



For Europe's Pro AV integrators in a Networked World

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**Industry News**

**ISE Launches Middle East Exhibition**

You knew it was coming...a booming economy underlined by giant construction projects that headline in glossy architectural magazines...existing exhibitions that daisy-chain electronic industries that live more in parallel universes than in proximity: these are the textbook conditions that demand a formula for a Middle East event where AV integration



can be more than a sideshow.



How do you spell “vertical AV event?” In Europe, we spell that I.S.E.

So it’s not as much of a big surprise as it is manifest destiny when you learn the inaugural Integrated Systems Middle East Africa (ISMEA) will take place 23-24 March 2009 in the Abu Dhabi Exhibition Center.

Yes, that’s right...not in Dubai. While Abu Dhabi is the wealthiest emirate of the UAE in terms of GDP and per capita income, it has been neglected by AV industry events...until now.

And at a press conference in InfoComm, ISE introduced CMP Information Ltd as their local partner for this new exhibition for pro AV and systems integration in Middle East and African markets.

The two companies will be jointly responsible for selling, organizing, and promoting ISMEA as the only trade-only exhibition in the region 100% focused on AV and electronic systems integration technologies.

“... our partnership with CMPi is designed to ensure that ISMEA benefits from having an established sales, operations, and marketing network in the region,” notes Mike Blackman, MD, Integrated Systems Events.

A two-day tradeshow for the commercial and residential systems integration industry, ISMEA will feature education and training, developed jointly by CEDIA, InfoComm International, and exhibiting companies-- with a particular emphasis on manufacturer participation.

Blackman stresses ISMEA’s target audience will stretch well beyond the AV industry’s core channel partners. “The nature of the Middle East and Africa market, with its diverse range of large-scale construction projects in just about every conceivable sector from corporate and education through to sports, hotels and residential, means that architects, project managers, and interior designers are just as important to the AV value chain as integrators and contractors. We will therefore be using our partnership with CMPi to target these groups of buyers who, up until now, have lacked a targeted event at which to learn about the benefits of systems integration technology.”

Whew! As if the Arabian desert could get any hotter, things are heating up more...

Go **ISMEA**

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**PROJECTAI**

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## Projection & Screens

### Projector Differentiation Tactics

At Projection Summit before InfoComm, DTC’s Mike Fisher brought up the topic of projector differentiation tactics. He talked about a “cluttered world” and we all know what he meant.

As we all should be listening with understanding when he pointed to new growth opportunities like WXGA (wide) projector formats, high-end segments and new short-throw projectors (four were shown in the Projection Summit showcase.)

There’s nothing on the DTC web site about these “tactics” but European integrators and distributors can only follow tactically what projector makers strategize and build...so let’s hope the makers from Japan to USA to are listening to DTC (now known as FutureSource).

Go **DTC (now FutureSource)**

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## Control & Integrator Solutions

### TV One's Universal I/O Seamless Switchers

The new C2-3300 Series offers 8 Universal Video inputs on HD15 connectors that accommodate Composite Video, YC (S-Video), YUV/YPbPr Component and all RGB formats.



Switching between all these inputs is possible, and using the CORIO2 scaling engine, all of the inputs can be converted to the same output resolution, from Composite Video through to PC resolution up to 2048x2048 and all HDTV resolutions up to 1080p.

Two Universal Program outputs are provided which are an Analog output via an HD-15 connector, and a DVI-D output. The Preview output is an analog RGBHV signal that shows the selected input as a full screen image preview; CV and YC inputs are up-converted to RGBHV for viewing.

The new C2-3300 Series is available to order:

C2-3300 – Basic model without audio or advanced video features

C2-3310 – Basic model with Differential Stereo Audio Switching and Routing

C2-3350 – Advanced model with features such as PIP, Keying and Mixing

C2-3360 – Advanced model with features such as PIP, Keying and Mixing, plus Differential Stereo Audio Switching and Routing

Go [TVOne C2-3300 Series](#)

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### Darim's Portable Wireless IP Camera

For the surveillance market, what could be more useful than a mobile wireless IP camera? Strap on the PVE400/PVE400M and you get a single channel video encoder for capturing, encoding, and streaming MPEG4 video and G.711 audio compression through a wireless interface.



Call it a Personal Wireless Router, one that you wear on-the-job if you need to be mobile with support for Motorola MEA in 2.4GHz or 4.9GHz. Motorola's intelligent technology turns each user into a walking router/repeater that forms part of a seamless, wireless network. This network can be deployed independently, or as part of a wider network using additional mesh devices. Video and other broadband data can "hop" through every device in the network and due to this Multi-Hopping feature, the network actually becomes more robust as additional PVE400Ms and other mesh devices are added.

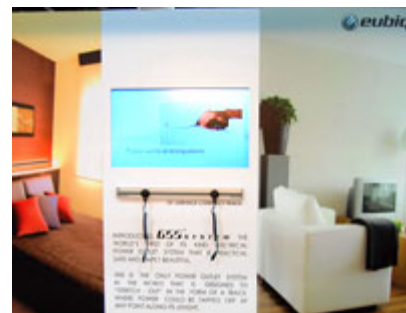
This unit can be controlled from an Incident Response Command Center Post of Central Operations Control Center for point-of-view situational awareness. How cool is that?

Go [Walking IP Video with Darim](#)

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## Eubiq's 1st-of-Its-Kind Power Track

We ran across the Eubiq Power Track at a consumer event in Dubai where it was one of ten products chosen for a contest called Last Gadget Standing. Eubiq lost out to Philips TV technology but only because this was a consumer event.



Architects, designers, installers...their votes would go to Eubiq of Singapore who "plugs a gap" in the market with a track that gives a modular universal solution to the plug proliferation in every office. Don't take my word for it... check it out for yourself.

Go [Eubiq](#)

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## Displays & Mounts

### Taiwan Lifts Ban on Mainland LCD Shift

The Taiwan government will lift a ban so Taiwanese LCD makers can produce panels in the mainland—oops, not so fast. Taiwan actually has a 3-stage plan that starts with allowing display makers to open only 6th-gen factories in China within four years (after Taiwan plants have adopted 8th-gen or even higher technology and entered mass production for six months).



Taiwan's new president favors closer economic ties with the mainland, whereas the previous government feared the lucrative sector could become too dependent on the mainland.

Currently Taiwan LCD makers (AU Optronics, Chi Mei to name two) are allowed to assemble screen panels and components in China to reduce costs.

The net impact of this political decision? Taiwan can use lower costs to continue to drop LCD prices (as if they would use it to strengthen shrinking margins...ha!)

Go [Taiwan on LCDs & Politics](#)

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## Digital Signage

### IAdea Hosts Digital Signage Forum

You're forgiven if you missed this report: more than 120 digital signage companies – (buyers, system integrators and hardware vendors) got together in June to discuss need for a common standard.

The reason you missed it (as did the AV press) is that the Open Digital Signage Forum was held in the heart of PC-land at a PC components show: Computex in Taipei.

And the discussion about creating a standards-based digital signage industry to accelerate market growth was presented by a Taiwan company to an eager audience of top-tier Taiwan-based hardware vendors that you may not know (yet): Advansus, Chilin Technology, Coretronic, Delta Electronics, Flytech, Litemax, Qista, and VIA.

The event was organized by IAdea Corporation, a digital signage platform software company who hopes the industry could settle on a standard like their very own compatible control protocols that can run products from different digital signage hardware vendors.

On display at the conference, the 84" welcome sign video-wall at the entrance lobby displayed high frame-rate dynamically generated vector graphics, while dozens of smaller eye-level video displays play back simple MPEG video clips. All devices in the scenario are controlled using a common protocol from IAdea based on the open standard SMIL (synchronized multimedia integration language), an XML-based command set. System integrators are encouraged to develop their own version of the control software based on SMIL to drive all compatible players and integrated screens.

Invited guest SpotProduction of Denmark demonstrated their domain-specific SpotView management system built on top of IAdea's control protocol.

Vendors at the forum demonstrated early prototypes of media players and integrated displays from 7-inch LCD to 84-inch video wall, with 4:3 and 19:6 screen ratios and landscape/portrait orientations. The SMIL protocol, controller of all displays, will become available early 2009.



Go [SMIL with IAdea](#)

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## Residential Systems & Digital Home

### 30 Million Home Gateways by 2009

With managed home gateways in No. America and W. Europe rising from 16.2 million in 2007 to an estimated 34 million in 2009, the device is now a market reality, says the Home Gateway Initiative (HGI), industry body for the broadband home arena.



"The home gateway is not simply a router, but a service enabler," explains Milan Erbes, ambassador for the HGI and Business Development and Standardization Manager for DS2. "The HGI focuses on the home gateway itself, but encompasses also the Home Network Infrastructure Devices as well, providing guidelines on remote access, parental control in the home, performance metrics, quality of service (QoS) and security."

Key issues the HGI will address in the coming months include the support for the SOHO environment, energy saving, extended QoS, diagnostics, Home Network Infrastructure Devices support, the Home Gateway and Network Termination two-boxes approach for Next-Generation Networks, Home Gateway resilience, IPv6 and the evolution of support to IPTV and IMS.

The HGI was founded and launched by nine telecom operators (Belgacom, BT, Deutsche Telekom, France Telecom, KPN, TeliaSonera, NTT, Telefonica and Telecom Italia) in 2004, and now has members from five continents.

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](mailto:rAveEurope@gmail.com)



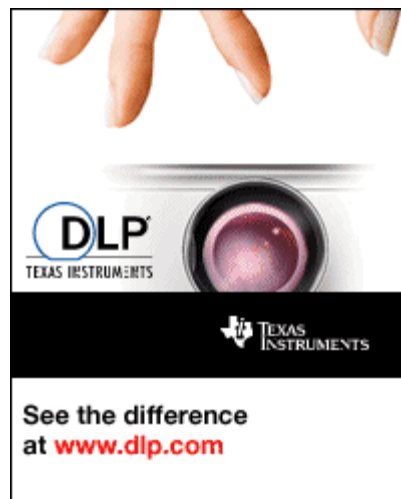
Well, that's it for this edition of rAve Europe! Thank you for spending time with us as we follow the industry happenings.

**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](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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