



For Europe's Pro AV integrators in a Networked World

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Industry News

- [The Display That Could Spell the End of Paper?](#)
- [Barco's Annual Innovation Weeks](#)
- [New Extron EMEA HQ is 5X Larger](#)

Displays & Mounts

- [PPDE's New 11 Series of 720P HD Plasmas](#)

Projection & Screens

- [World's 1st 2- channel, 10 MP 3D Stereo Setup](#)

Residential Systems & Digital Home

- [Optoma Introduces its Pico Projector](#)

Control & Systems Integration

- [AMX's NXD-500i , 5" VoIP Touch Panel](#)

Audio

- [Barack Obama Rocks Berlin with Meyer Sound](#)

Digital Signage

- [Page-Flowing Interactive Counter at IFA](#)

Conferencing

- [Teleris: How Meetings Will Change](#)



[Click above for more information on DLP](#)

Industry News

The Display That Could Spell the End of Paper?

Wall Street is excited about a new display heralded as a "game-changing device". Can it really transform the way we publish, distribute and consume content?

The Plastic Logic reader is thinner than a pad of paper, lighter than many business periodicals. At the size of an American sheet of paper (8-1/2" x 11), investment bankers think this could finally be the alternative to paper. The

company eschews the consumers that Sony and Amazon chase for the business executive.

"Research confirms professionals read much more business content than recreational content. They require access to all formats of digital content at their fingertips, and want a large readable screen," says Plastic Logic CEO Richard Archuleta.

Plastic Logic's display technology, first developed at Cambridge University, uses high res transistor arrays on flexible plastic substrates, manufactured at a low temperature.

The Company will open (next week) the world's first commercial-scale plastic electronics manufacturing facility in Dresden and start churning out what it hopes to be a very large quantity of Plastic Logic readers.



Plastic Logic wants to lead a revolution in the way people acquire and consume digital information: but we think they ought to start by finding a cooler name than "Plastic Logic Reader". How many "Apple Music Logic Players" would have sold if Steve Jobs stuck with that label?

But think about this: remember in the 80's when France Telecom boldly gave out Minitel terminals instead of phone books? They leapfrogged into the future.

And Wall Street is betting that some publishers (struggling to come to grips with digital) may just find it easier to surrender print and provide or sell the enviable "Plastic Logic Readers."

Uh, that clunky name (Plastic Logic Readers) definitely has to go...

Go [The Display That Could Change Publishing \(if it Changes its Name First\)](#)

TOP +



[Click here on PROJECTA for more information on projection screens and presentation furniture](#)

Industry News

Barco's Annual Innovation Weeks

Barco's annual Innovation Weeks will showcase the trends in pro visualization for a variety of end-users, channel partners and consultants. It also gives them a unique opportunity to discuss ideas and challenges with Barco professionals face to face.

This year's Innovation Weeks run in Kuurne, Belgium from September 22 until October 3.

Go [Sign up for Barco's Innovation Weeks](#)

TOP +

New Extron EMEA HQ is 5X Larger

Extron EMEA office moves into a new 25,000 square meter facility.

Jerome Gueras, VP Sales EMEA, says, "Our new facility features more warehouse space with a new infrastructure for shipping and receiving, a larger sales office, a state-of-the-art training facility, and a repair centre equipped with the latest technology. The new office also includes an expanded marketing department, allowing us to provide a growing list of catalogs, brochures, and Web sites in local languages.



"At more than 5X the size of our previous building, it will enable us to continue to provide our customers throughout EMEA with the industry-leading service, support, and solutions they have come to expect."

Go [New Extron EMEA HQ Announcement](#)



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Displays & Mounts

PPDE's New 11 Series of 720P HD Plasmas

Panasonic Professional Displays Europe (PPDE) introduces a new 11 Series line-up of 720P HD plasma displays (42" and 50").

The 11-series plasmas are the first models with a contrast ratio of 15,000:1, says Panasonic. Also new to the 720P models is improved video processing (now on par with their 1080p panels), which clear motion images with the equivalent of 4096 shades of gradation.

While these models maintain the Panasonic plasma essentials shared by their 10-series, the new 11 series HD Pro plasmas also have a new bezel design and are equipped with feature enhancements focused on digital signage (e.g., Text overlay, Adjustable menu position, Advanced multi-screen capability, Vertical mounting and Enhanced screen saver functions).

The 11 Series have an expected service life of up to 100,000 hours (from the 60,000 hours provided by 10-Series HD models).

The TH-50PH11 is available in September 2008. The TH-42PH11 will be available in October 2008.

Go [PPDE's New 11 Series](#)



Projection & Screens

World's 1st 2-channel, 10 MP 3D Stereo Setup

Barco creates the world's first 10 megapixel setup in passive stereo 3D. Commercial applications of this technology include industries that need the most realistic detail in 3D (automotive, engineering, scientific research and oil and gas industries).

Their LX-5 projector (debuted late 2007 as the world's first 10MP projector) breaks new ground with its integration in Barco's CADWall concept. For this purpose, it was optimized for a passive 3D stereo setup.

Barco's CADWall concept is a multi-projector display system with a high pixel density that consists completely of Barco technology. Apart from projectors, other system components include a superflat high-contrast screen, mechanics, and both display management hardware and software.

By adding the LX-5 to the projectors that can be used for this system, Barco has set a new benchmark by requiring only two channels to create a vivid 10 megapixel 3D stereo image.



The passive 3D stereo CADWall setup with two Barco LX-5 projectors was debuted at Tokyo's Industrial Virtual Reality show. Barco has decided to show this setup during its Innovation Weeks in Kuurne, Belgium.

Residential Systems & Digital Home

Optoma Introduces its Pico Projector

Optoma introduces its Pico Projector and you can see the video.

Despite being smaller and lighter than many digital cameras and smart phones the Optoma Pico Pocket Projector enables users to share images and videos from their media devices at up to a maximum of 60".

Based around the latest LED illumination advances and DLP technology, the Optoma Pico Pocket Projector, says Optoma, combines high contrast images with a 20,000 hour lamp life, long battery life and simple operation.

Go [Optoma's Kevin Shih Shows Pico at IFA](#)



Control & Integrator Solutions

AMX's NXD-500i, 5" VoIP Touch Panel

AMX expands its portfolio of widescreen intercom enabled touch panels with the new 5" Modero Wall/Flush Mount Touch Panel with intercom.

AMX says the NXD-500i is the most advanced 5" touch panel for control in the world. "Rashid Skaf, president and CEO of AMX notes, "The panel is our first power over Ethernet panel, and so over a single Cat5, we are now providing voice, audio, video, control and power..."

Measuring only 2" deep and connected with just one cable for audio, video, voice, data and power, it is also one of the simplest panels to install.

The touch panel displays motion JPEG over IP, integrating a digital, full- duplex intercom for panel-to-panel communication via any other "i-Series" Modero Touch Panel and the AMX Metreau Entry Communicator. The NXD-500i is ultra thin and can be installed inside 2" walls with a new mounting system with locking tabs for quick installation.

The NXD-500i can also come pre-packaged as part of the newly launched AMX Communications EXPerience Kit. The kit also includes the NI-3101 Signature Series NetLinx Integrated Controller, the Stainless Steel Metreau Entry Communicator and the PoE Injector providing video and voice communication from the front door or gate.

Go [AMX NXD- 500i](#)



Audio

Barack Obama Rocks Berlin with Meyer Sound

More than 200,000 attendees (and broadcast to most European countries as well as the USA) made Barack Obama's speech in Berlin historical—the largest draw ever for a potential American president outside USA.

Westfalen Sound was called upon by Obama's campaign to plan this event. "We were very excited when we received the call about this historic event," explains Carl Cordier, MD Westfalen Sound, "Especially so after looking at the challenge of covering this vast area at the Berlin Victory Column with uniform and precise SPL. With the world seeing and hearing Obama's speech via our audio feeds to more than 180 TV and radio stations worldwide, it was very important that no aspect was left to chance.

"In the area in front of the Victory Column and along the 2 km (1.25 miles) of the street, we set up Meyer Sound systems comprising over



BERLIN--"Chancellor, if you look closely you can see the Meyer Sound M'elodie right over there..."

100 self-powered loudspeakers," continues Cordier. "Since each area had its own special requirements, we deployed MILO, MICA, M'elodie, CQ, UPM, 600-HP and 700-HP loudspeakers to match the needs. It was also paramount that we had uniform consistency in the coverage and that all the systems were similarly voiced. On top of this was the task of having the entire setup accomplished in a very limited time frame."

"It is incredible how many phone calls I received after the event from broadcasters, spectators and others congratulating me on what a great job we did and that they understood every word," Cordier concludes. "To say that Westfalen is a satisfied customer of Meyer Sound would be an understatement."

Go [Westfalen Sound](#)

Go [Meyer Sound in Berlin](#)

TOP +

Digital Signage

Page-Flowing Interactive Counter at IFA

This interactive counter has the sex of the Microsoft Surface computer with the retail brain of a Wal-Mart. And it comes from Italy... (the Microsoft Surface was code-named "Milan.")

Shown in Germany at IFA, the Globalstore Interactive Counter can automatically recognize or mark objects you place on its countertop. A salesperson can put a product on it and it calls up info, specs and price. You can also call up photos, connect to internet and (my favorite) turn pages in a digital catalog with the wave of your hand.

The counter becomes a mash-up that weds the selling process with sales/product info. It's so impressive, I think some people might even buy something just to see it in action!

Were you waiting for Microsoft to market Surface in Europe? Don't. Take a look at this first.

OK, there's not much of a web site (just a logo up) so you'll need to email them your questions. Or fax: +39 051 401 238.

Go [Email Globalstore for details](#) info@globalstoredesign.it



TOP +

Conferencing

Teleris: How Meetings Will Change

Petrol is going up, airline companies are going down (in customer service as well as economic position). The Channel Tunnel is catching on fire. What's a company to do?

How about telepresence technology to connect global executives and reduce business travel? Mack Treece, President of Teleris, gets to share his telepresence concept with Forbes magazine.

What's interesting here is that this is one of the few telepresence demos where the focus is not the quality of the image or sound. Instead Treece is concentrating on the experience of the meeting and the tools that enhance that experience.

He's trying to raise telepresence from an audio/video exercise to an interactive communication. For example, the Teleris add-ons like surface computing that add an extra collaborative dimension to the conferencing experience. He's concentrating on the meeting, not the medium.

Bravo!

Go [Check Out the Video](#)



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: rAVeurope@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 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.

[TOP ↑](#)

An advertisement for DLP (Digital Light Processing) technology by Texas Instruments. It features a close-up of a hand holding a small, square DLP chip. Below this, there is a circular lens or projector head. The text 'DLP TEXAS INSTRUMENTS' is visible. At the bottom, it says 'See it and experience your presentations...'.

See it and experience
your presentations...

.....THANK YOU!.....

An advertisement for AVFOCUS 2008 Travelling workshops. The graphic features a stylized map of Europe and Russia in the background. Overlaid on the map is the AVFOCUS logo, which consists of a large 'AV' in red and white, followed by 'FOCUS' in black. Below the logo, it says 'travelling workshops 2008'. At the bottom, in large red letters, it says '2008 Travelling workshops Russia, CIS & Eastern Europe'.

2008
Travelling workshops
Russia, CIS & Eastern Europe

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[TOP ↑](#)

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