



For Europe's Pro AV integrators in a Networked World

Volume 4, Issue 34 - August 31st-6th September 2008

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Industry News

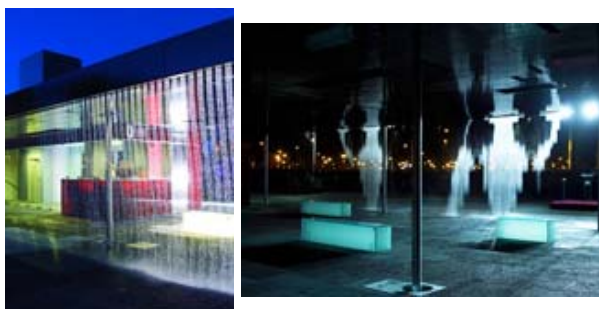
It's Raining Walls in Zaragoza

How to make fluid, reconfigurable architecture? Programmable water walls could be next. An MIT-designed building with walls made entirely of water opened with the Zaragoza World Expo in Spain.

High-speed computer-controlled solenoid valves generate "water walls." They can take varying shapes, display patterns,

images and even text. And respond to input from sensors. Doors, for example: When you walk up to them, water walls can open, and then seamlessly close behind you.

The concept of digital water is like a large scale inkjet printer: The opening and closing of valves, at high frequency, produces a curtain of falling water -- a pattern of pixels created from air and water instead of illuminated points on a screen. The entire surface becomes a one-bit deep digital display that continuously scrolls downward.



All of the walls of the pavilion are made of digital water, along with vertical partitions on the edge of the roof and inside it. The only solid element of the pavilion is the roof -- a high-tech, 400 mm thick moveable structure covered by water. The roof rests on moveable pistons and moves up and down depending on wind conditions. It can also be flattened into the ground, at which point the building disappears altogether.

Going forward, new combinations of sensor technology, embedded intelligence, networking, computer-controlled pumps and valves and other new technologies open up the exciting possibility of urban-scale, precisely controlled, highly interactive water."

The building contains 3,000 digitally controlled solenoid valves, several dozen pumps, 12 hydraulic stainless steel piston and a digital control system based on open source software.

Go [Digital Water, Zaragoza \(graphics\)](#)

Go [Digital Water, MIT Labs \(tech release\)](#)

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Google's Own Browser, "Chrome"

The browser is the key to accessing web apps, so it's no surprise to see Google jump into the development of browser technology.

And, of course, when they jump feet-first they land right on top of Microsoft and Internet Explorer.

After two years of development, you can now download "Chrome," Google's own web browser. Chrome, says Google, is a more stable and secure environment (a tab can crash without freezing the browser) with improved speed and performance (from V8, a new Javascript engine.).

Google co-founders Larry Page and Sergey Brin say browser technology is fundamental to their company's success. Trying not to offend its partner Firefox, Google officials say Chrome isn't supposed to be a web OS, but instead a better browser vehicle for next gen web apps. (Google's ambitious Google Apps that delivers apps via internet, is a major threat to Microsoft's Office/Exchange platform.)

Google releases Chrome as open source hoping it may be improved by other open source developers-- while simultaneously putting pressure on market leader Microsoft to innovate faster. Google doesn't want Microsoft to develop IE in any direction Redmond chooses, thereby controlling the browser experience for its own interest. No, Google would rather have that opportunity for itself.

Chrome is now available as a free download.

Go [Chrome](#)

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Displays & Mounts

Miele Domesticates Barco's MegaCADWall

German high-end household appliance maker Miele wants to have a visualization system as a collaboration center, a presentation display and an immersive VR environment.

So Barco worked together with integrator Erben to develop a unique 3D stereo system with multi-windowing and tracking capabilities.

For Miele's specific needs, Barco made a 3-sided MegaCADWall solution. With 8 three-chip DLP 3D stereo projectors and XDS-1000 display management system, the MegaCADWall renders both 2D and 3D sources simultaneously in multiple windows. Its Windows interface and mouse and keyboard operation allow direct access to control all local and networked sources.



In immersive mode, Barco's three-sided MegaCADWall can simulate a kitchen environment to test the look and feel of a complete kitchen design at Miele's Design Center. Or the main screen can be used for detailed, 1:1 or enlarged product rendering while the side screens contain other vital information such as spreadsheets, diagrams and remote sources.

For the 3D stereo part, Barco's projectors use active Infitec. Active Infitec is a cost-effective stereoscopic technology (no investment in expensive glasses) and is unique to Barco's three-chip DLP projectors.

Barco's MegaCADWall caused a major paradigm shift in the way we look at design and can imagine what a future appliance will look like," acknowledges Andreas Enslin, head of Miele Design Center, "The system has not only met but exceeded our expectations. The speed that we have gained will result in a significant increase of our accomplishments and working range."

Go [Barco at Miele](#)

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DLP Shows Innovations at IFA

DLP brought their latest innovations to IFA Berlin-- including the industry's first lamp-free home theater projector, a 3-D projector, projectors featuring filter-free designs, a pico-projector that fits in the palm of your hand and several other projector innovations.



IFA press reacted most to the 1080p LED-based, 700-lumen home theater projector to be built by Delta in Taiwan and to be sold by Optoma, Vivitek and others.

I could tell you about it but DLP has already done a great job by uploading videos (in separate English, French and German versions) to tell you all about it.



Go [DLP and See their IFA Innovations Video](#)

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Control & Systems Integration

\$20,000 for D -Tools Design Awards 2008

D-Tools, known for its system integration software, announces its annual contest for excellence in system integration projects that use D-Tools SI 5.

Sponsors support awards in four categories: Best Overall Project, Best Residential, Best Commercial, and Most Unique (Residential or Commercial).

Winners will be selected by the D-Tools development team and D-Tools Certified Partners. The winning entries will be judged on number of criteria, including originality, most thorough use of D-Tools' software functionality, overall visual quality of designs, plans, and schematics; and which projects best communicate the system designer's vision. Winners will be announced this November at D-Tools University (DTU) in USA.

Go [D-Tool Awards](#)



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Digital Signage

Worldwide: \$2.7 Billion in Ads by 2013

NSR's report: "Global Market for Digital Signage" says the industry (the majority of deployments and revenues globally from retail, hospitality, healthcare and transportation) will grow from an estimated installed base of about 210,000 sites in 2007 to more than 850,000 sites by 2013.

Revenues from advertising, although difficult at first, have picked up considerably with advertisers recognizing the impact of the medium on consumers, especially in retail locations such as malls and supermarkets.

The global industry is expected to grow to \$2.7 billion at a healthy rate of about 18% from its current estimated figure of nearly \$1 billion annually in advertising revenue.

Go [NSR "Global Market for Digital Signage"](#)



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Audio

Google Whitespace "No Shure" Thing

In favor of anything that adds more traffic to the Net, Google has been lobbying hard in USA for the FCC to turn loose the "white spaces" -- unused and unlicensed frequencies between broadcast TV channels -- once the conversion to digital TV is complete in February.



Now it's asking the public to join in.

On a new website (Free The Airwaves), Google asks its Googlefans and other net users to sign a petition (or post a video on YouTube) to badger the FCC to make that spectrum available for unlicensed use. Google and the Wireless Innovation Alliance say the spectrum is the best answer for broadly available wireless net access.

Why is this not a no-brainer? What's making Google work so hard?

The entertainment industry and its suppliers (from NAB, the Grand Ole Opry, the National Football League and even religious ministries) argue that unlicensed use of the white spaces could degrade TV signals and use of wireless microphones.

Google & Gang think technology can find its way around these issues, but the first efforts met with mixed results in tests.

So AV companies like Shure are now battling the world's richest high tech company and its ability to wage "net war" in search of its spectrum.

Go [Free The Airwaves](#)

Go [Shure's Position](#)

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Audica Professional in Warsaw University

Warsaw University of Technology's most historic and prestigious rooms, primarily used for conferences and recognized as a flagship conference facility in Warsaw, are graced by Audica Professional loudspeakers and amplifier/controllers.

Tommex, Audica Professional's exclusive distributor for Poland had to merge technology with the elaborate historic architecture of the room. Tommex proposed Audica MICROline and MICROpoint for their slim shape and neutral color. The University accepted this proposal aesthetically, but the system had to be proved with the acoustic modeling before even a mark could be made on the historic walls.



The system in the 8m-high auditorium uses a distributed system, with ten MICROlines in pairs forming the basis of the system. MICROlines ability to be directed as required by their unique mounting bracket with no fixing or wires showing was an important feature in meeting both aesthetic and acoustic requirements. The MICROlines are controlled and driven by three MICROzone controller/amplifiers.

Tommex added a pair of larger Dynacord D8 loudspeakers at the front to provide focus. Audica Professional MICROpoint loudspeakers provide additional fill and Klark Teknik electronics were used for signal processing and room equalisation.

Although not a large installation, Tommex says this is one of the most demanding it has completed this year.

Warsaw University of Technology (Politechnika Warszawska) is the oldest technology university in Poland, founded by visionary Stanislaw Staszic.

Go [Audica & Warsaw University of Technology \(in English\)](#)

Go [Tommex & Politechnika Warszawska \(in Polish\)](#)

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Presentation Products

Interactive Whiteboards Now To Hit \$1 Billion Mark

A new report from Futuresource Consulting says sales for the interactive whiteboard market will explode to with 600,000 boards installed across the globe during 2008, a value in excess of US\$1bn.

Driven by continued technological developments, and with one in six classrooms worldwide forecast to be using the technology by 2012, interactive whiteboards are taking the classroom by storm. These devices hook up to computers and projectors to create large touch-sensitive displays which integrate AV, graphics and text into the lesson structure, improving learning by illustrating new concepts clearly and effectively, increasing pupil motivation and aiding in lesson flow.



"This technology is ideal for classrooms as the teacher no longer has to arrange large groups around a single computer screen," says Colin Messenger, Senior Consultant, Futuresource, "and governments are recognising this potential, with record-breaking sales recorded last quarter – up more than 40% on last year and the largest since we started tracking this market seven years ago."

In the 66 countries covered within the report, Futuresource calculates there are over 37 million classrooms: a huge

market potential for companies operating within this sector.

"Do not be put off by the adage that 'there is no money in education'", says Messenger, "governments will often find the money to supply thousands of boards. . .

The manufacturer who is first to market can be the long-term winner, simply by establishing itself in governments' education departments. Countries with few interactive whiteboards have no legacy to follow and can decide on any technology, configuration or brand."

In volume terms, in the last three months, the US currently leads the way, with more than four times the number of boards of the country ranked second, the UK.

Moreover, the combined markets of the US, UK and Mexico account for more than 70% of the worldwide interactive whiteboard installed base, with the remainder spread across more than 60 different countries.

By 2012 Futuresource predicts 80% classroom penetration in the UK, with volumes for EMEA six times greater than in the UK. Looking to Asia, the region has yet to fulfill its enormous potential, though more than 150% growth is forecast for 2008, with the majority coming from China and India. Australia and New Zealand also have their success stories.

Go [Whiteboard Boom](#)

Go [Watch a Whiteboard Demo \(Hitachi\)](#)

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Document Camera & Presentation-PC in One Device

Plug-and-play, versatile and easy to operate – the document camera is still the most flexible presentation tool in the boardroom, auditorium or in class room.

Now Samsung combines the document camera with a Windows-PC to create a device with all-in-one functionality.

The UF-130DX offers:

- all kinds of documents, objects, books, slides, radiographs etc. can be shown on large-scale display
- the integrated Windows-PC can open Office-files (PowerPoint, Word, Excel and PDF), videos and Internet pages
- the analog and the digital image output support all kinds of displays (plasma, LCD-monitor, projector)

The high res HD video camera offers 1280 x 720p at 30 images per second and the pivoting LED-lamp illuminates the templates, so that even in badly-lit rooms you can present without difficulty. The 14x optical zoom shows even small details, especially important for 3-dimensional objects (e.g., the physic lesson or product presentations).

This Presentation Station can become a presentation PC. Mouse and keypad can be connected via USB. The OS (Windows CE) is pre-installed along with an Office Viewer to open PowerPoint as well as Word, Excel and PDF. The Windows Mediaplayer is also pre-installed. Even Web pages can be selected with the integrated Webbrowser.

The PC doesn't work with a hard drive but with an internal memory chip where presentation files can be stored over the network interface or over any USB stick.

For multimedia presentations, the speaker/ teacher can show (at the same time) both the PC picture and the camera picture while keeping the mixed mode with the picture-in-picture function. Two picture outputs also allow the Presentation Station to supply two monitors or projectors, namely the PC picture and the camera picture apart from each other.

COMM-TEC exclusively distributes Samsung document cameras in much of Europe.

Go [UF- 130DX](#)



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Atomoo Offers Re-occurring Revenue as MSP

Atomoo brings to CEDIA its new Managed Home solution, a real-time monitoring product. It polls the system every few minutes so it lets you actively monitor and manage a client's network to be sure devices, such as computers, control systems, printers, firewalls, internet access and security are operating properly.



Acting as a Managed Service Provider, Atomoo offers training and personalized business coaching, and site-based subscription pricing.

OK, it's for USA market now but the concept seems to be a good one.

Go [Atomoo](#)

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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.

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

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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). 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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