



For Europe's Pro AV integrators in a Networked World

Volume 4, Issue 13 - 3rd March 2008

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PROJECTAI

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Industry News

Not an April Fool's Joke: Corporate Espionage in AV

In USA, AMX VP David Goldenberg has been arrested and charged for unlawfully hacking into a competitor's email system and stealing confidential information. Goldenberg's arrest follows an investigation by the New Jersey Bergen County Prosecutors Office, Computer Crimes unit, which discovered a scheme by which Goldenberg had allegedly stolen thousands of proprietary and confidential emails through repeated, unauthorized access into Sapphire's secure email server.



Sapphire Marketing is a manufacturers' representative in the Northeast, most notably representing Crestron Electronics. The stolen property, says Sapphire, enabled Goldenberg to unfairly compete with Crestron sales.

According to affidavits, Goldenberg unlawfully penetrated and downloaded business intelligence from several Sapphire employees including information about sales proposals, commission statements, pricing, sales reports, personnel records, dealer and consultant and end-user lists among other private and confidential correspondence.

"I am shocked by the corrupt sense of entitlement and indifference towards the privacy rights of Sapphire Marketing's clients and employees", says Marla Suttenger, owner of Sapphire Marketing. "It is a disgrace and embarrassment to our industry that a competitor would resort to these kinds of tactics to gain an unfair advantage."

More info can be found posted on the NJ Bergen County Prosecutor's Office's website, March 28th, second arrest from top of page.

Go [Bungled Burglary in Bergen](#)

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ISE Opens Amsterdam Office

Against a backdrop of future growth, Integrated Systems Events opens its own operations office in Amsterdam. The hiring of a full-time Operations team brings to an end ISE's four-year working relationship with Congrex, which had handled ISE's event management since 2005.



Martine Niermans

"We would like to thank Congrex for their years of consistently hard work, which have helped ISE get to where it is today – we could not have done it without them," comments Mike Blackman, Managing Director of Integrated Systems Events.

"However, with our main Integrated Systems Europe show in Amsterdam breaking all exhibitor and attendee records this year, and further expansion inevitable, we felt it was time to bring the functions previously performed by Congrex in-house, so that they can be carried out by a dedicated team."

ISE's new Amsterdam team will be headed up by 31-year-old Martine Niermans, who becomes Operations Director. Niermans will already be a familiar face to some in the industry, having worked for Amsterdam's RAI Convention Centre as an Event Co-Ordinator for four years, and having been the venue's ISE Account Manager when the show first came to the city in 2005.

"I know the RAI inside out as a venue, and I'm also an Amsterdam resident who knows the city, the people, the hotels – everything a visiting company might want to know," Niermans says. "I also have an international background, having lived in Indonesia, Egypt, the USA and the Czech Republic, among other places. Since ISE draws exhibitors from all over the world, that's an important asset to have."

Niermans will head up a full-time team of three, with additional short-term staff to be hired as and when events demand. They will be based at a new office located in Amsterdam's World Trade Center.

Go [ISE](#)

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High quality

vogel's
Professional

www.vogels.com

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Projection & Screens

Gearing Up for the Game: Euro2008

Anticipating another great sports event in the European football championships, Projecta is turning to Euro 2008 to score a goal in sales promotion.



Researchers like GfK have frequently correlated the relationship between sporting events and sales of displays to improve the customer's viewing experience.

With the line "Projecta offers the best seats at the 2008 European championships," the Dutch screen maker has created a promotion around five projection screens especially selected for Euro 2008. The promotional Euro 2008 models are:

First Euro 2008

- manually operated compact screen
- powerful spring mechanism to smoothly roll and retract the projection screen
- 5-cm black border all around
- available in 4:3 and 16:9 versions with widths of up to 200 cm

Special Euro 2008

- manually operated professional projection screen
- flat and taut projection screen fabric thanks to the large metal roller and powerful spring mechanism
- 5-cm black border all around
- available in 4:3 and 16:9 versions with widths of up to 240 cm

VIP Electric Euro 2008

- electrically operated projection screen
- automatic rolling and retracting end positions guarantee a long service life for the projection screen fabric
- motor with a 2-year guarantee and the CE mark
- delivered complete with three metres of connection cable and a separate wall switch
- 5-cm black border all around
- available in 4:3 and 16:9 versions with widths of up to 240 cm

Tripod Euro 2008

- tripod screen with an OHP bracket for possible keystone correction
- a 2.5-cm. black border on the left and right
- available in a 1:1 version with widths of up to 180 cm

Mobile Euro 2008

- lightweight portable projection screen
- quick and easy to set up
- gas springs guarantee variable viewing height
- with Matte White projection screen fabric
- available in 4:3 and 16:9 versions with widths of up to 207 cm

The promotion runs until 1 July 2008.



The Formula for **Business Success**

Credit + **Finance**

Visit Us Now →

This advertisement features a green background with a white wavy line at the bottom. Two people are shown from the chest up, holding white signs. The person on the left holds a sign with the word 'Credit' in red, and the person on the right holds a sign with the word 'Finance' in red. A white plus sign is positioned between the two signs. At the bottom right, there is a yellow arrow pointing right with the text 'Visit Us Now' in yellow.

[Click above for more information](#)

Control & Integrator Solutions

Security in High-Def: IP Net Camera Based on TI's DaVinci

Texas Instruments and Micron's Aptina Imaging join to deliver HD quality for IP surveillance networks at analog video camera prices.



Moving from aging CCTV to high-quality IP networks security camera system designers need to keep overall system costs down, improve image quality and reduce implementation time.

TI and Aptina Imaging (division of Micron) will offer the DM355IPNC-MT5 high-def IP network camera reference design based on TI's DaVinci TMS320DM355 digital media processor and Aptina's 5-megapixel HD security image sensor.

With costs of less than \$40, video surveillance providers can now add these cameras to their existing systems – at the cost of a traditional analog video camera – and gain the flexibility to upgrade to an IP-based, HD network camera when ready.

Go [Build Your Own IP Network Camera](#)

training 23-26 June
exhibition 24-26 June

CEDIA EXPO 08

connect with custom installation

REGISTER NOW

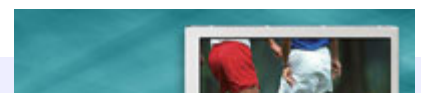
This advertisement has a red background on the left with a white house icon and a Wi-Fi symbol. The text 'CEDIA EXPO 08' is prominently displayed. On the right, there is a photograph of a modern interior with a laptop on a table. A white button with a red play icon and the text 'REGISTER NOW' is overlaid on the photo. Below the photo, the text 'connect with custom installation' is written in white.

[Click above for more information](#)

Displays & Mounts

NEC's 7.0" Wide-Format LCD Modules w/White LED Backlight

Recently the demand for LCD modules equipped with white LEDs in the backlight system



has risen rapidly in various industrial fields. Now NEC Electronics (Europe) GmbH intros a new 7.0-inch (18 cm diagonal) amorphous-silicon thin-film-transistor (TFT) liquid crystal display (LCD) module (part number NL8048BC19-02) with WVGA resolution.



The new module is an enhancement to NEC's lineup of LCD modules featuring white LED backlight systems. Equipped with a long-life (approx. 50,000 hours) white LED as the light source for its backlight system, the new 7.0-inch module has a longer life span than modules equipped with conventional white LED backlight systems.

In addition to its low power consumption, the new module comes in a slim-line, lightweight package that is highly resistant to shock and vibration. This NEC module is designed with wide-format resolution to meet the demand for industrial applications.

The module attains wide viewing angles of 160 degrees both horizontally and vertically, high contrast ratio of 1000:1 and fast response time of 18 milliseconds.

Go [NEC's 7.0" Wide-Format LCD](#)

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HoloPro at the Fortis Bank in Zurich

Near Zurich's famous Bahnhofstrasse (known as "Bank Street"), a branch of The Fortis Bank ordered the installation of two special 70" HoloPro™ screens.



The installation was carried out by the Swiss dealer Decatron AG. The video images for the projection screens were specially created by a renowned artist. The idea is to invite new artists regularly and design appropriate content for HoloPro.

Go [Holo Pro](#)

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Digital Signage

Six New Video Processing Products from Avocent

Avocent adds six new products to its Emerge line that enables AV industry pros to easily upscale or downscale video to different resolutions and convert video from DVI to VGA or VGA to DVI. These new products have been designed for professional AV environments such as stadiums, conference rooms, corporate boardrooms, universities and hotels.

"Avocent is at the forefront of the IT and AV convergence and we believe these new Emerge products will make it much easier for organizations to handle video processing," says Mitch Friend, Senior VP & GM of Avocent. "Simplifying AV signals for our customers opens new opportunities for today's integrators."

The new Avocent Emerge products support scaling, converting, switching and distribution of video signals. The product series complements Avocent's existing line of Emerge products by enabling both front-end and back-end processing of video. The products will help Avocent dealers, integrators, and end-users by allowing more options in AV system development and configuration.



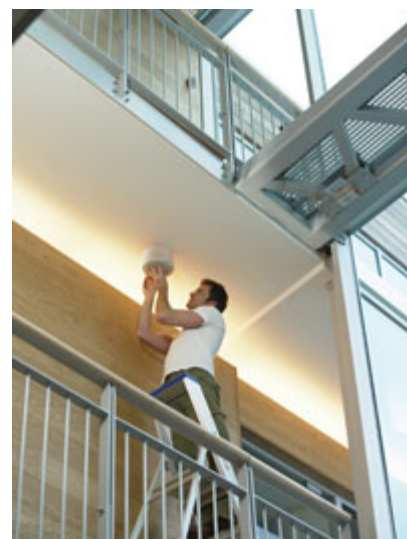
Go [New Emerge Video Processing Products](#)

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Audio

Bosch's Modular Ceiling Speakers Speed Up Installation

Bosch Security Systems introduces an EVAC-compliant, modular ceiling-loudspeaker range with a single grille size and single set of speaker accessories to simplify ordering, storage and installation.



The range offers a choice of four drivers distinguished by input power, opening angle and sound reproduction. It includes two 6 W single-cone drivers offering a choice of normal or wide opening angle, and two coaxial driver loudspeaker with maximum power ratings of 12W and 24W.

The company is also introducing a new 'smart' packaging concept with the accessories and speaker units packed separately. This enables all necessary parts to be unpacked in the order of installation.

The new range makes the installer's job easier than ever, with just one size of hole to cut in the ceiling and one set of accessories. Depending upon requirements, the choice of accessories includes an easy to fit metal mounting bracket or the convenient plastic mounting ring in combination with a rigid plastic back box for protecting the rear of the speaker, a metal fire dome for protecting the integrity of a fire-resistant ceiling, and a plastic surface-mounting box, for securing the loudspeakers to walls or hard ceilings.

Moreover, installation time is significantly reduced and simplified when using heavy fire-resistant cabling (which is stiff and difficult to manipulate). A new ceramic connector (patent pending) is provided into which the cabling can first be connected, after which the connector and fire dome are simply plugged together. The speaker is then inserted into the fire dome, connected by normal (heat-resistant) wiring.

Go [Bosch Security Systems](#)

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Distributor & Installer News

AVM Continues to Develop Global Partner Network

Audio Visual Machines announces a further four partnership agreements to support its international client base: Kilchenmann, Media Access, NETe2 Asia, and Pro Video. These partners have established offices in Switzerland, Japan, Singapore, Malaysia, Germany, Ukraine and Russia.



AVM is developing a global network of partners who are market leaders in their own territories and who have the skills and expertise to provide complex audio visual and video conferencing solutions to international customers.

The first four partners to join the network were: Digicom, Imager Equiper Connector (IEC), Media-Go and Microtech. These partners have established offices in Ireland, France, Spain, Italy, Finland, Poland, Hong Kong (SAR) and China.

Microtech Poland

www.microtech.com.pl

Digicom

www.digicom.ie

Imager Equiper Connector (IEC)

www.iec.eu

Media-Go

www.mediago.com.hk

Kilchenmann

www.kilchenmann.ch

NETe2 Asia

www.nete2asia.com

Pro Video

www.provideo-berlin.de

Media Access

www.mediaaccess.jp

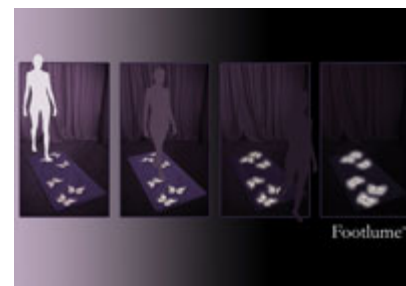
Go **AVM**

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Residential Systems

The Future of Floors

Rumor says the two inventors from London South Bank University got fed up with using their mobile phones to light up their doorways when coming home late. So they built a prototype of an electroluminescent rug that lights up when you walk across it.



"Responsive surfaces" such as their "Footlume" may be the NBT (next big thing) in interiors. Think about the applications: a rug that lights up when you step on it could replace night lights around the house, in kid's rooms and bathrooms.

Or they can provide ambient mood, flash in time to music, or simply act as a talking point at a party."

The electroluminescent rug uses rechargeable batteries and that may be its weakest sales point unless the lady inventors from LSBU can also figure out a different wireless power supply.

Go **Footlume**

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



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.

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