



For Europe's Pro AV integrators in a Networked World

Vol. 4, No. 42 - 26th Oct. - 1st Nov. 2008

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#### Industry News

## ISE Exhibitors: Don't Fall for This Trick

You remember this one from the days of telex directories. It comes in the mail, looking very official. It seems to be your official listing in the ISE catalog as it mentions ISE and headlines "Exhibitors Directory in the Expo-Guide." The letter (with your name and address pilfered from a previous ISE catalog or a web site) says "The update of your pre-registered listing in our exhibitors directory is essential..." So fill in any changes in your details and send it back. Right....



Expo-Guide is not an official ISE publication. It may not even be a publication. The company behind this sleight-of-hand marketing seems to be from Mexico, but who knows? The campaign is so similar to a notorious German company and the bank named is in Spain.

You need to read the letter (not the form which people tend to grab first) before you see it is NOT affiliated with ISE. You also have to read it carefully to understand if you fill in and send back the form in the envelope provided (how kind), you will get a bill. It cautions you in the letter that the only FREE update is on-line. Except there's no link provided and if you Google search "Expo-Guide," you get links to other industries and other shows all complaining about these folks.

Exhibitors: Watch for an orange "EXPO GUIDE" logo. Read any form very carefully before signing. What can you do if you already filled this in, thinking it was official? Ah, thanks to the internet it is now easier for consumers to defend themselves from evil, misleading tactics.

Go [STOP ECG.org](http://STOP ECG.org)

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## InfoComm Goes Back to Orlando in 2009

The InfoComm 2009 conference will take place June 13 – 19 in Orlando. The Conference is June 13-19 and the exhibits June 17 -19.

Only three days of exhibits again, which makes it hard to see everything. Then again, this is probably not the year to ask manufacturers to cough up the cash for an additional day.

More than 1000 companies are expected to exhibit, and more than 32,000 attendees will fly into Orlando from all parts of the world. Most important, there will be more than 350 educational sessions, labs and workshops.

Go [Orlando](http://Orlando)

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**PROJECTA**

[Click above for more information](#)

## Projection & Screens

### Mitsubishi's Most Premium Home Projector

A premium projector for their Black Diamond Series, the new Mitsubishi calls the 1920 x 1080 pixel resolution HC7000 "the finest 1080p HD home projector available from Mitsubishi".

With a brightness of 1000 ANSI lumens, HC7000 is the first projector to feature a diamond black iris. Due to the short black-to-light response time and the newly developed compensator in the light channel, the contrast ratio is 72,000:1.



A full HD lens, more than 1 million colour spectrums, and a HQV™ Silion Optix chip, contribute to high picture quality. With full anamorphic setting modes, the vertical expansions and horizontal compressions of the HC7000 can easily be adjusted for viewing in all video formats.

The fan noise is just 17dB, the operating lamp life is 5000 hours, and the projector includes a password lock.

Go [Mitsubishi HC7000](http://Mitsubishi HC7000)

## Projecta's Van den Goorbergh Named to AV Focus Board



AV Focus appoints Rob van den Goorbergh, Projecta Sales Director for Russia, CIS and CEE, to the AV Focus Board of Directors. He joins executives from Mitsubishi, Panasonic and Kramer but is the only one who lives outside the region.

If you're not familiar with AV Focus in Russia, now's a good time to get introduced.

While as an industry we are gaining new respect for the size of the Russian market, we tend to forget the enormity of the Russia market. Eleven time zones should remind us, if not the fact that there are more than 1000 major cities, with 16 having a metro population of more than 1 million. (The most populated cities are Moscow, St. Petersburg, Nizhny Novgorod, Novosibirsk and Ekaterinburg.) Some while Moscow is the economic engine, in order to grow the Russian market one needs to hit the road and do the travel in a country 1.8X the size of the U.S.

AV Focus is a series of one-day AV seminars across Russia, CIS and Central Europe (I counted 34 in 2008.) This year, in addition to Moscow, AV Focus went to cities such as Rostov-on-Don, Stavropol, Samara, Omsk, Krasnoyarsk in Russia, as well as Ukraine, Belarus, Kazakhstan, Poland, Hungary, Czech Rep., and almost all the rest of CEE.

Organized by AV Club, a marketing agency specializing in the AV industry, these seminars bring AV education to professionals in local regions. Manufacturers can join as sponsors to bring their particular products into these areas. Spreading the AV gospel can also create many new brand evangelists.



>From a sales and marketing point of view, Russia/CIS is a big job. "We also have our key partner, Russian Style, who is also very active in developing the market," says Rob van den Goorbergh. "With them, I also participate in at least about 5 dealer conferences in territory per year." Maybe we shouldn't have said Rob lives outside the region just because he has a Dutch address on his business card...

Go **AV Focus**

## Not All in the Name of Art, But Enough



Thierry Ollivier, Sales Manager at projectiondesign, plays a key role in supporting the numerous projects and sponsorship in Russia, Japan, Korea and France.

He says, "As video projector manufacturers, it is our responsibility not just to give our backing to established business and domestic applications of our technology, but to support artistic work which has the potential to give people an entirely new perspective on how they relate to, and interact with, projected imagery."

Says Ollivier, "In return for supplying these projectors, we are in the privileged position of being able to see, at first hand, how visitors react to such an immersive and interactive experience. This in turn deepens our understanding of how people perceive projected images and enriches our own R&D efforts going forward."

On that basis, projectiondesign has three "art projects" where F20 sx+ projectors will be used.

A panoramic exhibit using two F20 sx+ projectors will take place in [Place-Hampi](#) where a series of 3D stereoscopic panoramas inspired by the drama of Hindu mythology will open in November for the next 15 months at the Immigration Museum in Melbourne, Australia. Five F20 sx+ projectors will be used in a dome configuration in the Hemisphere exhibit. A further 6 F20 sx+ projectors will be shown in the Globorama as well as 12 projectors configured in a hexagonal back projection in the Virtual Room exhibit.

Then there's UNMAKEABLELOVE with a new design of 'virtual room' known as RE\_ACTOR will be shown in Le Havre in France in the next few months.

And, next, the eArts Festival in Shanghai, with its 3-week programme of events. Among the exhibition's wide variety of interactive and immersive displays is AVIE – the Advanced Visualization and Interaction Environment pioneered by the Australian-based artist and Director of the UNSW iCinema Research Centre, Jeffrey Shaw.

T\_Visionarium pictured here (photo by Jeffrey Shaw) is set within the AVIE and allows viewers to explore and edit a multitude of stories in 3 dimensions on a 360-degree surrounding screen.

The Shanghai implementation of AVIE will see 12 of projectiondesign's F20 sx+ DLP projectors firing two 1000 x 8000 pixel

polarized stereoscopic images over the entire surface of a 360-degree screen (to be viewed by 30 or more visitors using polarizing glasses).

Another feature of AVIE is its spatialized audio system-- a 14.2 channel system with custom surround-sound application software. With its speakers situated behind the micro-perforated projection screen, this system enables 360-degree placement of sound anywhere around the viewers.

Go [Shanghai eArts](#)

Go [F20 sx+ projectors](#)

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The **NEW** PFT 2510 Trolley



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### Displays & Mounts

#### NEC Ends Plasma Production in USA

NEC Display Solutions of America has enough inventory to continue shipping for three or four months, but they will stop production of the large-format plasma screens that constituted only 5% of their business (large-format plasma screens, that range from 42" to more than 100" in size).

NEC hopes to focus on LCD technology for conference room and digital signage, while noting "Plasma has really moved into the home and television space."

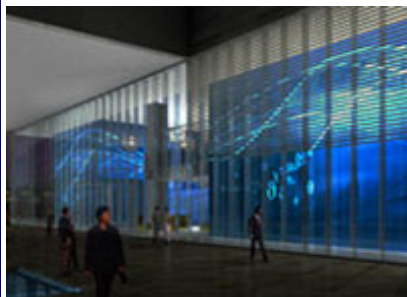
Worldwide sales of plasma signage and professional display units are expected to grow from around 1 million this year to less than 2 million in 2012, according to iSuppli.



Go [Another "Plasma-saurus"](#)

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#### Cornea: 100 Million Pixel System



Named "Cornea" (from Arabic) as a tribute to Ibn Al-Haytham, the father of modern optics, the world's highest VL6 resolution and brightest Virtual Environment, will provide a stereoscopic 100 million pixel visual environment with 20/20 visual acuity in a 3D environment for scientists and researchers.

King Abdullah University of Science and Technology in Saudi Arabia (KAUST), and the University of California at San Diego (as part of the California Institute for Telecommunications and Information Technology or "Calit2") will jointly develop and conduct research into visualisation, virtual reality and virtual training facilities.

KAUST aspires to raise its campus in Saudi Arabia to the site of the world's most advanced visualisation suite. Under a 4-year agreement between KAUST, Calit2 will provide expertise and joint research in visualisation, virtual reality and collaboration tools to support KAUST's ambitious plan.

KAUST and Calit2 facilities will be linked via a high-speed network. KAUST's development of the world's pre-eminent visualisation and collaboration facilities will build on and expand Calit2's network of elite academic institutions, providing access to ultra-high-resolution display and collaboration facilities.

A Geometric Modeling and Scientific Visualisation Centre (GM&SVRC) at KAUST will allow researchers to transform raw data into a 3D experience that will enhance research in a broad range of fields. For example, researchers at Calit2 have developed a way to transform enormous medical datasets into rotating, 3D images.

Oh, did we mention the Spatial/Surround Audio System? This spatial audio system provides the world's only known research center for this type of audio system developed in collaboration with Meyer Audio and UCSD.

Go [At Any KAUST](#)

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## NEC's Sealed LCD

Next year NEC plans to release a completely sealed LCD for use as a digital info boards in semi-open environments (like a train station).

The display broadens the range of applications for digital signs, which are a rapidly growing global market. NEC hopes to leverage the special features of sealed LCDs to expand shipments of info board displays by 50% to around 30,000 units a month.

The technology features a new kind of cooling mechanism that stirs the air inside to prevent the temperature from rising. The process works without the need for an external air supply, eliminating the need for a filter even in semi-exposed settings.

A 52" display with this new cooling mechanism is less than 20cm deep and just over 82cm high (small enough to be suspended from the ceiling in train stations.)

Go [NEC Sealed LCD in 2009](#) (Sorry only in Japanese language. Now you know why you pay us the big bucks for your free subscription.)



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## Control & Systems Integration

### Among the First: 3G SDI IP Encoder/Decoder



Among the first 3G SDI IP encoder/decoder products available, the ES7100 streams 3G SDI, HD-SDI and SDI video over any LAN, WAN or VPN at highly efficient bit rates.

Electrosonic uses their own PURE3 codec, specifically developed to optimize performance on networks. Supporting both Unicast and Multicast transport the ES7100 provides constant, real-time temporal and spatial image compression, plus extensive bit rate management for operating on IP networks.

Karl Johnson, GM Electrosonic Ltd. Products Division, says, "Features such as on-the-fly encode and decode switching; its scalability, 1080p/60Hz processing capability and upgradeability are all features that broadcasters have indicated to us they need and will readily welcome".

The ES7100 is the latest in an expanding range of Electrosonic products to meet the need for cost effective global transport of SD and HD broadcast content and to make a contribution to live event, broadcast and other enterprise video over IP applications.

Go [ES7100](#)

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## Conferencing

### LifeSize's Next Gen Telepresence & HD Video

LifeSize Communications calls it "the most rich, immersive video communications experience available today.." Full HD, standards-based 1080p at 30 frames per second and 720p at 60 frames per second.

LifeSize Room 200 delivers 1080p30 at 1.7Mbps, 720p60 at 1.1Mbps and 720p30 video at only 768 kbps enabling a telepresence to be broadly deployed across all organizations. Providing " twice the frame rate and half the latency of other HD systems," LifeSize Room 200 includes as standard:



- Built-in HD multipoint control unit with transcoding, allowing as many as 6 participants to be in a call at one time (a feature more common in expensive standalone bridges)
- Full motion, standards-based data sharing, allowing documents, spreadsheets, presentations, video and other digital information to be shared even in full motion, high definition
- Multiple camera inputs for greater deployment flexibility
- Dual monitor support enabling a wide range of video and data presentation options.

The LifeSize Room 200, built on the concept of a next-gen Full HD video architecture, is compact, sleek unit less than half the size of most comparable solutions.

LifeSize Conference 200 is the first Full HD telepresence solution that can be tailored to the customer environment. With 1080p30 and 720p60 resolution, life-size images and HD audio, LifeSize Conference 200 claims to be "a fraction of the cost and bandwidth required by other telepresence systems".

The LifeSize Team 200 delivers HD video communications for workgroup conferencing. This system delivers dual-monitor HD video, digital I/O and an enhanced embedded multipoint control unit 'for less than half the cost of comparable systems'. LifeSize Team 200 delivers True HD - 720p30 video - using only 1Mbps, making it easy for customers to widely deploy within their existing networks.

Go [LifeSize](#)

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## Digital Signage

### Minicom's DS Vision 3000 Wins Award



The Digital Signage Group chose the Minicom DS Vision 3000 as the winner of the best Connectivity Peripheral in the product category of the 4th annual DIGI Awards.

Judges for the 2008 DIGI Awards were: Alan Brawn, principal, Brawn Consulting; Lyle Bunn, principal, Lyle Bunn Consulting; David Keene, executive editor of Digital Signage Magazine and DIGI Awards chairman.

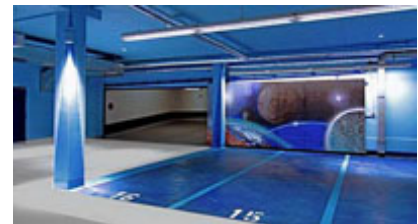
Go [Minicom's Award](#)

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## Transforming Car Parking Decks

Carspaze is a patented technology to transform parking decks into creative spaces with high recall advertising. Using state-of-the-art technology and fire retardant and recyclable materials, this new concept allows advertisers to use their brand message to "bookend the shopping, dining and entertainment experiences of their demographic".

Why not dress up those dreary car parks? Everyone is tired of the grey infrastructure look. Integrators looking for business might package this concept with hardware and digital signage and present it to grocery chains as well as malls and independent car parks.

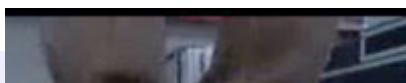


Go [Carspaze](#)

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## Residential Systems & Digital Home

### Energy-Generating Floors Turn Users On



In Rotterdam of all places, the Club Watt has a new type of dance floor that sucks up



energy generated by topside dancers and transforms it into electricity. The energy produced by an average person dancing is about 20 watts, so two people dancing can light a bulb (except in a waltz). Club Watt holds about 1400 people but not all could be on the 270-square-foot floor dance floor at the same time.

The more people dance, the more electricity the floor gets from the action above. Watt describes itself as "the first sustainable dance club" as that electricity is used to power the light show in and around the floor. Nightclubs are generally electricity guzzlers.

Watt is the creation of the Sustainable Dance Club, a group of Dutch ecological inventors and investors. More than a year in development, Watt also uses rainwater-fed toilets (plenty of rainwater in Rotterdam), tanks that show how many liters are used per flush and even its heat comes from resident amps and other musical equipment.

The sustainable dance floor will ultimately produce 10% of the club's electricity. Green innovations at the venue will reduce energy use by 50% and water use by 30%.

The \$257,000 piezoelectric floor has about 1 cm of compressing cells containing piezoelectric material underneath. When squeezed, the cells can develop a charge and produce electricity.

The company wants to sell the dance floor technology to other clubs and will work to develop cheaper, more effective materials. Their next target will be gyms and fitness centers. Think of all those sweating bodies heating up a gym. And all those push ups that might power the tread mills...

Go [Club WATT](#)

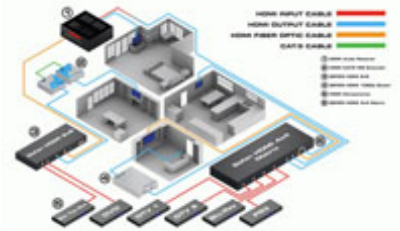
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## Whole House HDMI

Hagai Gefen, President and CEO of Gefen, rolls up his sleeves and installs his own house with his product. We wish more manufacturers were like that.

Here's how his story starts...

"An all-HDMI installation need not be inflexible or limiting in its ability to grow. When the owner of a firm that specializes in high-def A/V connectivity solutions decided to build a home theater in his own house, he also built a showcase demonstrating that HDMI is more than just a connection for consumers to plug a Blu-ray player into an HDTV. The experience of turning a home theater into a whole-house installation proves that HDMI is a stable foundation on which the professional installer can expand a media room into a digital platform for the viewing of HD content on any installed screen in the house."



Read the rest at [Gefen and Whole House HDMI](#)

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## Mitsubishi's Laser TV Now In US Stores



We've been hearing about laser-based projection for years, and now it's a reality. This is a consumer model, but Mitsubishi says a Pro version is on the way.

Mitsubishi Digital Electronics America announced immediate availability of the world's first, laser-powered television. The LaserVue 65" model is now being sold for \$6999 at select specialty retailers nationwide. Mitsubishi says sales are already strong.

The company says LaserVue is being marketed as the most energy efficient large-format, high-definition television available on the market today (2X the color of many of today's HDTVs, but using exponentially less power than LCD and plasma TVs).

Laser beams, says Mitsubishi, provide an extensive range complex colors, along clarity and immersive depth of field, and has been demonstrated to deliver color gamut in excess of 200 percent of BT.709 – 2X the color of many HDTVs.

LaserVue comes 3D-ready and just 10" deep.

Go [LaserTV](#)

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## Kindle Sets Profits on Fire for Amazon

by Bob Snyder

Sure, we're skeptical about Amazon's Kindle but you can't judge a book by its cover. An analyst at Citi argues the \$350 machine e-book reader is indeed going to be Amazon's iPod. He now thinks Amazon will sell 378,000 units this year, double his initial guess. And he thinks instead of being a \$750 million business, the Kindle will in 3 years be a \$1.1 billion business and 4% of all Amazon sales.

**Figure 3. Popular Electronics U.S. Unit Sales In Q4 (in Thousands)**

	Q4:06	Q4:07	Q4:08E
Apple iPod family (nano, classic, touch, shuffle)	9,130	8,240	8,050
Microsoft Xbox 360	1,864	2,392	2,500+
Nintendo Wii	1,084	2,852	3,000+
Sony PS3	688	1,381	1,500+
<b>Kindle**</b>	-	<b>20+</b>	<b>150+</b>
Source NPD; ** Citi Investment Research			

Unverified sources (because Amazon ain't talking) say 240K have been sold and the current monthly sales are at 40,000 a month. Amazon has to sell 150,000 units in Q4 -- something that's only going to happen if the Kindle becomes a must-have holiday gift.

Kindle users pay up to \$9.99 for a new title. That's much less than a hardcover price. College kids can receive text books almost on demand. So why isn't Amazon worried that Kindle might be the black hole of books swallowing the business?

Amazon says "Kindle's affect is additive to physical book units. Post the purchase of a Kindle, owners buy 1.6X as many book titles and the same amount of physical books."

There's a new version coming that is supposed to be significantly thinner with a better screen, more style and better user interface. Some claim Kindle will jump from Generation 1.0 to Generation 4.0 or 5.0.

If you don't believe the Citi analyst (OK, banks have been wrong about a lot of things lately), then trust the famous Silicon Valley VC John Doerr of Kleiner Perkins. He told Wall Street Journal, Kindle will be a \$1 billion business before too long. "I think they did a brilliant job in version 1.0 product, in meeting an unobvious need...I think of it as a seamless and effortless way to get visual content. And honestly, they've just begun. They'll leverage all the same cost curves [that benefit all hardware products]. Imagine what a Kindle will be like five years from now with models in different colors and sizes."

Go [Kindle at Amazon](#)

And Kindle has competitors. See the [Display that Could Spell the End of Paper...](#)

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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](mailto: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](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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