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For Europe's Pro AV integrators in a Networked World

Volume 4, Issue 16 - 24th April 2008

Tell Your AV Colleagues: [Projector Specs Are Dead – Part 1 + 2](#)  
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#### How to view news easily:

Click on any headline to go direct to news item, Return by Clicking on word "**Top**" (lower right of each news item)

#### Industry News

- [ISE Opens 3 New Halls for 2009](#)
- [Yamaha Names Nick Cook as Euro Marketing Director](#)

#### Control & Integrator Solutions

- [Cabletime: TV-to-LAN Gateway](#)
- [CCU for Robotic PTZ Cameras from Vaddio](#)

#### Digital Signage

- [Signage over RF Coax at NAB](#)

#### Residential Systems & Digital Home

- [Projectiondesign's Aviello Home Cinema Projectors](#)
- [CEDIA to Add CEO](#)
- [3D@Home Consortium Attracts 22 Companies](#)

#### Projection & Screens

- [Christie: Portable with 100 % Vertical Lens Shift](#)
- [Sanyo: Two New Network Projectors](#)
- [New Micro Projector Runs on Four AAs](#)
- [ViewSonic: 2200 Lumens Less Than \\$500](#)

#### Displays & Mounts

- [Will OLED Trump Them All?](#)
- [Daktronics Unveils Freeform ProPixel LED Stick](#)

#### Conferencing

- [LifeSize's Lower-End Videoconferencing System](#)

#### Editorial

- [Recession-Proofing by Gary Kayye, CTS](#)

# The Formula for **Business Success**

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## Industry News

### ISE Opens 3 New Halls for 2009

Three new halls that allow for a 40% increase in stand space will be added to ISE 2009.

"Quite simply, we had no alternative but to change our layout," explains Mike Blackman, MD, Integrated Systems Events. "Even by taking the whole of Hall 7 at the back of the RAI, we would have sold out of space within a matter of weeks. With another 10 months to go before our 2009 event, we have acted quickly to ensure that all our exhibitors have plenty of opportunity to familiarise themselves with the new layout, and can prepare for it accordingly".

ISE will abandon those rearmost Halls 6 and 7 of the RAI to occupy Halls 9, 10 and 11, (front of the convention centre, close to train station). These connect to ISE Halls 1-5 via a new Expo Foyer (a centre-piece walkway scheduled for completion later this year).



Go [ISE 2009](#)

[TOP](#) ↑

### Yamaha Names Nick Cook as Euro Marketing Director

Yamaha Commercial Audio appoints Nick Cook to a pan-European director level position. His job brief?: to devise and implement coordinated Commercial Audio marketing activities throughout the entire European region.

This new position reflects Yamaha ambitions to increase their presence in emerging markets. The promotion also acknowledges the increasing strategic importance of Europe to Yamaha (and the need to harmonize marketing across all the subsidiaries).

Nick Cook has overseen the UK commercial audio business which has experienced growth in core markets and in the newly developing installation systems sectors.

Nick Cook comments "...Yamaha may be a global brand and a market leader in the Commercial Audio sector but our continuing success depends on our local support services. It will be a key objective of mine to ensure that this Global support and local service philosophy is developed and becomes an increasingly important and valuable aspect of our business strategy".



Cook will be based at the European Commercial Audio Support Centre in London and will be joined by a number of other CA marketing staff (previously working out of Yamaha Music Holdings Europe in Hamburg).

Go [Nick](#)

[TOP](#) ↑

[Click above for more information](#)

## Projection & Screens

### Christie: Portable with 100 % Vertical Lens Shift

At NAB, Christie introduced new single-chip DLP projector, the DS+305, specified at 3300 ANSI lumens and 2000:1 contrast ratio with SXGA+ resolution. Interestingly, this has 100% vertical lens shift, giving you much more flexibility in placement.

This model weighs 6.3lbs, and uses a wide-range 1.7 - 2.2:1 zoom lens. It is also available in a special wide angle model -- the Christie DS+305W -- with a 1:1 wide angle lens and 80% vertical offset. Both models are capable of portrait orientation for signage applications.



Go [Vertical Lens Shift](#)



Christie also showed the LW600 projector, a 3LCD model specified at 6000 ANSI lumens and 2000:1 contrast ratio with 12 lens options. This uses 10-bit image processing and has an AutoFilter system (a handy automated cartridge filter system that rotates to a new section every 1,000 hours and holds 10 filter sheets, cutting maintenance down substantially).

Go [Auto-Filter](#)

[TOP ↑](#)

### Sanyo: Two New Network Projectors

Sanyo in USA announces two new projectors in the company's T series. With model names that don't exactly roll off the tongue, the PLC-ET30L and PLC-XT21/L are LCD projectors with built-in wired network capabilities.

The PLC-ET30L is specified at 1400 x 1050 resolution with 10-bit processing, 4200 lumens and 1300:1 contrast ratio. The PLC-XT21/L is specified at XGA resolution with 4000 lumens and 1000:1 contrast ratio.



To install, SANYO's Lens Center design offers "unlimited setup options," says SANYO, to accommodate specific staging requirements with 360-degree positioning. They also have Up/Down/Left/Right lens shift.

Go [Sanyo USA](#)

[TOP ↑](#)

### New Micro Projector Runs on Four AAs

Check out this cool little projector! Running on just four AA batteries, this Micro Projector uses SD memory card and can project video as well as play MP3s.

No cables, of course, except it does come with audio cables. The simple portability makes this a very fun toy.

Obviously sourced from Asia, this etailer is taking pre-orders and the cost is just under



100 English pounds (123 euros).

Go [Micro SD Card Projector](#)

[TOP](#) ↑

## ViewSonic: 2200 Lumens Less Than \$500

As displayed at the TechEd show in USA, a new projector from ViewSonic has a rather unbelievable price-performance ratio. The PJ513DB is a DLP projector specified at 2200 lumens and 2000:1 contrast ratio, but with just 800 x 600 resolution. For the price tag of \$499 and with that brightness and contrast, it's quite a deal.

The projector weighs 5.7 pounds and it is preprogrammed with a variety of image settings -- brightest, presentation, photo and cinema modes. It also has an image reversing function.



Go [Viewsonic PJ513DB in USA](#)

[TOP](#) ↑



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## Control & Integrator Solutions

### Cabletime: New TV-to-LAN Gateway

Cabletime will bring a new product to InfoComm. The LAN-Caster is a Digital Terrestrial or Satellite TV to LAN (IP) Gateway. With it, an organization can connect live digital terrestrial broadcasts or digital satellite broadcasts directly into a LAN to deliver TV and radio to any networked PC or display.

Besides sports bars, the company is targeting a number of commercial markets with this system --- banking, corporate, retail, and hospitality are just some examples. They also play to market it for training and messaging with delivery to desktops and signage.



Go [LAN-Caster](#)

[TOP](#) ↑

### CCU for Robotic PTZ Cameras from Vaddio

Vaddio introduces the Quick-Connect CCU so you can finally take control of PTZ Camera image output – allowing you to easily adjust each camera individually and match multiple cameras.

The Quick-Connect CCU's cabling system allows the use of standard CAT-5 cabling to run both HD and SD video, camera power, black burst sync and camera control up to 500 feet (152.4 m).



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## Displays & Mounts

### Will OLED Trump Them All?

According to Frost & Sullivan, LCD may have hit its peak, with the only changes to come being evolutionary rather than revolutionary. That leaves the technology vulnerable to competition from new concepts, says the company, and they point to OLED as one of the biggest contenders, accompanied by 3D and holographic displays as well as multi-touch interfaces.

FROST & SULLIVAN

Results of their research indicate that 3D holography is quite promising, since scalability issues do not limit it. "Once perfected, it could be the most viable solution for terrain mapping, civil planning applications, and entertainment applications such as game consoles, cinema, and billboards."

But of all display technologies, Frost & Sullivan says OLED expects to find extensive adoption in a variety of portable consumer electronics, home entertainment, and automotive applications, although there are issues that need to be resolved for large screen applications. Those issues include color element lifetimes and manufacturing techniques. But, advances in the color have already been made and could be resolved soon.

OLEDs have some innate advantages, such as wider viewing angle, high contract ratio and absence of backlighting -- all which also result in a very slim display.

"Innovations in Display Technologies," is available by subscription. The study covers OLEDs, 3D display technology, carbon nanotube FED, and MEMS-based displays.

Go [Frost & Sullivan on Display Future](#)

### Daktronics Unveils Freeform ProPixel LED Stick at NAB

The ProPixel LED stick made its debut at NAB. Daktronics says this is designed to wrap a structure of any size or shape with video, animation, color effects, text messages and live data. Both the cluster and stick have flexible mounting systems, enabling a variety of applications ranging from channel letters to wrapping an entire building.

The company says the products offer a high degree of protection against wind-driven rain with an ingress protection rating of IP-67 on both the pixel housing and the power/signal connectors. The company also says their patented pixel mapping technology allows control of each individual pixel, making it possible to apply image data precisely to individual elements regardless of physical location or wiring order.



Go [ProPixel LED Stick](#)

## Digital Signage

### Signage over RF Coax at NAB

At NAB, Contemporary Research showed the SignStream Media Players, network



appliances that broadcast digital signage as HDTV channels through RF coax systems. Browser-based SignStream Media Express Web pages manage playlists, media libraries, and system setup. Event scheduling assigns playlists, start and stop media, and controls displays. Controllers integrate HDTV displays, and respond to commands sent through the RF cable.

Media player options include SSV-300, a rack-mount 3RU media player that hosts up to three SignStream HDTV modulator cards, or the SSV-306 RAID player that hosts up to six cards.

Go [SignStream Media Player](#)

[TOP](#) ↑

## Conferencing

### LifeSize's Lower-End Videoconferencing System

LifeSize in USA announces a \$4999 videoconferencing system, the LifeSize Focus, a high definition, fixed focus camera supporting HD quality video and high quality audio through an integrated microphone array. LifeSize Focus can also be used as a second camera with LifeSize Room for an MSRP of \$1499.



Go [LifeSize](#)

[TOP](#) ↑

## Presentation

### SMART Online Training in Five Languages

SMART Technologies' free online training is now available in five languages (also, and toll-free access is available in more than 70 countries around the world). SMART says the company has delivered training to 15,000 English-speaking teachers and corporate users since making the online training available. Now, the training is also available in French, German, Portuguese and Spanish.



The trainings are done via phone and SMART's Bridgit conferencing software and these 30- to 60-minute free sessions provide an overview of products and are conducted by users. SMART offers roughly 180 sessions per month on a dozen topics.

Go [Train SMART](#)

[TOP](#) ↑

## Residential Systems & Digital Home

### Projectiondesign's Avielo Home Cinema Projectors

This year's High End show in Munich will see projectiondesign launch a new range of home cinema projectors. Titled "avielo," the new range uses DLP technology for the and are aimed at custom installation and high-end lifestyle and enthusiast users.



Initially three models will be available: optix (shown here), prisma and spectra. All will be on display in Munich and will use short clips from block-buster feature films and movies to demo the content delivery. All these films used models from projectiondesign's professional range during in the movie-making colour editing, visual effects, grading and post-production process.

"Movie professionals from across the global home cinema industry already rely on our projectors during the production process, to ensure continuity and consistency of colour," comments Anders Løkke, International Marcom Manager at projectiondesign.

"Customer expectations in the top level home cinema and custom installation segment are higher than ever, and working to surpass them has been a challenge that our R&D team has genuinely relished. We believe that our

experience in movie post-production and grading, coupled with our ability to offer a huge range of customisable options, gives avielo a unique advantage in this market.

“With its emphasis on design aesthetics as well as the very best in audio visual performance, the High End show is the perfect launch platform for avielo. The prisma is an entry level DLP projector which features 720p resolution, and is suitable for screen sizes up to 100 inches diagonal. The spectra model will offer customers unprecedented levels of performance, while the optix typifies our no-compromise approach to design, producing levels of image detail, dynamics and colour resolution not previously seen in a home cinema projector”.

Go [avielo](#)

[TOP ↑](#)

## CEDIA to Add CEO

CEDIA in USA starts a search for a CEO as CEDIA is now self-managed and is no longer managed by Raybourn Group International, Inc. The current staff, including Don Gilpin as the executive director, will continue in their present roles.



“Just as the electronic systems industry is experiencing explosive growth, so too is CEDIA as the premiere organization representing it,” said Gilpin. “This expansion of our team will be of great benefit so that I can focus on the internal tasks of running the association, while the CEO can drive the external affairs of CEDIA”.

CEDIA proposes to fill the CEO position with a qualified member of the electronic systems industry who is already familiar with the current issues and trends of the market. His or her role will encompass fostering relationships with other associations and industries, speaking on behalf of the organization and industry, and guiding external communications based on the needs of CEDIA members.

Go [CEDIA in USA](#)

[TOP ↑](#)

## 3D@Home Consortium Attracts 22 Companies

The 3D@Home Consortium was officially launched during its opening meeting at NAB and they announced that 22 companies joined as founding members. The consortium, a nonprofit coordinated by The U.S. Display Consortium and Insight Media, hopes to mobilize industry leaders in order to facilitate affordable 3D entertainment in the home (which obviously impacts digital cinema professionals as well).



Members include Board Level members Philips and Samsung, Leadership Level member Walt Disney Studios Home Entertainment, and 19 other members including Thomson, IMAX, TDVision, 3DIcon, Corning, Planar Systems, QPC Laser, SeeReal, 3ality, DDD, In-Three, Quantum Data, Sensio, Fraunhofer Institute IMPS, Sim2, Setred, Universal Studios Home Entertainment, Holografika and Volfony.

The three primary short-term goals are creating and publishing useful technical roadmaps, developing educational materials for consumer and retail channels; and facilitating the development of industry standards and their dissemination.

The consortium says that, driven by the success of 3D in digital cinema, an entire new ecosystem is forming to develop the hardware, software, content and delivery mechanisms to bring 3D entertainment into the home.

Go [Home with 3D](#)

[TOP ↑](#)

Editorial

## Recession-Proofing

by Gary Kayye, CTS

If it happens, this will be my third.

Many business owners I have spoken to over the past three months believe we're either already in a recession or heading into one. They are already feeling the pinch of tighter spending and project cutbacks.

Some even suggest we're actually in inflation.

Let's hope they're both wrong! But, let's not be shortsighted and not consider the consequences of ignoring it. Like I said, I hope they're wrong.

In case they aren't, though, having been in this industry for more than 20 years now, I do have some experience with how to actually weather a recession or inflation.

In speaking with these same business owners I did offer them some free advice on staying profitable based on my AV-industry experience with the early 90's recession and then again with the post 9-11 one too. I was encouraged to write this in an article so that more than just those few close industry friends could leverage my thoughts. Some of these are obvious, so forgive me for the redundancy if you've already thought about these, but maybe everyone might get one idea or two out of the lot. So, here they are...

**Service, Support and Solutions:** That's actually a mantra that's owned by Extron with their S3 logo, but I actually created that for them DURING the first recession we weathered. And, it was more than just a logo. In fact, originally, it was used internally to reorganize our sales and marketing departments to refocus us on service and support to our dealers. And, that's the message here. During a recession, companies and people don't have "extra" money to spend or to "take chances" with. So, believe it or not, companies like McDonalds and Taco Bell benefit.

Why? Well, during recessionary times, people spend money on things they KNOW – they don't take chances with new, unfamiliar things as much. So, names, places and things that are familiar and comfortable to them win. Sure, all sales suffer, but, in reality, the big names with the best customer service, win.

So, you've got to push the service aspects of your business more than ever before. Sure, we all talk about and promote that we have great service all the time, but do we live it? Do you? If you've already got great service, you will reap the rewards – your competitors will lose and you will win. If you just talk about service and support and don't live it and breathe it, you're going to lose if you don't plug that hole quickly.

**Diversification:** If you're not diversified in your business – watch out! I'm not talking about product diversification either. What I am talking about is diversification of your company offerings. Hopefully by now you know that you need to be making money by selling more than gear. And, if you are, then you'll win. If not, bye bye. Promoting and selling product service, systems service, 24-hour maintenance and proactive support are all things that your customers will use in a recession. Instead of buying as much gear, they'll want the gear they have now maintained and operational. And, again, if you're a regular Sight Lines column reader, you already know how to deliver profitable proactive service to your clients!

**Don't Swerve:** Just because business slows during a recession doesn't mean that you switch gears and re-engineer your business plan and goals. You need to stay on target – don't get lost in what's happening now when you should be continuing to focus on your ultimate company goal and how to accomplish them. Don't just drop prices or change a process simply because of a recession – these sorts of decisions will stay with you long after the recession is over. Make every decision or change while considering its impact on future business – not just recessionary business. No recession in US history has ever lasted forever. In fact, the average life of a recession is a mere 18 months. So, weather the storm and focus on the future.

**Don't Just Focus on New Business:** Think about how many people and companies you've sold to over the years. Is it 300, 3,000 or 30,000? Point is, go through your database and leverage those past relationships and take this opportunity to reintroduce them to you and your company and services. And, if you're doing #1 already, then this will be an easy path to service-based sales.

**Don't Drop Marketing:** At the onset of recessions, you can hear a collective groan across the entire country from marketing departments. Companies' knee-jerk reactions to recessions are to cut back on marketing expenses. Most marketers will tell you that this is exactly the time when you not only don't cut back on marketing, you step it up! Why? First, marketing is THE differentiator in a market where anyone can buy anything via the Internet or someone willing to sell it cheaper. This is a real chance to stand out from the crowd. Second, a recession doesn't mean companies are spending anything, they are just spending less and differently. Get more creative. Don't make it harder for them to find you when they need you. Just be sure you are sending a message of value and SERVICES you may even see business improve!



**Good, Better, Best:** There's never been a better time to institute offering Good, Better, Best solutions to all your clients. Instead of approaching every systems solution with only one solution, offer two or three. Understand that not every client wants to or can blow their entire AV budget on one new project – partner with them to help them stay on target too. Offering Good, Better, Best solutions will also keep you competitive with any and all competitors – good and bad. But, think about it: instead of them being presented with a low-end solution by AV Box-House, Inc. and only a high-end solution from you, offer them both an entry-level and a state-of-the-art solution so that they can save money with you too – someone they know and trust already.

Just ask Hyundai (and BMW) – it's a heck of a lot easier for a high-end company to offer low-end solutions than it is for a low-end provider to all of a sudden market themselves as a high-end product manufacturer.

**Invest in Whom You've Got Now:** Don't lose the good people who work for you – the lifeblood of your organization. They're going to feel the recession or inflation just like you do – they shop and buy stuff too. Keep them in the loop and involve them in the decisions you make so that they feel part of the solution of growth during a market slowdown – instead of part of the problem.

This market's built on relationships – not products. Over the years, I have seen companies that were going nowhere and who quickly became market leaders because of who took over or whom they hired (i.e. Mike Levy taking over at Digital Projection Inc., Randy Klein moving over to Crestron). People have and continue to drive success in this market and will for a long time.

And, these relationships will continue to foster even more service, support and solutions.

*(Editor's Note: We're hoping any recession stays short-lived and in USA but Gary's advice is good for any integrator at most times.)*

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TOP ↑

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TOP ↑



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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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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[TOP ↑](#)

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[TOP ↑](#)