



For Europe's Pro AV integrators in a Networked World

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**Industry News**

- [ProLight +Sound 2008: See Our Video Report](#)
- [InfoComm Gets ANSI Accreditation](#)
- [Pass This On to Your Company Credit & Finance Manager](#)

**Projection & Screens**

- [Finally, More 3D Screens for Hollywood](#)

**Digital Signage**

- [Gesturetek: Expert Makes an Irish Mall Gesture](#)
- [TV One with VideoScaler Plus](#)

**Conferencing**

- [Bosch: Interactive Conference with Touch-Screen](#)

**Displays & Mounts**

- [RPI Student Invents New LED](#)
- [Medialine in Display Vein at "CORPUS"](#)
- [Need a Display? How Many Cubic Metres?](#)

**Control & Integrator Solutions**

- [SierraVideo Joins Ross in OpenGear](#)

**Rich Media & Content Distribution**

- [What You Need to Know about Microsoft Silverlight](#)

**Residential Systems & Digital Home**

- [On-Wall, In-Ceiling, Outdoor Speaker...Artcoustic's Diablo Target](#)
- [Big Ouch for Custom Install in USA](#)

**PROJECTA**

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**Industry News**

## ProLight + Sound 2008: See Our Video Report

Up 4% from last year, Musikmesse & Prolight + Sound 2008 counted 112,000 visitors from 126 countries with lighting and audio digitalisation setting the trends at the fair



With a 5% increase in exhibitor numbers, Prolight + Sound reflects the growing boom in events and live performances. The Professional Lighting and Sound Technology Trade Association (VPLT in its German acronym) says its membership has a turnover of €3 billion in 2007 (so there's your German market size number) and a permanent industry workforce of at least 10,000.



Non-German companies accounted for 59% of total exhibitors with China/Taiwan as the largest contingent with 107 exhibitors, followed by UK with 59 exhibitors, then USA and Italy.

For the first time ever, Halls 8 and 9 were literally filled with screens of all sizes, display mounts, control solutions and projection devices. And even 3D LED custom installations. Among others, we visited BMB, AMX, Crestron stands.

See our [video report on ProLight + Sound](#) by Cristiano Cameroni

[TOP](#) +

## InfoComm Gets ANSI Accreditation

After an audit of InfoComm's CTS and CTS-Installation certification program, ANSI now accredits these credentials under ISO/IEC 17024.

"What does this mean to you? Says Randy Lemke, Executive Director, of InfoComm International, "If you are one of the more than 9500 CTS holders, this is great news. This milestone is international recognition of the CTS as a valid and meaningful designation... Those who specify AV can now be assured that with ANSI's independent verification of the InfoComm's policies and procedures, the CTS credential meets the highest professional standards of examination development and administration. Each and every CTS certification is backed by the ANSI guarantee of program excellence unequalled in this industry."

"ANSI accreditation of the Certified Technology Specialist program is a remarkable validation of the vision, determination and dedication of hundreds of volunteers from across the US and around the world who worked tirelessly to establish this international testing program of audiovisual industry knowledge. InfoComm is wiser for having undergone this process, and I hope you will continue to invest in the only audiovisual certification program that is accredited by the masters of excellence-- ANSI," concludes the InfoComm director.

Go [InfoComm Gets ANSI](#)

[TOP](#) +

## Pass This On to Your Company Credit and Finance Manager

If some of the headlines about the general economy are scaring you, too, then maybe you should join us at the **European**

**Credit & Financial Congress** in early May. Some of the largest companies are sending their managers to discuss Best Practice in European credit control.

Learn by rubbing shoulders with Google, IBM, Cisco and others, as well as by listening to keynoters who share their financial experience in this two-day conference. The conference is limited to companies in AV, ICT, and Consumer Electronics so the shared knowledge is as relevant as possible. RAVE EUROPE is one of the media sponsors to ensure our community gets the financial background it needs.

Don't let credit, risk and financial issues surprise you in 2008. Because the headlines in the world's financial community are sure surprising enough.

Pass this on to your Finance and Credit Managers and let them see how the conference content can save your company money and resources.

Check it out at [ECFC](#)

Missed some of the economic news lately? The IMF calls it [The Perfect Storm](#)



[TOP ↑](#)



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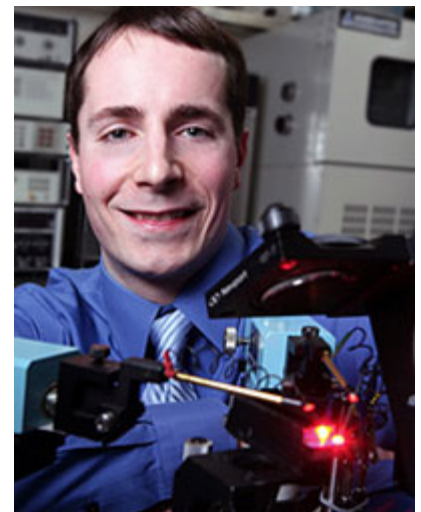
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## Displays & Mounts

### Student Wins \$30,000 for Developing New LED

Martin Schubert, a doctoral candidate at Rensselaer Polytechnic Institute in New York State has developed what judges claim is "the first polarized LED, an innovation that could vastly improve LCD screens, conserve energy, and usher in the next generation of ultra-efficient LEDs." Schubert's innovation has earned him a \$30,000 student prize.



Schubert discovered traditional LEDs actually produce polarized light, but existing LEDs did not capitalize on the light's polarization. Armed with this information, he devised an optics setup around the LED chip to enhance the polarization, creating the first polarized LED.

Schubert's polarized LED can better control the direction and polarization of the light being emitted. With better control over the light, less energy is wasted producing scattered light, so more light reaches its target.

According to the prize judges, Schubert's polarized LED could quickly become commonplace in TVs and monitors around the world, and could also be used for street lighting, high-contrast imaging, sensing, and free-space optics.

Go to [That Doctorate is Now a Cinch](#)

TOP +

## Medialine Displays at "CORPUS"

Her Majesty Queen Beatrix of the Netherlands opened a new building, one that's 35 meters high, transparent, and with the contours of the human body projecting from it. The eye-catching (or should we say, "body-catching") building is along the A44 highway between Amsterdam and The Hague.



Called "Corpus," the building is part museum, part entertainment (and part conference center) featuring a "journey through the human body." Using the latest technology in imagery, sound and 3D effects, Corpus explains all medical aspects of the human body.



Inside the body of Corpus are a large number of Medialine 1900UPL 19-inch LCD monitors with PC and Touchscreen, integrated in a tube (let's call it a "vein") that runs through the whole building to enable visitors to interact and find information.

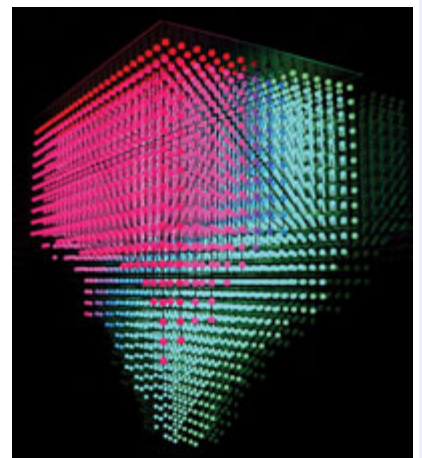
Go [Medialine Displays at "CORPUS"](#)

Go [Medialine](#)

TOP +

## Need a Display? How Many Cubic Metres?

One stand at ProLight & Sound (the most substantial display of the show) featured special outdoor LED modules that can be rented in... square meters.



The Nova Content 3D Display from Creative Technology is a hardware/software bundle that can generate innovative effects. It all starts when the operator throws in an image, a QuickTime sequence, live video input or a 3D wireframe data file.

After the desired algorithm has been chosen (mapping, extrusion, projection algorithms are provided), the software starts processing raw material and maps the results to the light bulbs via a special mixer.

The final effect, shown in the photo below, is pretty amazing: and, thanks to the fully-customizable installation process, it can even turn images into sculptures.

Go [CT Germany Creative LED Solutions](#)

TOP +



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## Projection & Screens

### Finally, More 3D Screens for Hollywood

Four Hollywood studios (Disney, 20th Century Fox, Paramount, and Universal) made deals to finance and equip as many as 10,000 more digital theater screens in the U.S. and Canada during the next three years.



The conversion will cost as much as \$750 million, says Bud Mayo, CEO for Access Integrated Technologies, which completed 3700 digital conversions last October and now has the paperwork for 10,000 more.

Only about 4000 screens (just 10% of 38,000 screens in No. America) have been outfitted with digital technology. (And only 1040 of those screens are outfitted to show 3-D movies.)

Hollywood wants to convert as many theaters as possible to the digital format, which provides sharper images and eliminates the need for expensive celluloid film and its distribution costs. It also allows theater companies to offer live events and shows from other venues. And the digital technology can also be used to show 3-D movies with the addition of software and hardware costing about \$25,000 per year for each screen.

"Chicken Little," the first ever animated 3-D movie, made \$23,864 per screen, compared with \$10,949 for the 2-D version. At least 30 more 3-D movies are in the pipeline from Hollywood, including this summer's adaptation of Jules Verne's "Journey to the Center of the Earth." DreamWorks pushed back the release of its "How to Train Your Dragon" by four months to March 2010 to avoid competing for 3-D screens with James Cameron's hotly anticipated feature film "Avatar."

A second financing deal (Digital Cinema Implementation Partners) was formed last March by the three largest theater exhibitors, Regal Entertainment Group, AMC Entertainment Inc. and Cinemark Holdings Inc. to outfit their 14,500 theaters with digital technology.

Go [Digital, Go 3D](#)

TOP +

## Control & Integrator Solutions

## SierraVideo Joins Ross in OpenGear

Sierra Video joins Ross Video to offer Ross' openGear terminal equipment platform. The partnership will provide Sierra Video customers with a broad range of options to meet their terminal equipment needs.



The openGear terminal equipment platform is based on an open-architecture, 2RU modular frame designed to accommodate up to 10 cards. A wide variety of cards are available from terminal equipment vendors supporting the openGear platform, allowing facilities the freedom and flexibility to choose the best technology for their particular applications. Customers are no longer locked into one manufacturer's frame standard and modules for their terminal equipment solutions. openGear also provides the platform with a control system that allows quick and easy monitoring and control of frames and modules on the network.

Go [openGear Terminal from Sierra Video](#)

Go [openGear](#)

TOP +

## Digital Signage

### Gesturetek: Expert Makes an Irish Mall Gesture

We met GestureTek at ISE. They are a pioneer, a patent-holder and a world-leader in camera-enabled gesture-recognition tech for presentation and entertainment systems.



The company's gesture control technology (VGC) lets users control multi-media content, access information, manipulate special effects, even immerse themselves in an interactive 3D virtual world –by moving their hands or body.

GestureXtreme immerses the user's body image on the screen, surrounds it with virtual worlds they can navigate and manipulate, with body gestures. Applications include immersive games, training, edutainment, rehabilitation and TV production.

With GestPoint, the company has pioneered a wide variety of "point and click" handbased computer interfaces used mainly in retail and public displays. GestPoint allows the person, just by pointing a finger, to control any sized screen from any distance.

GroundFX, is principally used as part of a Digital Signage Network. This interactive floor projection allows users to step right into floor projected images and control them with their body movements.

Most recently GestureTek's gesture-recognition technology was used to transform a European mall's digital signage screen into unique interactive entertainment ScreenFX interactive multi-media display system is in the new Charleston Mall in Dublin, Ireland and is one of Europe's largest interactive retail signage systems.

ScreenFX was installed on a 103" Panasonic flat screen. Using a patented, camera-enabled body tracking technology, ScreenFX tracks passersby, and responds intelligently to their movement. With every wave of their hand or point of their finger, shoppers control and interact with multi-media images and special effects.

GroundFX interactive floor display system was also installed near the mall entrances.



Go [Gesture, Gesturetek](#)

## TV One with VideoScaler Plus

1T-C2-250 Video Scaler PLUS has all the functions and features of the 1T-C2-200 but adds a wide variety of additional capabilities, including Genlock, Chromakey, Lumakey and Mixing.



The Key Mode allows computer graphics to be keyed over an external Composite or S-Video signal or visa versa. The keyed image may be faded in and out. Due to the 4:4:4 sampling format, more precise keying at the pixel level can be achieved. The Mix Mode permits mixing between the computer image and external video. The PIP Mode allows either of the video inputs to be inset in a window over the computer input..

The AutoSet feature takes the hassle out of setup by automatically sizing and positioning the computer image to fit exactly on the video screen. All settings are stored in non-volatile memory and are retained even after power switches off.

Go [1T-C2-250 Video Scaler PLUS](#)

## Rich Media & Content Distribution

### What You Need to Know about Microsoft Silverlight

Developers of the web site for the Summer Olympics website will present 2200 hours of live video under great public scrutiny.



This coverage of Olympics events will be built using Microsoft's new Silverlight technology. Microsoft's Silverlight technology is a competitor to Adobe's Flash.

Both frameworks provide rich applications to the browser, but Microsoft's offering is different from Adobe's in key ways.

Silverlight supports the display of high-definition video files, and importantly, Microsoft will host sending them over the net. Smaller developers will be able to deliver large and high-def files quickly and reliably, without paying content distribution network fees. Microsoft is promising reliable 700kbps throughput for media files, and free distribution of all content on its network for one year. After that, distribution will continue to be free up to 1 million streamed minutes a month. Fees after that have not been set.

Silverlight applications, delivered to a browser in a text-based markup language called XAML, lets search engines, like Google, scan it. Search engines can't dive into compiled Flash applications nor Flash-heavy sites. Silverlight applications will be more findable and therefore appealing to web developers.

Windows users probably won't care whether the rich Web app they are visiting is using Silverlight or Flash. Both technologies require a small plug-in and both are invisible until the user hits a page that requires their services.

Silverlight is not just technology, but Microsoft will also put together an infrastructure of supporting services.

## Conferencing

### Bosch: Interactive Conference with Touch-Screen

Bosch Security Systems now offers a custom-made solution called DCN Interactive featuring discussion units with integrated PC and touch-screen panel. With this additional feature, delegates at meetings can follow the voting results visually and in real-time on displays built into their discussion units. Units can also be completely customized with a choice of touch-screen type and size.



The existing discussion units in combination with touch-screen panels also offer other easy-to-use functionalities, such as a synoptic overview of on-line microphones, file sharing and delegate-to-delegate messaging. In addition, live video of each speaker can be sent directly to each touch-screen, allowing delegates to follow who is speaking.

The touch screen panels of the DCN Interactive discussion units connect to the DCN system via a server PC running DCN software. The complete DCN Interactive system offered by Bosch includes the existing flush-mount discussion units combined with touch-screen panels, DCN server software and DCN client software for the discussion units.

Go [DCN Interactive](#)

## Residential Systems & Digital Home

### On-Wall, In-Ceiling, Outdoor Speaker...Artcoustic's Diablo Target

Artcoustic expands its speaker line with the Diablo Target, its new on-wall, in-ceiling and outdoor loudspeaker. The compact size (200 x 200 x 69mm) Diablo Target has the unique and highly desirable feature of being able to be installed on-wall, in-ceiling and outdoors.



Diablo Target Key Features:

- Unique multi-purpose use on-wall, in-ceiling, and outdoors
- Easy to install
- Compact size (200x200x69mm)
- Clean contemporary design
- Metal Grille or Match System design options
- Award winning Artcoustic sound quality
- Revolutionary Target Lens technology



Featuring one rippled dome tweeter that produces a consistent, uniform high frequency performance, the Diablo Target is capable of an extended frequency response of up to 40kHz at 92dB (1w +/-2dB) and very high sound pressure levels, even from low-powered (20W+) amplifiers.



The Target features one 5 ½" mid / bass unit and can also be used in conjunction with an Artcoustic subwoofer for even better low-frequency performance. The Diablo Target includes one easy to mount in-ceiling kit and the revolutionary Artcoustic Target Lens, which makes it possible to direct the high frequency response in a desired direction, allowing the sound to be focused on a specific listening area.

The only visible part of the Diablo Target is the face of its square shaped grille, measuring 200 H x 200 W x 69 D mm. This conceals a 2-way multi-purpose loudspeaker; 1 x 5 ½ inch LF-MF unit, 1 x 1 ½ inch 90 degree X2 HF unit. The Diablo Target comes with a white coloured metal grille and also the option of 8 different colours from the Match System range to choose from.

Go **Diablo Target**

TOP +

## Big Ouch for Custom Install in USA

American custom installers must confront a depressed housing market that won't return to its peak levels for several years; a depressed home-remodeling market, competition from electrical contractors into the custom market; and indifferent home builders, says Consumer Electronics Association economist Sean DuBravac.



New-home sales, DuBravac said, fell 25.7% in 2007 and will fall again in 2008 by 20.3%. Housing starts fell 27.7% in 2007 will fall in 2008 by 23.8%.

Existing-home sales fell 13.3 percent in 2007 to 5.62 million and will fall in 2008 by 14.4 percent to 4.81 million.

"The glory days are gone," added Steve Koenig, CEA's industry analysis senior manager. "Installers have to think strategically about [which builders] to go after." In its 6th annual builders' survey in conjunction with the National Association of Home Builders (NAHB), CEA found small builders in USA are 2X as likely to install a home theater than a large builder.

CEA found. In 2007, the number of builders saying they used electrical contractors grew, and the number of builders saying they used custom installers, or integrators, declined slightly.

In 2007, 72% of builders used electrical contractors for custom installs, up from the previous year's 63%. Fifty-eight percent used custom installer/integrators in 2007, down from 2006's 62%, CEA's survey found.

Installers have to think strategically about multiple new strategies.

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](mailto: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.

[TOP +](#)

#### **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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