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For Europe's Pro AV integrators in a Networked World

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## Industry News

### Award for GestureTek's Computing Table

GestureTek wins the 2008 Digital Signage Interactive Technology Award for the most innovative digital signage solution in a public space.

GestureTek and its client, Red Rock Media, won the award for a one-of-a-kind multi-touch surface computing table (world's largest multi-touch surface computing table at the time) installed at Eureka Tower in Melbourne, Australia.

The 6m-long table, Serendipity, features an interactive surface that reveals 60 short stories exploring the myths, history, culture and contemporary highlights of Melbourne.



Go [Red Rock & GestureTek](#)

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### Sony Double's LCD TV Output at Slovak Plant

Sony's newly opened Nitra factory in Slovakia will operate as Sony's main LCD TV factory for the European market and will reach 3 million LCD TV sets per year by end of 2008..

Nitra is located 40 km east of Trnava, where Sony has been producing LCD TVs since February 2006. LCD production lines in Trnava will be relocated to Nitra early next year. Sony will only run two factories in Europe for LCD TVs (Nitra and Barcelona.). The Nitra factory will make full use state-of-the-art equipment to focus on large-size, high-end Bravia LCD TV sets.



Go [Sony in Slovakia](#)

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### First European LCD Panel Producer

The European Commission authorizes €180 million of aid granted by Italy to Digital Display Devices (DDD) for a new plant producing TFT-LCD panels

DDD will be the first producer of LCD panels in Europe, as currently all TFT-LCD panels are produced outside the European Economic Area (EEA), mainly in the Far East.



The project will create about 1000 new jobs in Campania, one of the poorest regions in Italy.

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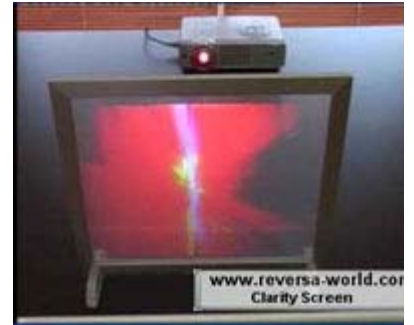
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## Projection & Screens

### New Holographic Screens from Reversa

Reversa's "Clarity" line, holographic projection screens, targets POS at retail, window displays, airports, banks and high traffic areas. A semi-transparent screen rather than 360-degree image as you'd normally think of "holographic," it's still pretty cool.

Go [Reversa's Holographic Screens](#)



Reversa's Aura 360 Projection Film is for front, rear, convex or concave images. The company claims an accumulative gain of 20 and 180 degree horizontal and vertical viewing angle, independent of projection angle.

Aura 360 can be installed into a mechanism or via suspension kit. It is just 0.25mm thick, available in 10m x 1.24m. It can be joined seamless for bigger sizes and can roll up for transportation/storage.

Go [Reversa's Projection Film](#)

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### Sony's Multi-Use Projector

Sony's 2,500 lumens VPL-EX50 delivers images with a 900:1 high contrast ratio and benefits from 0.63 inch BrightEra inorganic 3-LCD panels by Sony.

The VPL-EX50's XGA resolution presents pin sharp presentations and colour-rich, video/film or gaming graphics. The design includes a built-in tilt angle of 8 degrees that automatically produces proportioned images; height adjustment and controls are simple to use and easy to get to.

Go [Sony's VPL-EX50 projector](#)



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## Displays and Mounts

### 52-inch LCD Display from NEC

NEC Display Solutions of America announces its 52"LCD MultiSync (LCD5220) full HD wide-screen for digital signage.

The thin bezel (19 mm/0.7") allows a more seamless picture when used in multiple-display, video-wall implementations. The LCD5220 supports the 1080p HD standard and employs a U-shaped backlight system with fluorescent bulbs to deliver uniform heat distribution and brightness.



Go [Nec's 52-inch LCD](#)

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## World's Slimmest LCD TV?

Future Automation and LG are to launch what they claim is the world's slimmest 'Scarlet' LCD TV. The launch was part of a world-wide marketing campaign led by high profile director, David Nutter, whose credits include 'The X Files' and 'Terminator: the Sarah Connor Chronicles'.

Future Automation deliver LG a complete solution, including installation, project management and control as well as design and specification advice.



Go [LG's Slim LCD TV](#)

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## Video Solutions

### Low Cost, Multi MPEG Player

The first low budget, multi MPEG player for professional purposes, the ProDVX F100 is a 'black box' of merely 202x133x45 mm so it can be installed in the flattest possible kiosk housings with TFT/LCDs.

With ProDVX F100, you drag & drop media files to the CF card or copy via USB 2.0 port (480 Mb/sec, Type B connector).



Go [ProDVX F100 MPEG player](#)

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## Conferencing

### Table Top Corporate Messaging

Friendlyway brings to the conference room its imagine 32 digital table with touch-sensitive 32" TFT flat-screen and thin computer in the table surface.

Every friendlyway digital table is preinstalled with a touch menu to select predefined websites and the ability to rotate the screen, practical for conferences.



Go [friendlyway Digital table](#)

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## Clever Little Box: IRX Soundfield System

The Soundfield IRX Kit is for retrospective classroom installations and rooms without suspended ceilings and features a newly developed wall mount combination amplifier / mic receiver coupled with FBT Studio 2 wall mount loudspeakers.

Designed to be completely safe and child-friendly, the IRX wall mount amplifier/IR receiver unit also features additional line/mic inputs and tone/level controls per channel, whilst remaining extremely tamper-proof against 'wandering hands'!



IRX Soundfield also allows for integration of induction loop and personal hearing assistance systems, to further enhance voice coverage for all levels of hearing in the classroom environment.

Go [Clever Little Box](#)

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## Editing Software

### Sound Grinder Pro Out Now

Sound Grinder Pro features waveform editing, plug-in processing support, MP3 encoding including support for MP3 surround, metadata processing, the ability to repeat tasks using "droplets," a movie preview, rapid conversion from the finder using previously-created presets, and other automation and batch-conversion tools.

Sound Grinder Pro lets you batch-process audio files using AudioUnit or VST-based plug-ins. You can create a custom processing pipeline using presets, so you can drag and drop files. Built-in actions include auto-trim, normalize, auto-gain, changing sample rate, resample, swap channels and other capabilities. System requirements call for Mac OS X v10.3 or later, QuickTime 6.4 or later, 800 x 600 resolution.



Go [Sound Grinder Pro](#)

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## Audio Systems

### Inter-M's Audio Matrix

Inter-M launches the PX8000 8x8 Audio Matrix multi-zone audio distribution system for installations such as hotels, leisure complexes, retail outlets and multi-room applications.

Featuring clear LED indicators, illuminated buttons and fader-type level controls per output channel, the PX8000 Matrix provides full choice and control of up to 8 separate mic./line input signals over 8 zones.

Integrating into any standard 100v line / 19" rack PA system, the PX8000 is also available with optional RM8000 8-zone Remote Paging Mic and LM8000 Remote Wall Controller, both of which can be linked to the PX8000 via CAT5 cabling.



Go [Inter-M's Distribution System](#)

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## Digital Signage

### Digital Signage Goes Social

SeeSaw Networks and LocaModa will provide new ways to engage people using digital out-of-home media, the web and mobile phones.



Patrons can use their mobile phone to interact with a digital screen in a bar or coffee shop and e those interactions post to social networking sites like Facebook.

“The mobile phone is a social and interactive device that’s been underutilized in out-of home networks,” says Stephen Randall, LocaModa CEO.

Go [Social Network via Digital Signage](#)

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## Lighthouse Promotes Istanbul’s Fashion

City’s Nisantasi, new shopping mall in one of Turkey’s most exclusive shopping districts in Istanbul, installs 10 Lighthouse screens.

Astel Electronics, one of Turkey’s biggest AV companies, manufactured the frame for the exterior screen and installed the Lighthouse panels.



Go [Lighthouse Screens in Istanbul](#)

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## Rich Content & Media Distribution

### Technomad Stocks in Holland Now

Technomad Associates will begin stocking equipment in the Netherlands for distribution throughout Europe and MEA. The initiative will enable faster delivery times to Technomad customers — as short as one day to many locations in Europe — and minimize shipping costs for European distribution.



Go [Technomad Distribution](#)

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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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