



For Europe's Pro AV integrators in a Networked World

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Industry News

[IBC: The Brave New World of 3D](#)



IBC broke its own records for its Broadcast love-fest. Attendance reached a record of 49,250 who visited 1400 exhibitors.

The 1800-seat world class Big Screen theatre at IBC was active showing AV innovations. Phil White, Director of Technology & Events says "I am so pleased that we have been able to continue our cutting edge visitor experiences, with both a world first international Super Hi-Vision live transmission and a world first HD 3D transatlantic transmission featuring Jeffrey Katzenberg live from the lagoon at DreamWorks".

IBC attendees did indeed watch and listen in 3D as this year's International Honour for Excellence went to Jeffrey Katzenberg, CEO of DreamWorks Animation. His acceptance speech came in on a special HD 3D video link-- a natural lead-in for his favorite topic: 3D.

Katzenberg predicts all movies will be in 3D within "a reasonable period of time" and says 2-D films will be "a thing of the past."

When Katzenberg spoke(from the famous DreamWorks Animation campus in America) the delegates who filled the theatre were wearing 3D glasses. Katzenberg says innovative glasses are the first step in the 3D revolution. "They're at a point where makers will introduce a transition lens that where you go outside its your sunglasses, and when you go into the movie theater it transitions into 3D glasses."

He adds, "People are going to own their own glasses. I think from a fashion standpoint and a coolness standpoint people will want to have their own glasses. I think that will be among the many changes that will come along." DreamWorks Animation is collaborating with luxury eyeglass firms Luxottica and Oakley.

He predicts 3D will roll out into "all facets of our lives and our culture," including the Internet, laptops, computers and handheld devices.

During his speech, Katzenberg showed a 3D test clip from "Kung Fu Panda" and a scene from the firm's first digital 3D title, "Monsters Versus Aliens."

This July DreamWorks cut an important deal with Intel to mutually advance 3D technology.

Go **DreamWorks**

Go **No Moore, Now Its Shreks Law**

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CERN Raps as It Taps Universe's Secrets

If you are reading this, we can assume the world didn't end when CERN scientists started up their huge particle-smashing machine to recreate the conditions of the "Big Bang."

CERN tried to make a joke out of criticism but some Nobel scientists did truly argue that experiments using the Large Hadron Collider --the biggest and most complex machine ever made—might not only unlock secrets about the universe and its origins but could also create tiny "black holes" that could suck in the whole planet. Wow.



At the European Organisation for Nuclear Research where they spent more than 10 billion Swiss francs to build it, they call it the Large Budget Collider. But here, in rAVE Europe, the debut of the LHC (and their search for the "God particle" is less important to us than how they went about popularizing their expensive tax-paid experiment.

A young woman at CERN wrote a "CERN RAP" and talked her geeky colleagues into frolicking in "rapture" about the LHC. They popped it on their web site and it hit YouTube. Kate McAlpine, 23, code "alpinekat" in the clip, stars with her friends in a YouTube video now downloaded far more than 500,000 times.

Written during her 40-minute commute from Geneva to CERN, she recorded her rap acapella into her laptop and friends took the vocal track, produced a dance track, and added a geek-style voice for extra effect.

By now you are thinking "Fascinating but why is he telling me this?" And the answer is: most of us are still stuck in the

static AV world before internet. Today, if asked to apply AV to help CERN solve its PR problem, we would have recommended a large plasma for the lobby.

Instead, we should be the ones recommending the content solution, finding the right rapper & sound studio, and then selling a network of plasmas that should play this around all of CERN to visitors. Then we should convince them how top class AV is a continual need in their business: to communicate internally as well as externally. In fact, let's call it a "Large Digital Signage Collider" that matches the scope of their organization. Then we should sell their content to other networks of content (and vice versa). OK, that all may be too much for you right now...

Then, how about this? The CERN rap proves that corporate and institutions need AV more than ever as it is becoming not an alternative but the standard way to communicate. Any company, large or small, should be running more AV than ever. Now that should fill a very big black hole.

Go [Rap with CERN](#)

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Displays & Mounts

Flexible LED Display Wins PLASA Award

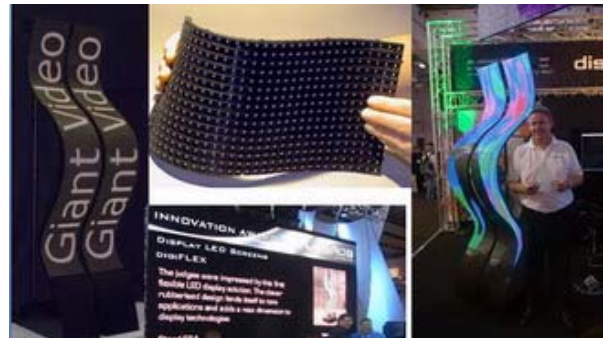
digiFLEX, the first fully flexible LED video display, won an Innovation Award at this year's PLASA. digiFLEX combines high-res full colour video capability with a flexible architecture.

Modular in design, digiFLEX uses LEDs mounted onto a flexible PCB. It has a 10mm pixel pitch and 2000 Nits of brightness for video resolution in a compact, easy to use form. digiFLEX tiles measure 320mm (w) x 160mm (h) and flex smoothly horizontally and vertically and weigh less than 6kg per square metre – less than 10% that of a traditional LED display.

digiFLEX tiles can be used as a skin for pre-formed curved metal surfaces, its magnetic mounted making it quick and easy to install.

The system will accept all inputs including HD. The feed from the control system is DVI but it can accept anything a digiPRO, digiPRO HD or digiPILOT would accept.

Go [Bend It, Shape It, Any Way You Want It](#)



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NEC's New 9" Wide- Format LCD Module



NEC Electronics (Europe) introduces a new 9.0-inch (23 cm diagonal) amorphous- silicon TFT LCD module with WVGA wide-format resolution to meet the rising demands of various industrial applications.

An ultra-wide viewing angle of 176 degrees (both horizontally and vertically), high luminance of 350 candelas per square meter (cd/m²) and high contrast ratio of 800:1 are realized through NEC LCD Technologies' own UA-SFT technology, which boasts high transmissivity and wide viewing-angle properties.

A wide operating temperature range (-20 to +70°C) allows operation in extreme conditions.

In addition, the company also offers a new 10.4" color TFT LCD module, with SVGA resolution with high visibility even in

high ambient light (by proprietary super-transmissive, natural-light TFT (ST-NLT) technology).

Go [TFT LCD module with WVGA resolution](#)

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Projection & Screens

First Lamp-Free 1080p with Liquid Cooling

"Chilin..." what a great name for a company making its way in OEM on its liquid cooling technology.

A new Chilin Technology projector features Luminus PhlatLight LED in place of a conventional UHP lamp, as well as the latest Texas Instrument 1080p (1920x1080) DMD technology. The projector requires a thermal management system that breaks with tradition: so meet the first Lamp-Free Full HD Home Theater Projector with liquid cooling on the market.

With 600 ANSI lumen and >100,000:1 contrast ratio, Chilin says it can deliver 128% NTSC color gamut, 80% greater than conventional UHP projectors.

The Phlat Light LEDs operate at a high electric current of 30A with far higher heat density than current LED application. Chilin's liquid cooling technology dissipates heat directly by water to keep the PhlatLight LEDs at a consistent, low temperature. This technology allows "no lamp replacement". Chilin expects to achieve up to 50,000 hours under its liquid cooling technology.



Go [Chilin](#)

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World's Smallest Micro-miniature Projector



SCRAM Technologies (USA) and MDS Technology (Korea) jointly developed the world's smallest micro-miniature projector that's only t3 cubic centimeters in volume.

This projector can be built into mobile telephones and other portable electronics to project photographs and animated pictures up to 12 inches in diagonal. Miniaturization is possible with electronic circuitry only 5mm by 5mm.

SCRAM and MDS have also jointly developed miniature personal projectors that are 8, 80 and 298 cubic centimeters in volume. Each product can vary in length and breadth, depending upon the application. Besides mobile telephones, notebooks and digital cameras, these projectors may be embedded into digital video devices and digital picture frames to show both moving and still images.

The Japanese trading company Shinsei Corporation will market these miniature personal projectors with initial product introduction in 2009.

Go [Micro-miniature projector](#)

Rental & Live

Barco's New Program for Systems Integrators

Following the success of its worldwide rental partner network, Barco wants to establish a dedicated worldwide network of system integrators to serve the fixed installations market.

These system integrators will provide local services for the entire range of Barco's video and lighting products.

Through a Partner Program, Barco will now offer its portfolio of video and lighting products to both Live Events and Fixed Installation markets. The product portfolio includes digital projection, image processing, indoor and outdoor LED solutions, creative LED, plus lighting and show control products (via Barco's recent acquisition of High End Systems).



Corporate foyers, hotels, theaters, airports, large shopping malls and architectural landmarks are examples of Barco's video and lighting solutions in the fixed installations market.

Stephan Paridaen, President of Barco's Media & Entertainment Division says, "Our goal is not only to present a unified organization to our rental partners and system integrators, but to enhance the way that they can partner with us for video and lighting projects". He continues: "We are as committed to the new channel as we are committed to our rental partner channel. The new channel for the fixed installations market is directly patterned on our track record of success in the Live Events marketplace."

Go [Barco's Partner Program](#)

Digital Signage

Cayin Launches SMP- WEBPLUS players

Cayin Technology releases two new products: touch-enabled player, SMP-WEBPLUS-T, and DVI-supported player, SMP-WEBPLUS (LB-500).

SMP-WEBPLUS-T supports HID Compliance touch panel devices and is verified with touch panels from Elo, Lumio, and NextWindow. By incorporating players with compatible touch panels, you can easily create an interactive public display network.

In addition to the touch-enabled product, CAYIN also releases another new choice, SMP-WEBPLUS (LB-500), to enhance the web-based digital signage player family for more applications. Compared to the original product, LB-500 is lighter, compacter, and easier to fit into space-limited environment.



Go [Cayin Technology](#)

Presentation Products

DARIM and ILS Cooperation Shown at IBC

Darim and ILS showed the product of their cooperation for the first time at IBC. The intelligent lecterns from ILS were shown housing Darim's VR Presenter technology. This software (now inside the lectern) allows for instant delivery, recording and streaming of presentations and lectures.

Through automated user friendly touch control, the presenter can capture video image, data and video mix into a single XGA output to project and to stream over IP.

This new generation of presentation delivery tools enables a presenter to take care of the total system operation by himself. Remote viewers can watch a full XGA picture over standard ADSL connectivity.



Go [Darim & ILS, Presented Together](#)

Move Video to Adobe's Flash



Battling Microsoft's Silverlight for the rich media space, Adobe Systems will offer Adobe Flash Media Encoding Server, a software to move video content to Adobe's Flash format.

This software makes it easier for users of Windows Media and other formats to make the conversion to the Adobe platform. This could be particularly beneficial as Adobe takes on Microsoft's Silverlight browser plug-in technology in the rich Internet application realm.

Video originating in formats such as Windows Media, MPEG-4, and H.264 will be encoded or trans-coded to FLV or F4V file formats for playing video in the Flash runtime. Pre-processing filters in Flash Media Encoding Server perform color space conversions, normalize audio, and sharpen video.

An example of corporate use would be a Web site where employees can create videos for training, meetings, and marketing.

Flash Media Encoding Server will ship by end of 2008 at approximately US\$6000.

Go [Flash](#)

TLS Multi Control at WorldDIDAC



TLS Communication will be present again at WORLDDIDAC Basel, the meeting point for the international education and training industry. The company's special highlight will be the new TLS QuickControl where even untrained users can control the technology and concentrate on their presentation.

The most recent innovation-- TLS Pathfinder Control --combines state-of-the-art technology with very easy handling. Connecting a computer and then a keystroke are sufficient to present the participant's contribution via projector or interactive board.

Go [TLS Communication](#)

Residential Systems & Digital Home

Marmitek's Connect225

The Marmitek Connect225 A/V selector connects your customer's TV, surround system, stereo set, game console, camcorder, laptop, DVD-player, DVD-recorder, decoder, satellite receiver, set-top box etc.

There is only 1 cable from the TV to the Connect225 to connect A/V devices once-only. Switching between the connected sources is done by button of your remote control. No more switching cables.

The Connect225 automatically selects the switched-on source for optimal user friendliness and links the sound of this source to the audio for home theatre experience (Dolby Surround).

The Connect225 has 1 RCA and 3 SCART inputs and 1 RCA and 2 SCART outputs. You can watch one source while the signal of a second source is recording.

Suggested consumer retail price (remote control included) of 49.95 Euro.

Go [Marmitek BV](#)



Feature

Meet John Husa, Projecta's MD

By Bob Snyder

RAVE EUROPE talks to John Husa, the recently-appointed MD of Projecta BV. For more than 50 years now, Projecta has been a leading international manufacturer of projection screens. With its headquarters in the Netherlands, Projecta has been part of the US-based Da-Lite Screen Company since 1991.

In 2003, the company earned the ISO 9001-2000 quality certificate. Projecta is also an active member of CEDIA (Custom Electronic Design and Installation Association).

We recently met with Husa to discuss the opportunities and challenges of taking on the helm at Projecta BV.

RAVE EUROPE: John, you have been at Projecta now for just a few months. What's your first impression?

Husa: "From the very beginning, the high morale and dedication of Projecta employees, the modern manufacturing facility, the high level quality of the products and the commitment of everyone to continuous improvement have been truly impressive.

RAVE EUROPE: How are you settling in to the job of Managing Director?

Husa: "My predecessor, Peter de Kroon, has done an excellent job in facilitating what has been a very smooth management transition. With the transition completed, we are now in a position to further improve upon the significant accomplishments over the years in terms of quality, customer service, product development and wide product range. In support of this goal, we will soon begin with a rigorous and comprehensive continuous improvement program in September of this year that will affect all areas of our organization. Projecta already enjoys a reputation for the highest quality, best customer service, shortest lead times, largest product selection and top delivery performance in Europe. We now intend to raise the bar even further."

RAVE EUROPE: What do you think will be the biggest challenges you will face?

Husa: "We need to be consistently steps ahead of new entrants into the market who may offer low prices, but cannot supply a wide selection of quality products with short lead times and excellent customer service. The program we are now developing at Projecta is designed to clearly emphasize the higher value-added Projecta advantage for our customers."

RAVE EUROPE: What skill set helps you the most when you are in the office?

Husa: "We are doing business with so many companies across EMEA and the world that multi-national, multi-cultural experience is essential. The experience gained from living 20 years in several European countries, first as a U.S. diplomat and later as a manufacturing industry executive, has prepared me well for this challenge."

RAVE EUROPE: How does an American come to speak Dutch and German?

Husa: "I began my career in Europe as a U.S. diplomat, serving first in Antwerp, Belgium and later in Bonn, Germany. In preparation for both of these assignments, I completed Dutch and German language courses. Of course, my marriage to a Dutch-speaking Belgian and a previous work assignment in the Netherlands has helped me stay in touch with the local culture."

Go [Projecta B.V.](#)



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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: rAVEurope@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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