites the decision by Warner Bros. to release movie discs only in the Blu-ray as the pivotal battle. WalMart's decision to go exclusively with BluRay and Netflix (the US rental king) also piled on the layers of inevitability.

Both HD DVD and Blu-ray deliver high-definition and many think the conservative Toshiba mainly lost to the Blu-Ray camp because of superior marketing (which includes alliances).

Toshiba says shipments of HD DVD to retailers will stop by end of March. But every war has victims: an estimated 1 million people already bought HD DVD machines and videos. Toshiba will continue to provide product support for the technology but these consumers now own phased-out technology.

While these consumers will need to re-invest in their high def future, pulling out will improve Toshiba's profitability between \$370-\$460 million a year.

The HD DVD camp included Microsoft, Intel Corp and NEC Corp. So you could also conclude the consumer electronics boys outmaneuvered the IT guys that in this war.

Read [The Surrender Document](#)

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Finance & Credit Managers to Meet

With global credit issues in the front pages, a new industry conference that puts together the financial and credit managers of high tech companies in Europe makes even more sense.

Starting May 6th in Malta, you can rub elbows with top finance and credit managers from EBay, Apple, IBM, Ingram and others. Workshops highlight the European issues as deals get bigger and financing becomes the key to success.

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

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Gary Kaye to Keynote at EduComm

The EduComm conference, now in its fifth year, will feature rAVe founder Gary Kaye as one of its keynote speakers. Another keynote will be presented by David Pogue, the weekly personal-technology columnist for The New York Times and an Emmy award-winning tech correspondent for CBS News,



EduComm is a 2-1/2 day conference attended by more than 800 attendees from 300+ educational institutions, including college and university educational technology, financial and academic decision-makers.

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

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Whom do you want to hear from? ISE 2008 reactions from:

- [IS EVENTS Mike Blackman](#)
- [Projecta Peter de Kroon](#)
- [InfoComm Randy Lemke](#)
- [CEDIA Wendy Griffiths](#)
- [NCSA Chuck Wilson](#)
- [Sony Josh Honda](#)
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PROJECTA

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Projection and Screens

Barco, JVC Team on LCoS Projection Technology

Barco and JVC, working together using JVC's D-ILA projection technology, developed a new projector, the Barco LX-5, exhibited at ISE. Barco says the D-ILA technology enabled the LX-5 to achieve 10 megapixel resolution and 10,000:1 contrast ratio. The LX-5 is specified at 4500 ANSI lumens.



This projector is especially suited to presentation or collaboration, says Barco, because you can display up to four WUXGA (1920 x 1200) images and you can adapt the color temperature to accommodate ambient lighting.

For more info, go to [LCoS Cooperation](#)

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BenQ Projector Featuring Short-Throw Lens

The launch of BenQ MP771 marks the debut of BenQ's upcoming projector series that features a short-throw lens for big-screen viewing without space constraints.





The BenQ MP771 is a high-brightness XGA projector, features a short-throw lens, a high 3,000 ANSI lumens, BrilliantColor Technology, UNISHAPE, 3D Color Management and Wall Color Correction Technology.

The BenQ MP771 makes big-screen viewing possible in smaller spaces, such as departmental meeting rooms, classrooms, or living rooms. (or for example, in our office where it projects a 74-inch picture from just a meter away.)

The short-throw ratio also makes it more practical and safe for presenters to stand between the projector and audience, avoiding the annoyance and health risks of the bright projector lamps shining into one's eyes.

The BrilliantColor™ technology brings a 50% increase in brightness of mid-tone color, resulting in highly saturated images. Featuring UNISHAPE lamp lighting technology, the MP771 is able to vary the intensity of the projector lamp in synchronization with its Digital Micro mirror Device (DMD) and color wheel, allowing an increase of 40% in brightness (and, says maker, boosting specific colors in different application modes.)

The 3D Color Management, allows users to fine-tune the six colors (R/G/B/C/M/Y) independently for hue, saturation and gain to suit personal preferences or meet the requirements of specific applications. Furthermore, the Wall Color Correction Technology allows users to use walls—even non-white ones—as a projection screen.

The BenQ MP771 offers a Splash Screen Lock function, a 12V trigger, Quick Auto Search function, Power On/Off Ringtones, On-screen FAQ and a Presentation Timer.. Other thoughtful features include a detachable key pad, Off-and-Go function and top access lamp door for easy lamp replacement and maintenance.

For more info, go to [BenQ Short Throw](#)

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High quality



www.vogels.com

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Displays & Mounts

LG Philips Name Change & New Formats

LG Philips LCD will become LG Display after approval at the company's GM on February 29.



The new corporate name reflects the reduction of Philips' equity stake and LG's intention to pursue display technologies beyond LCD.

They debuted the world's highest res 14.3-inch flexible color E-paper display at CES 2008. The 14.3-inch E-paper display, the size of an A4 sheet of paper, has a resolution of 1280 by 800 pixels, and an ability to display 16.7 million colors, making it perfect for use in high end multimedia apps. The displays are less than 300 micrometers thin, and the use of metal foil and plastic substrates (rather than glass substrate) makes the display bendable and durable.

The flexible display market is projected at a US \$5.9 billion market by 2010, rising to US\$12 billion by 2015.

LG Display, is also planning to roll out 18.9-inch 16:9 LCD monitor panels at the end of Q3.

Go [LG Display](#)

Sony to Accelerate OLED

Sony will invest US\$204 million to strengthen its OLED panel production technology by accelerating the shift to medium- to large-size OLED panels.



Sony began researching OLED technology in 1994, and has since positioned OLED as a future-generation display technology. Sony launched the world's first OLED TV, "XEL-1" in Japan and had a big hit at CES with their smaller OLED models.

For more info, go to [SONY OLED](#)

ISE Winners at Vogel's Take Home LCDs

During ISE Vogel's Professional gave away three LCD displays (one each from LG, Philips and Samsung) including the appropriate Vogel's support product. Stand visitors were invited to participate by handing in a card with their count of the number of new products at the Vogel's Professional stand.

The three lucky winners were D.Sait from Rephoto Publishing Ltd (UK), Luuk Abels from Waestman (Netherlands) and Darren Leavens from Midwich (UK).

The winners were announced at the stand each day at 14.30 hours and the promotion generated significant new visitors to the new Vogel's Professional stand.



Darren Leavens from Midwich (UK)



D.Sait from Rephoto Publishing (UK)



Luuk Abels from Waestman (NL)

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

PSCo Hoisting 103-Inch Panasonic Plasma

New ISE exhibitor PSCo brought a new flat-panel stand that helps you hoist up that huge 103-inch plasma from Panasonic. In fact, it can help you lift it up to more than 3 meters high.



The Screen Lifter works with just a touch of a button to adjust the height. It also has a built-in mechanism that lets you switch the display from landscape to portrait and back again.

This is a welcome product, especially for Panasonic, since it makes it much easier to specify this big screen for exhibitions, road shows, retail outlets, conferences and more.

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

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Control & Integrator Solutions

AMX Adds Affordable, Simple Room Control

AMX expands its product portfolio with more than 60 new solutions specifically designed to simplify the way people interact with, and use, audio/video (A/V) equipment in simpler, single-room environments, such as classrooms and conference rooms.

The Novara product line consists of all-in-one, configurable control pad systems that combine a user interface with device control in one, flush-mount keypad, while the Solecis line features switchers, presentation switchers and distribution amplifiers.

Go [Novara and Solecis](#)

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HD Version of 1U/Half-Width Multimedia PC From Aurora

Aurora Multimedia releases a new high definition version of its one rack unit, half-width multimedia PC. The XPC-HD has a small enough footprint to allow two units to be rack mounted side-by-side in a single rack space – perfect for handling digital signage content and applications since space is always a challenge. Aurora says the internal systems have been completely reworked with power enough to offer this high definition multimedia.



The new XPC HD has an HDMI video output port capable of 1080p output from HDCP source material. Using separate coprocessors to handle audio and video, the main processor is left to handle massive amounts of data manipulation.

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

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AMX Adds VoIP to Control Systems

AMX announces the new SIP Communications Gateways, which add standards-based Session Initiation Protocol (SIP) and Voice over Internet Protocol (VoIP) technology for two-way telephony to its control systems.



The company showed its new solution at ISE. Targeting both business and residential, the Sip Communications Gateways add IP phone and/or building intercom functionality to VoIP intercom-enabled Modero touch panels, providing G.711 telephone-voice-quality sound at 70 dB SPL @ 1 meter.

When used with the company's new Metreau Entry Communicator (a VoIP-enabled system providing two-way voice

communication from a door or gate to a Modero Touch Panel), homeowners can speak in real time with visitors at their front door from any telephone anywhere in the world. Nice! And at a high-rise condominium, residents can use these to keep in touch with other residents, as well as building staff.

The SIP Communications Gateways add telephony to AMX's full line of intercom-enabled Modero Touch Panels and Metreau Entry Communicators, as well as any SIP phone. Each gateway supports up to 50 users and 25 concurrent calls. This ships in March.

For more info, go to [AMX SIP](#)

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Registration is open...

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Conferencing

Sony Introduces 1080i HD Videoconferencing

Sony says its new PCS-XG80 system not only delivers 1080i resolution, but does so at a frame rate of 60 fields per second for video.



Users can also share data at 30 frames per second, and dual stream functionality lets users send two separate parallel streams of live, HD information. For example, both live camera view and animated PowerPoint data can be displayed in HD on two different screens or projectors at a remote site.

The Sony system allows six-site multipoint conferencing. Users can call up to five other remote sites to simultaneously meet, with menu-driven multi-language support for 20 different languages available. It also uses wide band stereo audio.

For more info, go to [SONY 1080i HD](#)

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Verizon to Roll out HD Videoconferencing

Verizon, the America telecom giant, is getting into high definition videoconferencing. Ever since Cisco did the same a year or so ago, it makes sense that companies that actually have their own networks, ala Verizon would do the same. Verizon says it will use its public and private IP network services.

In fact the company says this service is immediately available for customers around the world.

The company says the HD video supported provides screen resolution frame size of 1,280 x 720 pixels and a transmission speed of 30 frames per second. The customer has to have equipment at each participating location and access can be provided either through public Internet or Verizon's private IP service at four speeds.

Verizon is also (of course!) offering a range of video-related products, including a telepresence solution.

For more info, go to [Verizon Dials Up Videoconferencing](#)

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CABA Partners with InfoComm 08

CABA, the organization that hosted InfoComm 07's Intelligent Buildings Leadership Forum, will be returning to InfoComm 08 in Las Vegas.



"There is increased interest in Green AV and intelligent buildings, and InfoComm is pleased to host CABA and the leaders of the Intelligent Buildings movement, in order to further the discussion on these important issues," says Randal A. Lemke, Ph.D., Executive Director, InfoComm International. "It makes sense to discuss what's next in automated controls in the same place you can see a large selection of integrated control solutions on the exhibit floor."

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

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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

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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). 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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