



For Europe's Pro AV integrators in a Networked World

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## AMX Responds to Last Week's News

As we reported last week, an executive at AMX was arrested for allegedly tapping into a Sapphire Marketing employee's email. You can read the Sapphire announcement here: <http://www.ravepro.com/issues/2008/03/blasts/breakingnews/index.html>



We have since received the following statement from AMX.

### **AMX Statement, March 29, 2008**

*As you may have heard, there have been accusations made against David Goldenberg.*

*We are surprised and stunned by this news. It is the clear and unambiguous policy of AMX that every employee act with the highest moral and ethical standards, and to obey the law in all respects. We have always stressed fair and honest competition, and in no way do we condone any unethical or unlawful behavior.*

*David has been placed on a leave of absence, effective immediately, while this matter is investigated. Alan Stoddard will be acting in his role until further notice.*

*Entering our 26th year of business, we at AMX are proud of our high moral standing in the industry and the strength of the character of our more than 650 people focused on supporting our customers worldwide. We look forward to continuing this tradition over the next 26 years.*

*Rashid M. Skaf  
President & CEO*

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## Video Report: Changes in SIB Show in Rimini

By Cristiano Cameroni

The Italian pro-audio and Lighting market has been at the center of the European attention this week with the opening of SIB INTERNATIONAL in Rimini.



In the middle of one of the most substantial tourist areas in Italy, with thousands of dance clubs, theaters, and with a stunning 2 million people coming each summer just for vacation, this city has long been the perfect capitol for show business events.

However, things did change in recent years here in Italy. The Industry's oldest association, APIAS, resigned their agreement with Rimini and ran their own independent show two months ago in Bergamo. The Musical Instruments trade association, DISMAMUSICA, which was running a co-located show, also parted ways for their own new event in Milan.

As a result, the identity of SIB INTERNATIONAL has changed a lot. And even though organizers tried to ensure this show would be comparable to its last editions, we saw many empty spaces all around the pavilions.

Even worse, some companies like Robe Lighting told RAVE EUROPE "since there's nothing more international to be found in SIB..." this will be their last SIB.

Large installers and vendors, by the way, prefer to attend pan-European events, but national distributors still find this place strategic to their needs.

"It's going slightly better than in Milan, and a world better than in Bergamo", several industry distributors told us with a smile.

And since newcomers such as Home & Building Automation and Digital Signage companies told us they enjoy the central position of Rimini for its ability to develop market awareness all over the country, the staff from SIB INTERNATIONAL has perhaps some positive factors to build on for the future.

In the meantime, Italian distributors, installers and vendors are suffering from the fragmentation of a market, a market that still needs to discover the benefits of integration.

Go [Video Report on SIB in Rimini](#)

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## Displays

### Dolby, SIM2 Show Latest HDR Display Prototype

In a road tour in America, Dolby and SIM2 show off the prototype of a high-dynamic-range (HDR)-enabled LCD flat-screen display using Dolby's new LED local dimming technology. Dolby's HDR technologies use LED-based backlight units (BLUs) for improved contrast and brightness.



Dolby holds patents used in local dimming-based HDR and in the collaboration, the two companies developed the BLU which drives the electronics of the display. SIM2 will also provide Dolby with manufacturing reference designs.

The prototype is a 46-inch LCD with Dolby's HDR LED backlight technology using 1838 LEDs. The panel is specified at 1920 x 1080 resolution.

Go [Latest HDR LCD Prototype](#)

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### TecnoVISION Celebrates 1000th Screen with Europe's Largest

TecnoVISION celebrates 1000 installations of color LED displays in 71 countries with an installation carried out for COIN Department Store in Piazza 5 Giornate in Milan.



As well as being the 1000th screen installed, TecnoVision claims this as the largest screen display for advertising ever produced in Europe. It is a screen model SP12 of 142 m<sup>2</sup> with a resolution of 1120x816 pixels.

The display has been installed as a fully integrated part behind the glass facade of the building, creating a special effect that resembles a giant LCD TV

With this installation TecnoVISION changes the appearance of one of the most famous department stores in Milan and the landscape in one of the most important squares in town, and contributes an eye-catcher to a city just awarded the EXPO 2015.

Go [TecnoVISION 1000th at COIN](#)

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## Medialine Launches LCD TV with LAN

Medialine brings the convergence of internet and TV: the 3200DWPL features an embedded LAN, HDTV resolution, and HDMI.



Based on a 32" LG Philips TFT panel, it comes with built-in DivX. Features include PIP function, sleep timer and autopower off.

Go [LCDTV with LAN](#)

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## Projection & Screens

### What's in a CAVE? Projectiondesign, of course...

An immersive and interactive 3D stereoscopic computer aided virtual environment (let's call it a CAVE) visualization allows a researcher to be completely immersed in an application with surrounding walls, floor and a ceiling-- and to maintain a wide viewing angle of 110 degrees.



"The CAVE is best way to explore 3D data and being both immersive and interactive it helps students and researchers studying human-machine interaction and communication. It has very practical applications in joint projects with a host of industry disciplines, including car manufacturing and design, human interaction with machines, 3D electronic modelling, oil and gas exploration, medicine and architecture" says Friedhelm Birk, MD at 3Dims GmbH.

Frankfurt-based systems integrator 3Dims GmbH designed the CAVE for the Human Machine Communication Centre at the Munich University of Technology.

projectiondesign have come up with eight F20 sx+ DLP projectors with built-in Infitec filters which are used in this immersive and interactive 3D stereoscopic CAVE visualization system named Four Space 110.

In the CAVE, the eight F20 sx+ projectors are fitted with Infitec stereoscopic channel filters for the reproduction of twelve million pixel 3D images and are integrated with a Fujitsu Siemens Celcius Workstation, powerful nVidia graphic cards and IC:IDO immersive software.

The environment is also immersive and unlike a flat or curved 3D screen (where you have a single display and a limited field of view.) In the 110 degree CAVE it's possible for the subject to turn around and see right, left, up, down and behind.

Go [F20 sx+ projectors](#)

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## Mitsubishi Projector Can Create Side-by-Side Images

Mitsubishi Digital will ship a versatile new projector with widescreen aspect ratio and the capability of producing side-by-side images. The WL6700U is specified at 5000 ANSI lumens with WXGA (1366 x 800) resolution and 1000:1 contrast ratio. This is a 3LCD model using three 1.2-inch panels.



The WL6700U can create side-by-side images, so presenters can, for example, project a video on one side and a presentation on the other.

This projector also has a built-in motion-sensitive anti-theft alarm. The motion detector is built into the connector panel cover and is set manually by a key. Once the cover is installed and the safety key removed, the projector's alarm is automatically set and if the projector is moved, it will send off a 120-decibel high pitch alarm.

Go to [WL6700U](#)

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## New Fixed Installation LCD Projectors from Panasonic

Panasonic in USA announces two new projectors, the PT-F200NTU and the PT-F200U, both LCD with vertical and horizontal lens shift, 2x powered zoom lens and auto-rolling filter to combat reduced air flow caused by dust build-up. These are specified at 3,500 lumens, 1024x768 resolution, and 400:1 contrast ratio.



The PT-F200NTU also includes built-in wireless and wired network capability. The use of a router or a wide area network is not necessary, and up to 128 different PCs can be connected simultaneously.

An unusual feature, the PT-F200NTU and PT-F200U projectors come equipped with Closed Caption for the hearing-impaired. This gives users Assistive Listening Device (ALD) compliance, and also the ability to deliver program content without audio.

Go to [PT-F200NTU and the PT-F200U](#)

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## Microvision Showing Pico Projector Prototypes

At CTIA Wireless 2008, Microvision shows the PicoP display engine that they expect to first be incorporated as a handheld accessory product that can connect to a number of consumer devices for projecting their content.



Microvision is designing PicoP to meet the size and power requirements necessary to allow it to be integrated inside cell phones and other consumer devices. While the company expects its products to be used with (or inside) cell phones, PDA's, laptops, portable DVD players and hand-held gaming devices, there are certainly professional uses as well, such as sales or

workgroup meetings.

SHOW is the name of the stand-alone prototype of a PDA-sized, battery-powered, 'plug-and-play' pico projector. This pico projector prototype connects directly to laptops, mobile phones, portable media players, digital cameras and other mobile devices. The company also claims it produces high resolution images (it's actually WVGA 848 X 480 pixels) from eight to 100 inches. The production version of an accessory device is expected to offer approximately 2.5 hours of continuous battery life.

Go [PicoP](#)

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## Control & Integrator Solutions

### TV One Adds HD-SDI Capabilities to C2-2000 Series

TV One adds HD-SDI to five of the ten units in the C2-2000 series. These units now feature HD-SDI along with DVI and Analog inputs and outputs.



The C2-2355A features HD-SDI Up, Down and Cross Conversion. The C2-2205A and C2-2255A offer Up and Cross Conversion, while the C2-2105A and C2-21555A provide Down Conversion.

The C2-2000 series focuses on ease of use while providing features common to more expensive devices. This includes automatic incoming resolution detection and support of multiple worldwide television standards.

All units can handle a maximum input PC resolution of 2048 x 2048 and all HDTV resolutions up to 1080p. Variable Zoom can go up to 10x, allowing enlargement of any part of the computer screen while Variable Shrink can go down to 10 percent. Position controls allow movement around any desired area whilst the Up Converters feature motion compensation and a 3:2 Pulldown to greatly improve NTSC image quality from film sources.

The C2-2000 series are controlled by front panel Push Buttons, Infrared, RS-232 or IP connection. A Windows Control Panel is provided and most third party control systems interface directly with the entire C2 range of products.

Go [C2-2000 Series](#)

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### AMX in Control at Light + Building Exhibition

AMX will demonstrate its advanced control solutions at the Light + Building exhibition in Frankfurt. The AMX stand is being run by the company's recently formed, European operation, AMX Central Europe, which is headquartered in Stuttgart.

The company's Modero range of touch panels has recently been extended to include next generation panels and keypads, completely restyled for the contemporary residential and commercial markets.

In common with all AMX touch panels, the new style panels are operated, by simply touching the relevant icon on the screen, which then offers up the possible control options available.



Complementing these latest developments in control technology, AMX will be exhibiting its extended portfolio of audio visual storage and distribution products, including AutoPatch professional matrix

switchers, Endeleo media distribution products, and the Matrix audio controller line. These products will be demonstrated with the latest versions of AMX's MAX digital content servers.

Go [AMX](#)

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## Rich Content & Media Distribution

### Wegener Launches New iPump Media Server at NAB

WEGENER is showing at NAB a new version of the company's media servers. The iPump 562 is designed for digital signage, corporate communications and education applications and supports MPEG-4/h.264 video compression, file-based workflows and DVB-S2 satellite demodulation. The new iPump 562 media server is part of WEGENER's end-to-end control and playout system for multi-site enterprise video.



The company says you get high levels of customization per television screen. The complete solution includes the iPump Media Servers, IP-based peripheral decoders and Compel network control system for live or file-based broadcasting.

With Compel, unique programming content can be targeted to reach individual retail stores, departments, schools, or hospitals, for example, and can be updated by central network operators. Employees at display locations do not have to manage or interact with the media servers because all functions and upgrades are managed remotely.

Go [iPump Media Server](#)

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## Conferencing

### Revolabs Unveils New All-in-One Wireless Microphone System

Revolabs' new Fusion is an all-in-one wireless microphone system for small conference rooms. Revolabs says it comes with all the software needed to make it work right out of the box. Users simply plug Fusion into a power outlet, plug a cable into a phone line or a video-conferencing system and begin using the wireless microphones. The product supports both the regular Revolabs Solo Wireless Microphones as well as the Revolabs RF-Armor Wireless Microphones, which are designed to avoid Radio Frequency (RF) interference.



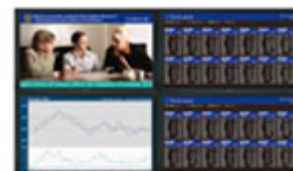
Go [Revolabs](#)

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## Digital Signage

### New Signage Software From Sharp

Sharp introduces in USA a software package for programming, delivering and displaying content, i.e., digital signage software. The Digital Signage Software Package, or SDSS. It has the PN-SS01 software for the programming and delivery and there is an optional PNSV01 viewer software that automatically accepts programming from the PN-SS01 on a USB flash drive for remote playback on additional PCs and the Sharp "PN" series of Professional LCD



monitors.

The PN-SS01 software programs digital posters, billboards, full-motion video information, animation and real-time news and weather reports. It is compatible with various multimedia sources including movies, flash animations, audio and still images. The PN-SS01 software lets content be displayed on a single screen, and the PN-SV01 optional viewer software expands that to display different content at different times and to different audiences. Additionally, the software permits multiple frames to be displayed on one screen.

The software package provides program creation, registration, scheduling and distribution. Sharp says that with the click of a mouse, it's possible to program a distribution schedule and plan content updates in advance. The package also comes with up to four adjustable layout frames and up to two adjustable message tickers that can be displayed either horizontally or vertically.

Go [Sharp Digital Signage Software](#)

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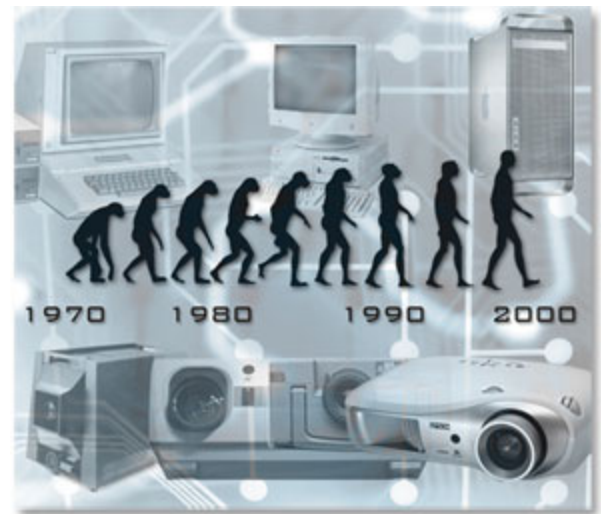
## Editorial

### Projector Specs Are Dead – Part 2

By Gary Kaye, CTS

You can read Part 1 at <http://www.ravepro.com/issues/2007/12/rpv05iss23/index.html>

If you read my previous column about this, then you know my hypothesis is that no matter what projector manufacturers do and say with the marketing of their specifications, the only thing that matters today is service.



The ONLY differentiator in the future will be SERVICE. So, what is GOOD service?

Let's take a look at BAD service and I think that what's good will be understood.

**Field Sales:** Ever wonder what the heck happened to field sales forces in the display industry? I'll tell you what – margins drove many projector manufacturers out of the support market. Most projector manufacturers used to have field sales forces (mostly regionally based – some vertical market based) that were on the road 24/7/365 calling on dealers and consultants making sure they had what they needed to support and specify their products. Now, only a handful of companies still have them.

To be honest, you can't totally blame the projector manufacturers for this. Ultimately, they forced their own demise by playing the "street price" game (first initiated by Proxima in 1999), but not all of them are at fault. Proxima may have started it, but the fact that Toshiba, InFocus, NEC and Sony emulated that street price game meant that the pricing for all projectors was driven down – remember, in reality, there are only a handful of projector manufacturers making all the projectors for all 40 or so companies. So, pricing, market-wide, was driven down. So, a lack of field service personnel has driven DOWN service among many of the projector manufacturers out there.

**Product Support:** What continues to amaze me – even now – is the lack of product knowledge many of the manufacturers have on their own products. Just test this one out. Randomly call any projector manufacturer and ask them, "What does HDMI 1.3a mean?". OK, that may not be fair as you probably don't even know why you need to know that, so let's try something they've been touting for years as a key buying decision factor: ANSI lumens. Call them and ask, "What exactly is ANSI lumens and what's the standard for measuring it?" Now, that's a fair question. They are touting ANSI lumens as a

key specification for buying a projector so they should know that one – but most won't. But, it doesn't stop there. Do they know what accessories go with their projectors? Is a mount included or not? What's the lens throw ratio? The list goes on and on.

So, a lack of product knowledge has driven DOWN service among many of the projector manufacturers out there.

**Basic Service:** Have you noticed how hard it is now to get basic service, install and even sales questions answered by some projector manufacturers now? It's like trying to get support from Microsoft – transfer after transfer after transfer. But, there are a few out there that are awesome: Christie Digital, DPI and NEC are, by far, the best on the planet right now. They have humans that answer the phone! And, that's all it really takes.

In this day and age of computerized everything, it's nice to talk to a person – especially one that actually knows the product their getting paid to support, huh?

So, as you decide whom to align yourself with in the future – as the market gets bigger and bigger, consider NOT considering specifications and consider service and support well before anything else! With a good sales rep, you'll be directed to the right specifications for the install anyway.

--Gary Kayye, CTS

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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](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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