



For Europe's Pro AV integrators in a Networked World

Volume 4, No. 32 - 17th - 23rd August 2008

Tell Your AV Colleagues: [News from The Projection Summit](#)
[Future of Display? Microsofts Sphere](#)

- [Subscribe/Re-subscribe](#)
- [Unsubscribe](#) (see **Manage your subscription** at bottom of newsletter)
- [Forward](#) (see bottom of newsletter)

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

- [AV Club Offers Sept. Moscow Event](#)
- [Meet Emily](#)
- [Optibase Sold](#)

Control and Integrator Solutions

- [Telex Radiocom Wireless Intercom](#)
- [TLS Quick Control](#)

Displays & Mounts

- [Getting Used to 3D? Try 6D.](#)
- [Vogels Professional: As Close As You Can Get](#)

Projection & Screens

- [3D Cinema Roll-outs in CEE](#)

Conferencing

[Can Consolidation Be Far Away?](#)

Feature

- [Year's Best Crestron Residential Installations](#)



See the difference
at www.dlp.com



[Click above for more information](#)

Industry News

AV Club Offers Sept. Event in Moscow

Since we last told you about AV Clubs plans for their AV Focus traveling workshops in Russia, CIS and Eastern Europe, theyve run eight successful events in the region.

Now its time for Moscow, Sept. 2-3.

The objective of the AV Focus traveling workshops is to give more attention to small regional companies, ones that mostly don't visit international or national exhibitions or other big industry events.

They let local integrators get together with the representatives of the leading AV equipment manufacturers and get recommendations from the manufacturers on selecting the appropriate product for each installation.

After 8 events and more than 1000 attendees, the AV Focus Moscow will be a well-practiced format that lets integrators and vendors interact in a local way.

In Moscow, participating manufacturers will be running live demos. Great way to bring out the locals and roll up the shirt sleeves for an AV fest.

Go [AV Focus News and Moscow Event](#)

Go [Sample Report \(AV Focus Workshop in Ukraine\)](#)



[TOP ↑](#)

[Click above for more information](#)

Industry News

Meet Emily

Emily O'Brien made her worldwide debut at Siggraph 2008. Watch the video carefully as she explains about the demo. It may take you a few seconds to figure out Emilys secret.

Go [Emilys Broadcast](#)



[TOP ↑](#)

Optibase Sold

Scopus Video Networks will acquire Optibase (\$23 million sales in 2007) in a shares-only deal.

"The acquisition of the digital video and streaming business of Optibase is a positive step for Scopus," says Dr. Yaron Simler, CEO of Scopus. "We have identified what we believe to be potential synergies and cost savings associated with this transaction. In addition to our current portfolio, Optibase's products extend the breadth of our offering to our customers, opening up new markets for Scopus. Finally, it should enable us to become a more prominent player in the digital video networking market."



It takes digital network engineers to figure out how the schematic of this share-only deal will work: once the transaction is complete, Optibase, currently a 36% shareholder in Scopus, will gain millions of shares and then own up to 49% (including potential earn-out) of Scopus's outstanding ordinary shares.

So, in effect, Optibase is selling itself to Scopus so it can own more of Scopus

Go figure.

Go [Optibase Sale](#)

TVskin™



 vogel's
Professional

www.vogels.com

[Click above for more information](#)

Control and Integrator Solutions

Telex RadioCom Wireless Intercom

We saw it at InfoComm in USA and now Telex/RadioCom will show at PLASA 08 the Telex BTR-80N narrow band 2-channel UHF synthesized wireless intercom.

"A revolutionary product for today's ever changing and shrinking RF environment," BTR-80N provides 8KHz of modulated bandwidth and allows more users per channel in the cramped UHF spectrum.



The system is based on the award winning BTR-800 wireless intercom system and provides all of the standard features of the BTR-800 system, such as DSP and Intelligent Power Control, plus many more.

When matched with the BTR-80N, the TR-80N and TR-82N belt packs provide additional features like selectable transmitter power output, selectable receiver squelch control, RF meter display on base station and belt pack displays, remote battery indicators on base station display, low battery tone indicator on belt pack, AC or DC power input on base station, and simultaneous 2 Wire and 4 Wire operation.

Go [Wireless Intercom](#)

TLS Quick Control

No more lost remote controls, empty batteries and time-consuming instructions, says TLS. Their Quick Control (for any conference room, training center and class room) allows any user (without training) to switch on/off, to select sources, to control the volume, to control connected screens, blinds or ceiling lifts.

The TLS Quick Control is software-independent and connects all devices of a conference room or of a training center (including 230V connected devices).

Thanks to its small dimensions the TLS Quick Control fits in almost any wall and table module. You label the buttons yourself and after that the control is yours.



Go [Quick Control](#)

Displays and Mounts

Getting Used to 3D? Try 6D.

MIT Media Lab shows a new 6-D "passive reflectance field display" technology. The "Light aware" display based upon integral imaging (dynamically changing with illumination) uses a tiny 2D lens array to capture and image in multiple views.

As the viewer moves around the display (or the light sources moves in back of it), different views are created. The image is based not only on the position of the viewer, but also on the direction of the illumination.

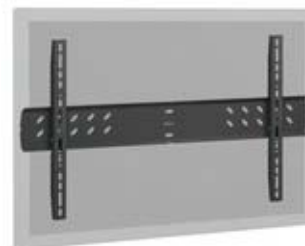


Digital signage and entertainment are target areas. MIT Media Lab, MPI Informatik and MERL (short for Mitsubishi Electric Research Labs) are involved in this 6D development: they estimate the technology is about 10 years away.

Vogels Professional: As Close As You Can Get

Walls. The perfect place for the video display yet hanging flat panels on flat walls has been a surprisingly bumpy challenge. The weight of the panel demands a strong grip and that normally requires bulky mounting bulges.

But Vogels Professional new PFW 5000 series is a flattener: they are designed for mounting displays extremely close to the wall. The basic flat + click models (PFW 5000 / 5500) measure a super flat 3.2 cm from the wall. And these wall-huggers not only make a neater appearance but they add extra security.



The click-in keyless locking simplifies working in the tight spaces in close-to-wall mounting applications. The spring-operated locking bracket clicks securely into place without finger-crunching access. All models use a wall plate with center of screen indication to make display alignment easier, and a built-in leveling feature (with diagonal mounting slots) accommodates drilling tolerances. (The wall plates on the PFW 5010 / 5510 models can be connected in a row for precision when multiple-display mounting.)

A unique click-in keyless locking bracket simplifies mounting and the flat + padlock models (PFW 5005 / 5505) have a locking bar and padlock for additional anti-theft protection. The tilt + padlock models (PFW 5010 / 5510) feature the locking bar and an incremental tilt-function (great for higher mounting positions).

Destined for digital signage, public information systems, hotel and leisure applications, all models are TUV approved. The full line up comprises three model variations, each available in two sizes. One series fits displays from 37 to 50 and another series for displays up to 70.

Go **Flatter Against the Wall**

Projection and Screens

3D Cinema Roll-outs in CEE

German supplier Kinoton will supply 50 of their DCP-30 projectors (DLP technology with optical components from Barco) to Cinema City International. The Cinema City Group is the largest multiplex theatre operator in Central and Eastern Europe and Israel. As of July 2008, Cinema City operates 62 multiplexes with 563 screens and 113,000 seats.

Some 15 installations are complete in some theatres in Israel, Poland and Hungary. More are scheduled for other Cinema City multiplexes in Poland, Hungary, and Czech Republic, Bulgaria, Romania and Israel.

The 23-screen megaplex Cinema City Arena in Budapest is the largest cinema in Central Europe with 23 screens and 3800 seats. Now it offers 4 digital screens premiered with the movie Wall-E. The digital installations at the Cinema City Arkadia in Warsaw are in progress so soon 3 of 15 auditoriums will offer 3D D-Cinema.



Go **Kinotron & Cinema City Intl Deal**

Conferencing

Can Consolidation Be Far Away?

Speculation surrounds Tandberg (and Polycom) as a private-equity interest in Tandberg could elicit a corporate counterattack from the big guys (Hewlett-Packard, Cisco or even Ericsson).

An anonymous private equity firm is rumoured to be preparing an offer for Tandberg, and Wall Street thinks one of the bigger telecom equipment players should be interested in Tandberg. With Tandberg in



play, analysts think Polycom could also attract the big corporates as an acquisition for leverage or for competitive balance.

In fact, Tandberg and Polycom are the only two big independent companies in the market that look vulnerable to a bid.

Tandberg's current market value is estimated at \$2.9 billion and going up with bandwidth and oil prices. Tandberg's Q2 results showed a 35.5% jump in sales and 26.3% jump in profits.

Video conferencing sales have risen to 176,000 systems (2007) from 115,000 (2004), says Telescan. The WW videoconferencing systems and services market reached \$1.63 billion in 2007. F&S says Tandberg now leads the industry 40% of that revenue and Polycom next with 30% but the real question is who will be leading when the expected market hits \$4.2 billion by 2012.

Go [Why Videoconferencing Market is Ringing Up Sales](#)

[TOP ↑](#)

Feature

Year's Best Crestron Residential Installations

Crestron is such an important part of the market that we think the magazine press should have made more of a fuss over the inaugural Crestron Integration Awards.

Chaired by Robin van Meeuwen, a panel of judges presided over the adjudication process, including Wendy Griffiths, Executive Director, CEDIA; publisher David Kitchener and Crestron Marketing Manager Petra van Meeuwen. The winners of the awards scheme, which will run annually, will automatically be entered into the International Category of the Crestron US Integration Awards to be announced at CEDIA EXPO, Denver.

This year's winners, as explained in the words of the Crestron judges...

Innovative Design

Winner: **Smartcomm for Charters** an installation which the judges felt demonstrated real innovation with the integration of a groundbreaking electronic concierge service featuring Crestron technology - the system performs the tasks a butler might - but in a fully automated way.

Home Sweet Home Cinema

Winner: **SMC for Cemetery House** an incredible installation for a home situated in a cemetery. In making this award, the judges recognised SMCs achievement in overcoming considerable challenges to deliver a truly stunning and fully integrated home, all driven from touch screen Crestron control.



Brilliant Lighting Design

Winner: **Imagine for Wintergarden** a project which stood out for its variety of light sources. This winter garden extension was phase four in renovating the property to its original form. This included a pool with a motorized floor and full HVAC for the whole property and was to be integrated with the control system in the rest of the house.

Ultimate Connected Home under 250,000 euro

Winner: One Touch for the Coppice an Edwardian property receives a 21st Century makeover as part of this well-rounded Crestron install. Complete with integrated Crestron control designed to blend seamlessly with the period charm.

Ultimate Connected Home over 250,000 euro

Winner: **Manhattan Properties for Kings Street** an outstanding and comprehensive Crestron install. Every aspect of this house has been interfaced into the control system to create a modern living space. It boasts an intercom system, lighting and living controls such as blinds and fireplaces.

Best GUI, Creativity in touchpanel design

Winner: **T & T Communications for Kidz...** awarded for making technology more emotive. T&T created a touchpanel

template for children, designed to be simple yet eye catching and to appeal to the younger generation so they could relate to it."

Best High-Rise

Winner: **Creative Home Cinema for Luxury London Living** An original and versatile integrated solution. This project created the ultimate comfortable and convenient lifestyle. It has excellent entertainment possibilities including motorised screens and drop down speakers, all controlled by a portable touch screen which has been discreetly concealed."

Marine

Winner: **Dawsons AV Marine for the Sunseeker 37m Tri-deck** a project with many unique elements. The brief was to design and install the most technologically advanced Sunseeker ever, using the latest and greatest Crestron products available in the AV industry, whilst ensuring the consistency of the look and feel of Sunseeker International vessels.

Best Integrated Home System

Winner: **Flaming Box for PPG7 House**"a complex job that caught the judges eye from the start."

Best International

Winner: **Creative Home Cinema for French Chalet Megevean** enviable install. This Chalet has been installed with varies forms of audio and visual technology, even in the sauna room. In boasts a drop down ceiling mounted plasma screen and surround sound to give an overall relaxing atmosphere."



Go **Crestron**

[TOP ↑](#)

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

[TOP ↑](#)



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

[TOP ↑](#)

A little about Gary Kaye, CTS, Chief Visionary, Kaye Consulting, Inc, and founder of rAve Publications:

Gary Kaye, CTS is chief visionary at Kaye 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 Kaye 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.

TOP ↑



Newsletter Options:

- [Click here to subscribe and receive our newsletter regularly](#)
- [Click here to send us your feedback or company news at \[rAVeEurope@gmail.com\]\(mailto:rAVeEurope@gmail.com\)](#)
- [Click here if you are interested in the home A/V market in Europe](#)

TOP ↑