



For Europe's Pro AV integrators in a Networked World

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## AMX Acquires Atrium Group

AMX buys Atrium Group Developments Ltd., a software company in UK specializing in video capture, management and distribution industry. All Atrium Group employees will now be AMX employees.

As part of AMX, Atrium's 7th-generation IPTV solution (re-branded as Vision2) has now been launched. It's a modular, fully integrated video capture, management and broadcast system for delivering live, on-demand and/or scheduled video.

AMX president/CEO Rashid Skaf says, "With the addition of Vision2, AMX can now provide our customers with more than just the hardware needed to build a video distribution solution. By adding content management software to our portfolio, we are simplifying both the deployment and utilization of video throughout any organization."

For Atrium the advantage of having a Sugar Daddy is apparent: Jonathan Sears-Corfield, Atrium CEO says "With access to AMX's sales and distribution channel, as well as its marketing organization, we will now be able to deploy our solution to organizations throughout the world—a dream I have had for nearly two decades."

We need to underline here that this is a smart move that allows AMEX integrators to take advantage of the boom in corporate video. Price points suit even SMEs and Vision2 can add YouTube clout to a marketing department bent on joining in on the revolution exploiting video-over-internet for sales, training, and communication.

Go **ATRIUM**

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## Yamaha Wants 100% of NEXO

Yamaha already owns 10.22% of NEXO, the French maker of commercial high-output speaker systems. And NEXO and Yamaha had a good experience when developing jointly the NXAMP Powered Digital TD controller.



Now Yamaha wants 100% as it believes its joint activities with NEXO could accelerate business. Yamaha will offer to raise their shareholding to 74.9% and acquire a full 100% by a tender offer that effectively de-lists NEXO from Euronext Paris public stock exchange.



Yamaha plans to develop the NEXO brand as well as absorbing its expertise for creating system solutions.

Founded in 1979 by Eric Vincenot and Michael Johnson, NEXO is considered by some as one of the top European sound reinforcement loudspeaker manufacturers.

Go **NEXO and Yamaha Deal**

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## PLASA & Why Barco Bought HES

Originally we were going to pass on writing about Barco's acquisition of High End Systems, Inc. in Austin TX because it was pretty well covered by general news sources.



But two events encouraged us to return to this subject. First, we talked to an IT integrator buying a lighting integrator in

pursuit of higher margins. Second, we remembered it is time to prepare for PLASA.

So here's what we want our readers (bless you!) to focus on:

The entertainment and installation technologies industry is worth an estimated £10 billion globally, says PLASA. That's 12.55 billion euros and growing.

Barco bought a profitable company with \$44 million in sales (2007) for about \$55 million (8X EBITA for those who want to know what companies are worth). About 80% of sales for HES are in rental and staging/events, and that complements Barco who sells LED video displays, large venue projectors, creative LED products and image processing products.

HES will be fully integrated into Barco's Media and Entertainment division to provide distribution channels and product offerings worldwide.

This strengthens Barco's position in No. America (what most press focused on) and will create an opportunity to roll out the HES products globally (which some other press emphasized.)

What is left unsaid (in the dramatic way it should be said) is that with the growing convergence of lighting and video technologies, the acquisition of High End Systems will give Barco a leading position in this converged digital video and lighting space.

We tend to concentrate on AV/IT convergence and forget we are converging in multiple directions simultaneously.

And that brings us back to PLASA, a September 7-10 show in London's Earl Court. PLASA08 is organised by the Professional Lighting and Sound Association. This is a good opportunity to see what AV giant Barco saw when it looked closely at the staging and lighting market.

[Caption 1] *High End Systems Chairman Merritt Belisle, Barco's Filip Vandamme, HES Co-Founder/CTO Richard Belliveau and HES Co-Founder/Director Lowell Fowler.*

[Caption 2] *High End Systems will add lighting to Barco's patent portfolio.*

Go Put a Little Light on the **HES & Barco Deal**

Go **PLASA**

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**PROJECTA!**

[Click above for more information](#)

## Displays & Mounts

### Diamond Vision Plays Cricket at Trent Bridge

Nottinghamshire County Cricket Club's new £8.2m Bridgford Road development features an 83m<sup>2</sup> ODQ10 Diamond Vision screen.



The Mitsubishi LED screen is part of the new admin building adjoining the new stand at Nottingham. The 10mm pitch Diamond Vision screen is driven at its native resolution of 864 x 960 for optimum performance for both video and text.

The majority of matches are non-televised and at these events the entire display operates as a traditional full-screen scoreboard. For televised events the portrait format enables a 56m<sup>2</sup> 4:3 video picture to be displayed along with a 27m<sup>2</sup>

abbreviated scoreboard.

Screen content is driven by a presentation system specially developed by screen installer Technographic Displays - well known for its LED screen installations in the UK and Europe. The company's TechEvent system integrates with third-party cricket-scoring software to provide a flexible control interface, enabling multi-format video inputs to be combined with scoring graphics and media replays generated from TechEvent's built-in graphics server. Trent Bridge is the first cricket ground in the UK to install a Diamond Vision screen (although the system is already used at several cricket clubs in New Zealand and Australia) but we would be pitching you a [googly](#) if we told you it would be the last.

Go **Mitsubishi in A Different Sport**: World's Largest HD LED Video Display

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## Vogel's Professional Offers 2008/2009 Catalog

With today's wide range of install opportunities, a free catalog that shows the diverse amount of mounting solutions comes in handy. Vogel's Professional is offering their newest catalog, the 2008/2009 issue.



Tall ones, wide ones...hanging ones, tabletop ones...in the ceiling, on the floor...we have so many different mounting problems for LCD, Plasma, and projectors that you need a catalog

Order a free copy by email [raveurope@vogels.com](mailto:raveurope@vogels.com) (go on, make us look good)...

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## Control & Integrator Solutions

### Extron Expands DVI and HDMI Product Line

Extron Electronics announced at InfoComm more than 20 new products for integrating DVI and HDMI sources and displays, including DVI and HDMI matrix switcher boards for the SMX System MultiMatrix, and the first products from Extron for dual link DVI applications including an Extender and an Equalizer.



Extron also introduced two Fiber Optic Extenders for long distance DVI transmission, four DVI distribution amplifiers, and two scalers for converting analog RGB signals to DVI and HDMI. The day Extron ships this line, they will likely be the industry's largest manufacturer of powered HDMI and DVI products -- a huge emerging market!

Extron has four new DVI DAs with up to eight outputs, and the SMX DVI Pro Series and SMX HDMI Series matrix switcher boards for the SMX System MultiMatrix Modular Multi-Plane Matrix Switchers. The boards are available in 4x4, 4x8, 8x4, and 8x8 sizes, and are HDCP compliant.

For dual link DVI applications, Extron offers the DVI DL 101, a dual link DVI equalizer that attaches to the end of a long DVI cable run, and automatically provides the necessary active equalization to ensure optimal image quality. The DVI DL 201 is a transmitter and receiver set for sending dual link DVI signals over three economical and integration-friendly CAT 5-

type cables. Both products extend DVI signals significantly beyond the 5 meter (15 foot) limitation for DVI cables.

For long-haul transmission, Extron says the company offers the DVI 104 as an effective, economical solution for extending DVI signals up to 500 meters (1,640 feet) over four fiber optic cables, while the FOXBOX 4G DVI fiber optic transmitter and receiver set sends DVI, audio, and RS-232 signals over a single fiber up to 30 km (18.75 miles). Finally, the RGB-DVI 300 and RGB-HDMI 300 are scalars that convert incoming analog component video or RGB signals to DVI and HDMI, respectively, with selectable output rates up to 1920x1200, including HDTV 1080p/60.

Go [Extron Expands DVI and HDMI](#)

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A promotional banner for CEDIA EXPO 08. The left side has a red background with white text: 'training 23-26 june' and 'exhibition 24-26 june'. In the center is a white house icon with a Wi-Fi signal and a plug. To the right is a photo of a modern interior with a laptop on a table. A white button with a red play icon says 'REGISTER NOW'. Below the photo, the text 'connect with custom installation' is written in white on a dark background.

[Click above for more information](#)

## Projection & Screens

### Da-Lite Debuts 3D Virtual Black in Special Theater at InfoComm

The picture to the right was taken before the show opened, and that was the only time during the show that the waiting line wasn't at least 25 people long. The demo was of Da-Lite's new 3D Virtual Black project screen, specifically designed for rear-projection 3D. The video was quite impressive, showing a variety of applications from underwater and sea creatures to surgery to retail to gas surveying, you name it. Of note is the fact this 3D uses polarization-preserving properties developed by Da-Lite chemists, and it eliminates the stereoscopic ghosting you often see in 3D.



Also, this was designed using seamless 16-foot-high material that can fold for transportation.

Word of mouth kept the lines long and Da-Lite had a cool ad running on CNN, too, which we saw four times in two days in the mornings.

But, the proof was in the presentation. Da-Lite's Blake Brubaker-led presentation was amazing. It incorporated CGI, video, HD and simulation-- probably 3D's biggest market to date. Da-Lite's got a sure fire hit on its hands with this new material and technology and the projector manufacturers involved in 3D technology proved this to us by constantly asking if we'd seen the Da-Lite 3D demo yet...

Go [Da-Lite 3D](#)

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### Toshiba Goes Business Class with xp2

Toshiba announces a new addition to its range of business class projectors: the XGA model xp2 (resolution: 1,024 x 768) mobile projector offering 2500 ANSI lumen brightness and contrast ratio of 2000:1.



The new addition features an integrated high-performance BrilliantColor™ chip. Weighing in at a mere 2.2 kg, the xp2 is the perfect travel companion for external appointments. Its XGA resolution image has 4:3 aspect ratio with 16:9 option. The xp2 is available from specialist retailers from July 2008 at a recommended retail price of 790 euros (plus VAT).

In addition to RGB inputs and outputs and S-Video inputs, it features Composite Video (RCA) and can handle input signals of 480i, 480p, 576i, 576p, 720p and 1,080i. The xp2 also offers compatibility with PC formats VGA, SVGA, XGA and compressed SXGA.

From fall 2008 an additional LAN adapter will extend the capabilities of the xp2. This tool enables the projector to be connected directly to a computer network to improve the flexibility of projector control options. LAN Adapters will be available as optional accessories for models sp1, xp1 and xp2.

Go [Toshiba's xp2](#)

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## Canon Shows First WUXGA LCoS Projector

Just after Canon announced the company will produce its own LCoS technology (as well as continuing to source from JVC), Canon not only brought the new LCoS production to InfoComm, they already put it into a projector.

At a press conference at InfoComm, Canon showed the new REALiS WUX10. They announced the usual "better than DLP because" and "better than LCD because" and the image did look nice, but for some reason they chose to project the image on a relatively small screen. But, Canon officials tell rAVE it can project up to 300 inches. This is specified at 1920 x 1200 resolution supporting 1080 and 16:10 with 1000:1 contrast ratio. It weighs 10.8 pounds.

Canon says they will ship in October.

Go [Canon WUXGA LCoS](#)

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## Audio

### Meyer Sound MILO Rocks KYLIE Fans

Australian pop diva Kylie Minogue has launched a 3-month KYLIEX2008 European tour, bringing a new band, spectacular costumes by Jean Paul Gaultier, and state-of-the-art staging, multimedia, lighting and sound.

UK-based Capital Sound has once again designed and supplied a powerful Meyer Sound rig for Minogue's tour, based around left and right hangs of 14 MILO and two MILO 120 line array loudspeakers each. (For some of the larger arenas, such as Manchester's Evening News Arena and London's O2, two additional side arrays of 12 MICA™ line array loudspeakers augment the system.)

Low end is covered by a combination of six flown 600-HP subwoofers per side, along with eight 700-HP subwoofers per side on the ground.



Because the massive production utilizes the entire stage as a visual backdrop, a center hang of six M'elodie line array loudspeakers is used instead of frontfill loudspeakers. More M'elodies are placed on the ground to balance the imaging.

Three more M'elodies per side are used for outfills. A Galileo loudspeaker management system with three Galileo 616 units handles system drive and DSP.

KYLIEX2008 tour is making stops in major European cities including Stockholm, Helsinki, St Petersburg, Glasgow, London, Manchester and Riga.

Go [Kylie Tour](#)

Go [MILO & KYLIE](#)

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## Digital Signage

## ISE 2009 Adds Digital Signage Conference

In response to unprecedented growth in Europe's digital signage and public display markets, Integrated Systems Events will add a Digital Out Of Home Business Conference to its programme for ISE 2009. The one and a half day event will be held at the Amsterdam RAI on Monday 2 and Tuesday 3 February – giving Conference delegates the chance to visit the tradeshow floor of Integrated Systems Europe from the Tuesday afternoon onwards.

"The market for Digital Out Of Home (DOOH) media has grown rapidly over the past couple of years, to become one of the most significant areas of new business for the professional AV industry," comments Mike Blackman, Managing Director, Integrated Systems Events.

ISE's Digital Out Of Home Business Conference has been developed by three highly regarded specialists with an established track record in the sector: Dr Christoph Köller of innovation management company G&K, display technology consultant Dr Tony Lowe of Lambent Consultancy, and Antoine de Ryckel of visual systems manufacturer Barco.

"DOOH communication is a really hot topic right now, as media agencies and their customers alike seek to take full advantage of its great visual impact, its adaptability, and its versatility," comments de Ryckel.

"But with so many companies still 'new to the game', a lot of questions are there to be answered. What display technologies are available? What kind of network do you need to supply them with content? Which locations are right for a particular message? And, above all, how do you ensure you will get a rapid and significant ROI? These are the issues that will be discussed by our expert speakers and panellists at the ISE Conference."

Mike Blackman concludes: "The location of our Digital Out Of Home Business Conference, adjacent to the RAI's new Elicium expo foyer, will make it particularly easy for delegates to visit the Digital Signage area of ISE. But the presence of these communities in Amsterdam will benefit exhibitors right across the professional AV spectrum, from displays and mounts through to control systems, switching and scaling, network communications, and infrastructure. The synergies are outstanding."

The Conference programme will be finalised during Q3 2008, with registration open shortly afterwards.

Go [Digital Signage Conference at ISE](#)

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## AGNPRO HD Signage Player at InfoComm

First launched at the Digital Signage Expo, AGNPRO's new miniBox HD700-S Solo Edition player is billed as delivering 1080p video with plug and play functionality. This allows your customers to update content using removable ComactFlash cards, and set to autoloop or schedule content playback.



The company says miniBox HD700-S delivers full 1080p high-definition video via HDMI, DVI, Analog RGB (VGA) and component video outputs. Compatible file formats include MPEG 1/2/4, WMV9, H.264 and JPEG. Standard-definition and 720p content is also supported as well as stereo audio. It also comes with on-board Ethernet, USB, and serial/RS-232 ports.

This was the best stand-alone box media players we saw at the show -- every ProAV dealer SHOULD call them, become a dealer and learn about delivering content via their players.

The unit weighs less than two pounds and has no hard drive, fan or other moving parts, ensuring high reliability in the field. All on-board software is embedded firmware and media files are stored on the CompactFlash card in a secured slot.

Go [AGNPRO's miniBox HD700-S Solo Edition](#)

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## Sell Signage as a Service (SSaaS)

This company, RedSet, will soon provide ProAV integrators a way to produce digital signage and sell it as a service!!! You NEED to contact them!

They are marketing their signage system as a plug and play system -- manageable from anywhere you have internet/web access, and using a build-your-own message toolkit. The company says you, the integrator, can actually sell this as your own system. Once implemented, you can create, target and monitor the digital messaging from day one. They provide the usual reseller support, such as sales and technical support and even presentation and sales participation if needed. And they'll help you sell this as a service, too.

I was thoroughly impressed with their presentation and software client -- however, I will be interested to hear what your experience is when you contact them as they seemed to be somewhat lost at InfoComm (and someone befuddled) at the number of integrators passing them by and not understanding their offering.

The system ships in the autumn. So, don't give up if you call them and they don't know what to say or how to approach them as they do offer a complete software turnkey tool to help you set up a digital signage content delivery system. Keep us posted.

SaaS is computer jargon for Software as a Service; so we want to be the first to coin SSaaS (Sell Signage as a Service.)

Go [RedSet, Sell Signage as a Service](#)

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## Residential Systems & Digital Home

### It's All About Metadata Now, says Niles Audio

"It's all about metadata now." That's what Simon Spears, International Sales Manager at Niles Audio, told us at CEDIA in London where Niles was showing its iRemoteTS, an easy-to-use wireless system control remote with color touch screen.

The iRemoteTS is an elegant user interface for operating the IntelliControl ICS whole house distributed audio/video system. It employs reliable ZigBee 2-way wireless technology to provide users with all the necessary metadata to scan, select and play program material from menu-based digital sources, like iPods, music servers, HD Radio, XM and Sirius satellite radio, from their whole house audio/video system.

That's why Simon brought up metadata and his comment reflects an acute understanding of industry direction: the more we expect to get our music and videos anywhere and anytime, the more you need "metadata" to recognize and aid the movements.

The iRemoteTS integrates with Niles HT-MSU Home Theater Main System Unit to manage all components in a home theater system including TV, home theater receiver and up to 14 additional sources like digital video recorders, DVD players and cable/satellite receivers with the single press of its touch screen interface.

"The combination of the iRemoteTS, HT-MSU and Intellicontrol ICS make a powerful addition to the integrators' tool kit," says Frank Sterns, president of Niles. "With the introduction of the iRemoteTS, it is now possible for Intellicontrol ICS customers to control their entire distributed audio/video system and home theater from a single color touch screen remote."

Go [Niles at CEDIA London](#) (video)

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## Editorial

### Future of AV in Education

by Gary Kayye, CTS

*At a keynote at EduComm 2008 in Las Vegas, Gary Kayye, industry visionary and president of Kayye Consulting, provided educators with insight into how educational institutions can better evolve to take advantage of the advances in technology that are changing the world into a "always-on" information society.*

By 2011 -- just three years from now -- ubiquitous content delivery will be king of the campus, Gary Kayye told his audience.

Citing Apple's iTunes platform and Tivo as two examples of how content will ultimately be delivered, Kayye stressed the future of education is linked to information that will be accessible at anytime, from anywhere.



Educational institutions, like their counterparts in the corporate world, have segmented information content by delivery (books in the library vs. AV in lecture halls vs. data on networks). Tomorrow's campus (like the corporate campuses) will have to encompass a world where students are accustomed to having all types of information (voice, video, data) at their fingertips whether they are in their dormitory, on the road, or in the classroom.

Those educational institutions that first catch up to the society where info is becoming ubiquitous will be the leaders. To get to that point, Kayye urges, there are 4 steps to climb the path to AV/IT convergence for educational institutions.

**1. Get Educated.** Explore educational programs from organizations like InfoComm, and others that offer certification in AV/IT technology. Hire the "geeks and freaks," Kayye advises, and help them to educate you and your staff. These video game-playing, computer-hacking young people will be the tech gurus of the future.

**2. Buy Networked Products.** The future college professor won't have a laptop, and will show up for class with a simple USB thumb drive that stores presentations. All applications and services will be hosted on networks and be available anywhere at any time.

**3. Simplify and Standardize.** There's no reason to have 15 different kinds of projectors just because the price was right when they were purchased, Kayye suggests. Standardization will reduce maintenance and support and will enable all devices to work seamlessly. Kayye also told the audience to buy networked devices that will enable content to be maintained and supported remotely. Wireless access will replace wired access very soon, Kayye says. The new wireless standard will be 802.16 or WiMax, with a range of about 30 miles.

**4. Share Information Openly.** The best way to advance AV/IT convergence is for vendors to work with educators to design future devices. Don't wait for it to happen -- take the initiative, Kayye urges. Educators need to organize and share information about what they want, rather than wait for a manufacturer to tell them what they need.

"As the AV industry, we're evolving," stated Kayye. Then he asked his audience of educators, "Are you going to evolve with us?"

Go **RAVE EDUCATION** for more of Gary on AV for Education

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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)

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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:**

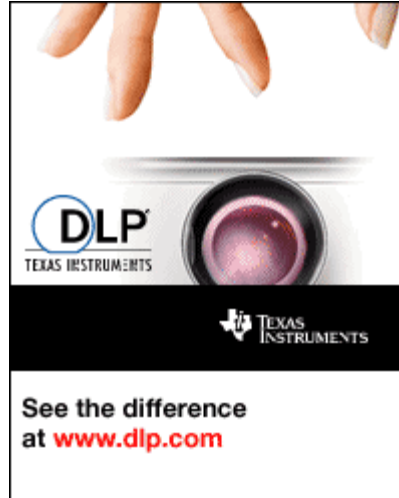
Gary Kayye, CTS is chief visionary at Kayye Consulting, a Chapel Hill, NC, USA-based firm specializing in marketing consulting and training development services to the ProAV and HomeAV markets. Recognized as InfoComm's Educator of the Year in 2004 and NSCA's Instructor of the Year in 2007. Gary is a 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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