



For Europe's Pro AV integrators in a Networked World

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#### Industry News

[AccessIT Demos CineLive 3D – Live 3D!](#)

AccessIT shows the company's CineLive 3D technology at ShowEast. This is a live, not recorded, 3D technology!

AccessIT and The Bigger Picture (its subsidiary) plan to bring major live 2D and 3D events to digital cinema equipped theatres across the country with technology that is available today.

CineLive was developed in conjunction with International Datacasting Corporation (IDC) and Sensio under an exclusive domestic license agreement. It is designed to work with AccessIT's satellite network and digital cinema systems equipped with 3-D technology.

Last June, AccessIT announced a roll-out of CineLive to 150 locations across the U.S. to be completed before year-end. The Bigger Picture will manage the distribution of many of the 2-D and 3-D live events enabled by this network.



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## Projection & Screens

### Barco Partners with AccessIT for Digital Cinema



Following Phase 1 with 3700 screens installed, AccessIT now enters Phase 2 of their digital roll-out with a Barco supply agreement for up to 5000 units. In addition, Barco will implement turnkey digital cinema solutions, including digital servers, theater management systems and central network servers.

To support its growing digital cinema installed base, Barco launched a Certified Service Partner program. All of Barco's digital cinema projectors are based on the DLP Cinema technology from Texas Instruments

Go [Barco and AccessIT](#)

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### Toshiba Targets Large Venues

In USA, Toshiba ships a new large venue projector, the TDP-WX5400U, a DLP model offering a number of features for a pretty decent price.

This projector does use TI's BrilliantColor and DynamicBlack (automatic iris control) technologies, dual lamps for brightness options, optional interchangeable color wheel and WXGA 1280 x 800 resolution, but it's lack of high-resolution detail could make it hard to use in many true large-venue applications. It does have automatic vertical and horizontal keystone correction of +/- 40 degrees and +/- 35 degrees respectively – that's a plus.

Specifications are 2700 or 5400 ANSI lumens of brightness, depending on single- or dual-lamp use, contrast ratio of 2400:1, and a useless 3.0W + 3.0W internal speaker. It weighs 37.4 pounds.



Go [Toshiba TDP-WX5400U](#)

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### Christie: Brilliant3D for 3D Projection

Christie introduces a new technology delivers increased brightness, lower operating cost, single lens solution for 3D screenings.

It enables 3D content to be projected in full 2K resolution for digital cinema projectors using 1.2" DMD chips from Texas Instruments. The technology, called Brilliant3D, will be available exclusively on all models of Christie digital cinema projectors.



Christie says the new technology provides 33% more brightness for 3D content, and it uses a single lens. You may have seen it at IBC with RealD.

Christie's CP2000-M digital cinema projector, based on the .98" DMD chip, will also feature Christie Brilliant3D technology.

Christie is also announcing a new suite of variable prime zoom lenses that make it easy for exhibitors to use this single lens solution for 2D or 3D content regardless of format. Christie expects to ship these before in time for this holiday season, when big movies will hit the screens.

Christie also announces the company surpasses the 5000 digital cinema milestone, with 5197 completed installations worldwide three years after launching their digital cinema deployment plan. This included some large-scale deals, such as the 4000-installation contract with Access Integrated Technologies, Inc. (AccessIT) through the Christie/AIX funding plan. Christie says this agreement led to the 4th largest exhibitor in the United States to "go digital" in 100% of its screens, Carmike Cinemas with 2300 screens.

Go [Christie's Brilliant3D™ technology](#)

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The **NEW** PFT 2510 Trolley



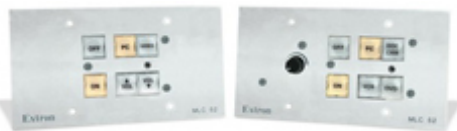
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## Control & Integrator Solutions

### MediaLink Controllers for European Junction Boxes



Extron introduces two new models of the popular MLC 52 Series Basic MediaLink Controllers designed to mount in a standard two-gang European junction box. Both models feature metal faceplates and are now also available in Brushed Aluminum finish.

The MLC 52 RS EU and MLC 52 RS VC EU MediaLink Controllers act as extended remote control panels, providing user-friendly control for a display's power and input selection. The MLC 52 RS VC EU also features an integrated volume control knob for use with Extron's MPA 122 Mini Power Amplifier.

"We are continuing to expand our wide range of architectural mounting options for the European market in order to give installers additional flexibility," says Rainer Stiehl, VP Marketing, EMEA for Extron. "These new compact control panels in the EU form factor are ideal for budget-conscious classroom and conference room presentation systems."

The MLC 52 RS EU and MLC 52 RS VC EU offer a central point of control for a display device's key functions: there are no misplaced remotes to search for, no confusing menus to navigate, and no dead batteries to replace.

Go [MediaLink Controllers](#)

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**Everything on the Network – We Mean Everything!**

Atmel, Cisco and the Swedish Institute of Computer Science complete collaboration on an IP protocol that will allow every device to connect to the Internet.



The protocol is uIPv6, one of the world's smallest open-source, IPv6-ready protocol stack, that enables any device, no matter how limited by power or memory, to have an IP address.

This project builds on Cisco's IP networking experience, Atmel's low-power wireless hardware, and SICS' work in embedded operating systems design.

Right now, the group is suggesting applications such as building automation, industrial monitoring, smart cities and energy management, with "smart" objects powered by a wide range of sensors and actuators.

But should this sort of open-source protocol take off (and why wouldn't it?), there is going to be a whole lot of standardizing on devices in the home, too. The very entertainment, security, and automation devices, and control systems, you're installing now. So if any installers are still lagging on getting an education in networks, it's time to step it up.

Adoption of a standard IP protocol may seem futuristic, but this development appears to be closely tied to the IP for Smart Objects (IPSO) Alliance, a consortium of 25 of the biggest networking companies in the world.

Go [IPSO](#)  
Go [uIPv6](#)

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## Kramer Ships VP-727xl In-CTRL Seamless Switcher

Kramer releases the VP-727xl In-CTRL Seamless Switcher, a new version of the VP-727 model that incorporates HDMI inputs and outputs. The unit is designed for presentations that require a preview option, or that require seamless switching with special effects, cuts and fades, as well as in projection systems used in conference rooms, board rooms, auditoriums, hotels and churches.



The new VP-727xl In-CTRL has dual scalers which offer preview and program output channels. They offer frame-to-frame seamless switching between two sources. The dual scalers also address staging and live production applications for "live" seamless transitions.

Go [VP-727xl In-CTRL](#)

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## Conferencing

### Conference and Team Collaboration to Grow 22%

Technology convergence and consolidation, coupled with an increased emphasis on workplace communities, are the key forces keeping the worldwide web conference and team collaboration software market revenue on pace to reach \$2 billion in 2008, according to Gartner, Inc. This represents an increase of 22% growth in worldwide software revenue compared with 2007.

"This is the 5th consecutive year that the market has exhibited greater than 20% growth year-on-year as more organisations have moved from an experimental phase to a richer experience and engagement phase of use," says Bianca Granetto, principal research analyst at Gartner.

In EMEA, the total market for web conferencing and collaboration software market revenue is set to grow 28.6% to reach \$500.3 million in 2008, with strongest growth from Eastern Europe, which is on track to increase 55.3% from 2007. Western Europe, which holds 90% market share of the web conference and collaboration market in EMEA, is expected to grow 26.5 % while the Middle East and Africa will increase 45% year-on-year.

Go [Gartner on Conferencing Market](#)

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## Presentation Products

### MobiShow for Travelers



Taiwanese company wants business travelers to leave their laptops at home.

Its new pocket-sized device plugs into a TV or projector and wirelessly downloads PowerPoint slides or streaming video from a smart phone (that acts as a remote control). The device comes with software that modifies the phone's video output so that it has high enough resolution for a big screen. It can also work with computers, streaming high-definition videos to a TV.

Go [MobiShow](#) or Watch the [Video Demo](#)

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## Multi-User, Multi-Touch Interactive Table for Schools

Smart Technologies has the first interactive learning table for primary education. The Smart Table interactive learning center is a colorful table with a touch-sensitive surface where groups of students can simultaneously interact with digital content. They can work together to complete interactive lessons, play educational games and solve problems.

Small groups of students can select or move objects, draw or write on the screen simultaneously, and work together to find answers to preset questions. This table uses SMART's DVIT (Digital Vision Touch) technology, the touch-screen technology used in many of SMART's other products.

SMART says this is usable right out of the box, with an included customized PC and a projection system that are turned on with a single button. It has a built-in 27" screen that can read simultaneous inputs from any number of fingers or pen tools. But, with budgets where they are today, the likelihood of rapid adoption of this product is slim.

It ships with a standard set of interactive learning applications, interactive lesson activities and educational game.

Go [Smart Table](#)



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## Digital Signage

### Mitsubishi Electric and C-nario Announce Partnership



Mitsubishi Electric's Visual Information Systems Division in the Netherlands, and C-nario, a global provider of digital signage software solutions, form a strategic partnership. Mitsubishi's product offering, including pro LCD monitors, multimedia projectors, LED display systems and display wall cube systems, will be combined with C-nario's digital signage software products as turnkey solutions for all system integrators offering digital signage solutions. Mitsubishi Electric Benelux office is responsible for Benelux, Eastern Europe, Russia, CIS and Turkey.

Mitsubishi Electric wants to increase its presence within the narrowcasting/public display sector, and C-nario looks to expand its digital signage solutions portfolio in the AV and IT channels. Both companies expect synergy from this deal.

Go [C-nario for Mitsubishi](#)

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## Residential Systems & Digital Home

### SpeakerCraft's First On-Ground Loudspeaker

SpeakerCraft develops its first on-ground speaker. The company says it is designed similar to the typical exterior landscape lighting fixtures, and they can be hidden in flower beds and planters or under bushes and shrubs.

Driven directly into the soil with a ground spike and can be pointed toward the listening area. The company says the small

shape and size makes them suited to installations where you don't want a more prominent speaker showing. The fixture is made out of diecast aluminum with a 3-inch full-range aluminum cone driver.

SpeakerCraft recommends a subwoofer for best performance.

Go [Speakercraft](#)

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## Feature

### The Electronic Leash by Gary Kaye, CTS

I remember the exact day I started wearing my electronic leash. Back in my days at Extron, we launched 24-hour technical support for our dealers – something they still have.

Well, we were a very small company back then and I was the first to wear the leash as there were only a handful of us in technical or sales support and I was one of them. Feeling like a doctor on call, I wore my first pager home in late 1989. And, for years after that, I was in the rotation to wear the beeper home on a monthly or bi-monthly basis for one week at a time. What was cool about it was that 99% percent of the time, literally, you could simply solve the caller's after-hours support problem/question with a simple non-technical answer. I felt like a hero, as I am sure do all of those who handle late-night calls from desperate techies who just need a solution to a perplexing problem.



Then, in 1992 I graduated to a cell phone that was just on all the time. At Extron we would simply forward the late-night calls to individual cell phones – depending on who was on-duty. It was awesome as it meant that I had a cell phone like one week a month – remember, this was the early 1990's – not everyone had a cell phone back then...

I got my first PDA-phone (the Palm Treo) back in 2003 and was addicted. I purchased my Treo and now my phone could do e-mail, browse the web (well, sort of) and carry all my contacts wherever I went.

But, I wanted more.

I wanted better web browsing, more battery life, a better phone, a lighter Treo, a better keyboard, a calculator and more. I kept upgrading my Treo but it just never got me what I wanted.

Then came iPhone. In 2007, I was wowed by it. It did all the Treo did, but better. Better graphics, better phone, better features. Everything was better. I am addicted to mobile web browsing, reading news 24 hours a day, checking my e-mail every 15 minutes or so, sending text messages, and I even found myself checking the weather all the time.

But, I still wanted more.

So I got iPhone 2.0. I love it. It's got everything that the original iPhone had; only it's faster. And, now Apple offers the iPhone 2.0 with thousands of free applications that include stuff like expense tracking, a secret zero-out directory (a phone directory that tells you back-door ways to get to humans when calling big companies that have automated attendants) and even an application that turns your phone into a flashlight!

Wow!

But, I am still not satisfied. I want more.

Ridiculous, huh?

Last week, I dropped my phone in a swimming pool and, poof, nothing. No contacts, no calendar, no iPod, no flashlight – heck, all of a sudden, I didn't even have a phone! Poof – or should I say splash.

I was in a panic. I didn't know what to do. I knew there were still lines for the iPhone, so just running out to get a new one wasn't going to happen – not to mention all the time it would take me to re-initial my phone so that it was way more than a phone.

So, what did I do?

Nothing. That's right, nothing. It was a Friday and I decided to wait it out and head over to Apple when I couldn't stand it any more.

And, you know what I found out?

I don't need to check my e-mail every 15 -minutes. I didn't need to know the weather for that afternoon. I didn't need to look up a phone number – heck I didn't even have a phone. And I actually found that refreshing, too.

I was without an electronic leash for four whole days – and you know what? No one seemed to notice. And, after two days,

I didn't notice either. I rode my bike an extra 20 -miles that weekend. Did a 10-mile run that Sunday instead of my regular run, and I hung out. Just hung out.

I have decided to try this more often – so, don't call me on the weekends any more. And, if you do, don't expect me to answer the phone as I may choose not to.

Got it? Good! I am serious! Seriously!!!

Hang on a second; my editor just called asking where my column is... I need to finish this as quickly as possible and e-mail it before my (let me check my calendar)15:00 conference call...

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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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