



For Europe's Pro AV integrators in a Networked World

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The Formula for **Business Success**

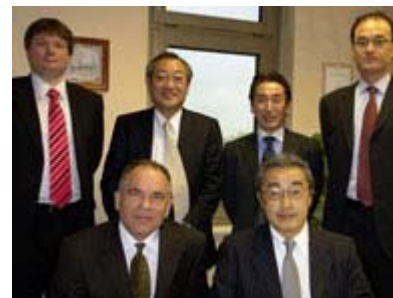


Mitsubishi Celebrates First Decade in Russia

Mitsubishi Electric Europe B.V. celebrates a decade of business in Russia and the CIS countries with a party to mark the 10th anniversary of the opening of its Moscow office.

Mitsubishi Electric's Moscow presence began in December 1997 and ten years on, represents a wide range of products, including industrial automation systems, power semiconductors, and its extensive range of AV display products such as display wall cubes, LCD panels, projectors and LED screens.

Driven by high levels of government investment in the nation's municipal infrastructure, sales of display wall systems, LCDs and projectors have experienced explosive growth over the last five years. In that period, Mitsubishi has supplied control room display systems to an impressive number of installations, such as the St. Petersburg Situation Centre, Moscow's main traffic control facility and its municipal water authority.



"Mitsubishi Electric Europe pays a great attention to expanding its product line and introducing the latest models to the fast-growing Russian market", comments Shunji Kurita, GM strategic planning and corporate communications of Mitsubishi Electric Europe BV."

This financial year, Mitsubishi Electric imports to the Russian market will exceed €75m - over 3.5X more than in 2002. The company expects annual sales growth in Russia to be around 15%. "The market continues to show high growth rates and has good potential for further development," says General Director of the Moscow representative office, Noritsugu Uemura.

In October last year, Mitsubishi Electric committed further resources to growing the Russian market with the opening of a second branch office in Yekaterinburg that serves as a regional hub. Mitsubishi Electric now has a network of over 50 distributors serving Russia and the CIS states of Armenia, Azerbaijan, Byelorussia, Georgia, Kazakhstan, Moldova and Ukraine.

[Caption] Celebrating a decade of success in Russia: (Front L to R) Georgiy Sedov, founding head of the Moscow office; Mr. Sakume, President of Mitsubishi Electric Europe. (Rear L to R) Sergey Yurkov, MarCom; Mr. Sasakawa, Senior GM global overseas department of Mitsubishi Electric Corporation and former president of Mitsubishi Electric Europe; Mr. Uemura, General Director of the Moscow office; Mr. Kurita, GM for strategic planning and corporate communications.

Go [Mitsubishi Electric in Moscow](#) (in Russian)

Go [Case Study St. Petersburg Situation Centre](#) (in English)

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Electronic Paper All The Rage

Bend it, write on it, read it -- just don't try to fold it into a paper plane. Electronic paper is Japan's answer to rising raw material costs, depleted resources and booming demand for printed matter from emerging markets such as China and India.

At a high-tech fair in Tokyo, Japanese firms show the latest versions of this niche product, ranging from thick, sturdy readers to thin displays that look like plastic sheets that can be bent.

Companies such as Fujitsu and Sony use electrophoretic displays, or EPD, for everything from watches and mobile phones to electronic readers. The display sends electronic charges along a grid embedded in the e-paper which cause tiny black and white particles to move, creating text and images.

Fujitsu recently developed flexible e-paper that can display different colors, a further step towards publishing to e-magazines and newspapers.

Go [Japan's E-Paper](#)

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Projection & Screens

Vogel's: Give Your Projectors a Lift

Vogel's Professional expands its product line in lifts, those convenient mounts that hide the projector in a ceiling and pops them out only at performance time. You can control their appearances with a wall switch and now with a new wireless remote. Great for the office manager who treasures the tidy room appearance and very useful for the service manager who needs easy access.

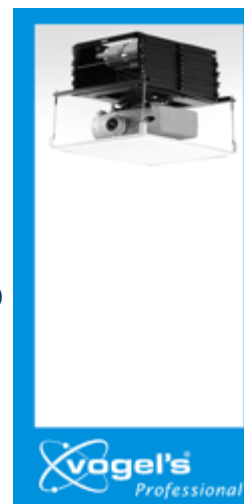


All projector lift systems feature digital motor control, and the cantilever lowering system (quiet, less than 70 dB). Convenient 'one button' operation automatically lowers the lift to a preset projection height with an accuracy of 1 mm – thanks to optical sensors. Three positions (stowed, show and service) can be pre-programmed. Built in self-diagnostic failure detection and safety switches prevent the lifts moving if the mechanism is obstructed or tilted. They are CE and RoHS approved.

Besides the PPL 1515 with a drop distance maximum of 1meter and a recommended 10 kg support, Vogel's Professional range includes the PPL 2525 (1.8 meters, 25kg) and the robust PPL 3535 that can extend up to 4.2 meters and carry a hefty 70kg.

They also add new accessories: ceiling finishes that match the interior and the new wireless remote control mentioned earlier.

Go [PPL 2525](#)



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Displays

PDP Shipments Slide

Displaybank reports in Q1 2008, module shipments amounted to 3.65 million units in 1Q 2008, down 15% QoQ whilst revenues fell 26% QoQ, with ASP declining 13% QoQ to \$443.

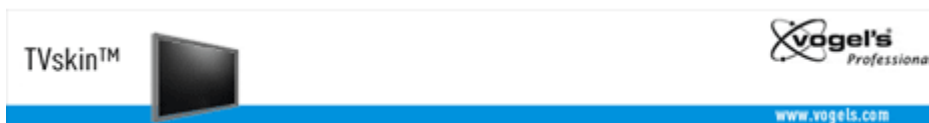
Shipments of PDP modules for the first quarter of 2008 amounted to 3.65 million units, down by 15% from the previous quarter but up 56% from the same period a year ago. Revenues slid by 26% quarter-on-quarter. Prices for PDP modules plunged quarter-on-quarter in the first quarter and module prices, and this is attributable to the upward trend in shipments of 32-inch products priced low.

On a size basis, 40-inch range shipments totaled 1.96 million units representing almost 53% of the total, trailed by 50-inch range with 900,000 units for a 25% share. 50-inch shipment share jumped to 33% in the second quarter of 2007, but turned downward again to 25%, influenced by the declining shipments from Japan. On the contrary, 30-inch range share has continued on a healthy upward trend to exceed 20% in the first quarter.

Looking at the shipment trends by company, LG Electronics took back the top spot in six quarters by making up 35% of the total shipments, followed by Matsushita in second place and Samsung SDI in third place by a canvas. By contrast, Hitachi and Pioneer saw their share decrease dramatically by 4% and 1%, respectively.

Go [PDP Shipments stats Q1 2008](#)

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Control & Integrator Solutions

3-Year Warranty on Smart-e Equipment

UK-based Smart-e Limited adds a new 3-year warranty on all its AV distribution & switching equipment products. This warranty applies to all Smart-e equipment and is backdated to all products purchased from 1st April 2008. If a defect in manufacture occurs on any Smart-e product, the company says it will rectify such defects (or provide a replacement) during this three year warranty period, without charge.



Go [Smart-e](#)

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How Not to Install Cable

OK, we admit this is not for real and it was staged for an American commercial. But it is funny because you can imagine how some one someday might duplicate this accident.

Go [How Not to Install Cable](#)

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Presentation Products

Interactive Whiteboard from a Wii Remote and PC

The Nintendo Wii is pretty awesome but Johnny Lee, graduate student at Carnegie Mellon University in USA, is even more awesome.

He's invented some cool uses for Wii remotes including running an inexpensive, interactive whiteboard. OK, it's a 60% solution for 10% of the cost and not for professional use...but it is clever.

Go [Low-Cost Multi-point Interactive Whiteboards Using the Wiimote](#)

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Distribution

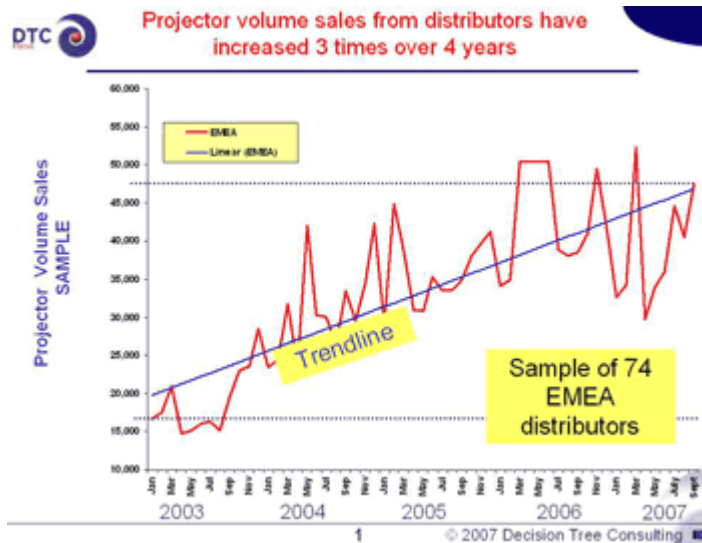
Growing Significance of Distributors

My original interest was to pursue the source of a quote that said the largest distributor in Europe for projector sales was now Tech Data, but the story grew bigger than that single item.

That source of that quote was DTC and RAVE EUROPE talked to analyst Colin Messenger. "The role of the distributor hasn't diminished as some predicted," he notes. "Instead it has increased." Colin was good enough to provide a chart

that shows that projector sales volume in EMEA has increased 3 times in 4 years.

More I.T. distributors obviously have entered the market (with corresponding drops in margins and prices, thank you very much.) But Colin pointed out at least one anomaly: "Midwich used to be promote itself as an I.T. distributor, but now it has come full circle and promotes itself as an AV company selling to IT."



Go **DTC**

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Digital Signage

D-Link Enter Digital Signage

Like other networking vendors (dare we say the C-word), D-Link, the Taiwanese networking company, will now try to capitalize on their success in consumer and business networking products to offer solutions for wired and wireless in-store media networks.



The average annual growth rate for digital signage will be 22% for the next four years, according to PQ Media's Alternative Media Forecast. Market revenues will reach more than \$160 billion during that time, representing 26.6% of all advertising and marketing dollars.

At Interop in USA, D-Link showed a 32" sign and two 10" signs to demonstrate the company's backend content delivery system (designed primarily for advertising purposes but with the ability to stream content directly to offer content to customers at a business location).

Go **D-Link Follows the Signs**

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Special Feature

Digital Signage – The 4th Screen In The Battle For Consumer Mindshare

By AKA.TV Contributing Editor, Richard Cobbold. Here he assesses how digital signage is growing in importance in the battle for consumer eyeballs and engagement.

Digital signage operators in pitches to their brand customers, like to support their propositions by pointing to growing media fragmentation as de-valuing traditional forms of advertising. It is easy to quote figures showing that network viewing figures are down to historic lows, and thereby show how proliferation of media channels is eating into their mass audiences.



However this is just one aspect of the media market fragmentation that benefits the digital signage market. Content providers are also dealing with the separate issues of 'viewing experience' fragmentation. In this arena, they are not only worrying about competition from other media companies, but also competition from other viewing formats.

Content providers refer to this competition for consumer eyeballs and mindshare as the battle to be the consumers' primary viewing mechanism or their '1st screen'. A battle-line that for the last 10 years has been drawn between the TV and the PC.

The TV has long dominated our media supply (with TV's in 90% of living rooms across the US) - but as when radio took on print, and the TV cast its long shadow over radio, the PC is fast now staking its own claim.

A new report shows that the living room has literally been invaded. According to Jupiter Research PC's now reside in 65% of them - and furthermore around 22% of US homes have 3 or more.

However unlike the seismic changes from print to radio, or radio to TV, in the digital age the lines have become more blurred. In this civil war between the evolving media-centric PC platform and its TV counterpart (a device that has reacted to the threat by tripling in size and resolution) the end game becomes ever more complex.

This blurring has been bought about from the growth of networking – and the widespread consumer adoption of broadband and video storage devices. The Jupiter report shows that consumers are not just shifting viewing habits – but also content, from screen to screen. 6% of consumers now watch programming stored on their PCs via their TV sets – and as home networking improves, so this is likely to increase.

Furthermore this flipping of content between mediums is inspiring consumers to consider other sorts of viewing devices as well. What the I-Pod started with audio, is fast developing into a wider acceptance of the use of mobile screens to view video too. A development that suddenly heralds the reality of TV content now being taken out of the home environment for viewing.

This is a dramatic development. With consumers spending more and more time out of the home – it would seem a whole new front has appeared in the war. A new front that could perhaps render the living room debate a side-show, and signal the real paradigm shift that changes the 1st screen / 2nd screen dynamic.



A few years ago the mobile phone emerged as a possible 3rd screen – and whilst the mobile phone companies were initially quite excited about that positioning, they have since decided that they should be aspiring to greater things. They consider that with the well documented mobilisation of the consumer – perhaps the mobile device should actually now be vying for 2nd or even 1st place.

This outdoor trend has also been one of the key drivers for the digital signage and digital out of home markets. Targeted digital media networks that engage groups of consumers whilst on the move, offer a completely new kind of viewing experience. These target-able audiences, undertaking activities that make them very receptive to specific content, have created a new '4th screen' in the battle for mindshare.

As it is not just advertisers, but content providers too, who looking for ways to engage with viewers across all the opportunities to see, so digital signage has quickly established itself in the mix as this '4th screen'.

Engaged consumers offer not just opportunities to be seen, but also opportunities for prompting actions, like downloads. For just as these mobile devices can take content out of the home, so they are also capable of bringing content into the home – and of course transferring it back to a PC or TV for viewing. Digital signage is thereby nicely positioned as the next link in the chain of media presentation, storage and viewing.

Maybe even more than the original media proliferation point, this rise of the mobile format dramatically impacts the importance of digital signage. If the mobile moves from 3rd to 1st – then perhaps digital signage moves too – if not to 2nd, then perhaps to 3rd, screen prominence.

Viewing habits are changing – consumers want a more intense, targeted and one-to-one experiences. As the network viewing figures show, they are giving up on general entertainment. Meanwhile the growing ubiquity of digital signage is propelling it towards a medium for mass communication that vies with TV for audience and scale.

It may in the end become the more effective mechanism of the two for driving consumers to engage with content on that higher value more one-to-one basis through their mobiles or their home PCs. Leaving the TV to make the even more dramatic fall from 1st to 4th.

www.aka.tv is a trusted source of insightful news and commentary regarding global developments in the digital signage space. www.aka.tv reaches out to a growing base of 12,500 subscribers across 60 countries.

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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.

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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