



For Europe's Pro AV integrators in a Networked World

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USB 10X Faster: First Upgrade in 8 Years



USB will have its first major upgrade in 8 years — featuring 10X speed upgrade from current USB 2.0 standard. Today's USB takes about 10 minutes to transfer a high-def video from a Blu-ray disc. With USB 3.0 (also called SuperSpeed USB), it will take only about a minute.

The first USB 3.0 devices won't show up until Q4 next year but at January CES you will probably see it in demos around HD video cameras and hard drives.

USB was first introduced in 1996 and last year more than 2.6 billion USB-enabled devices were shipped , says In-Stat.

Go [USB Super Speed specs and info](#)

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CEA/CEDIA to Work on Residential Systems

CEA and CEDIA form the R10 Residential Systems Committee to establish bulletins and standards for design and installation of residential systems. One of the R10's first projects will be revising ANSI/CEA-2030, Multi-room Audio Cabling Standard. The group will also work on CEA/CEDIA Home Theater Recommended Practice: Audio Design.

Leading the new effort are co-chairs Mario Leone (Electronic Solutions Co.) and Walt Zerbe (Russound). The first R10 call will be early December. CEA and CEDIA members can add up to three individuals per company on the R10 committee list.

Go [Participate in R10 cristiano.cameroni@sgstudio.it](mailto:cristiano.cameroni@sgstudio.it)

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PROJECTA

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Projection & Screens

Adapt Mobile Shows Mini Projector



Based on 3M's LCoS optical technology, the Adapt Mini Projector can project an image 15 to 127cm (diagonal).

It's only 10 lumens at 640 x 480 (VGA) resolution but what makes this a "handy" projector is that it can store a presentation, photo show, or music videos. No need for an external device: it has a memory slot (SD/MMC/MS Pro) and 1GB built-in memory.

Go [Adapt Mini](#)

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The **NEW** PFT 2510 Trolley



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Control & Integrator Solutions

Crestron Takes Classroom Tech to ISE



European integrators at ISE 2009 will get the chance to see why Crestron says the MPC will become one of the most successful products Crestron has ever launched.

Already shipping "in huge quantities across the globe", the MPC is a cost-effective all-in-one classroom control solution designed to connect, control and route the AV presentation equipment in the small, one-projector applications, typical of the education sector.

"In its short life the MPC has already been a phenomenal success," says Robin Van Meeuwen, MD of Crestron UK. "The education sector will continue to be buoyant I'm sure, whether we go into recession or not. That's why dealers are buying into the MPC at this time. They recognise that for a fairly modest outlay the MPC gives you top level classroom control in an affordable package. I'm really looking forward to introducing it to a wider audience at ISE..."

The MPC has a simple interface and push-button layout that is easy for lecturers to learn and use, and equally important, can be implemented consistently in every room, lecture hall or auditorium. Infinitely scalable, each MPC features a Cresnet port to add keypads and other Crestron control devices: install the MPC in a lectern at the front of the room and easily add a keypad or APAD LCD room controller on the wall. Alternatively, connect a Crestron iLux™ via the Cresnet port to add integrated lighting and shade control in any classroom, meeting room or lecture hall.

Go [Crestron MPC](#)

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Alcorn McBride's V16 Pro Show Controller



Alcorn McBride brings us the V16 Pro, a versatile, frame-accurate show controller for both serial and network devices that can be monitored and programmed from anywhere in the world.

The V16 Pro -- with 16 serial ports, 16 inputs, 16 outputs (see where they get their product names?), MIDI port and dual Ethernet interface-- can "talk" to almost any connected piece of equipment.

"The V16 Pro was developed to address the needs of customers who wanted Ethernet control but who didn't want to trust their show to a computer," says Steve Alcorn, President. "This product eliminates the insecurity that comes with computer control -- there's no instability or crashing, no vulnerability to viruses, and no moving parts to wear out. It allows attraction designers and operators to concentrate on the show instead of the hardware."

Go [V16 Pro's Additional Features](#)

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Presentation Products

NVIDIA Quadro CX, Adobe Accelerator



Now you can accelerate Adobe Creative Suite 4. We're generally under pressure to deliver more amazing content under tight deadlines. The NVIDIA Quadro CX lets you encode H.264 video at fast speeds with NVIDIA CUDA -enabled plug-in for Adobe Premiere Pro CS4. It accelerates rendering time for advanced effects such as transformations, color correction, depth of field blur, turbulent noise, and more.

You can get better interaction with Adobe Photoshop canvas for smoother zooming and image rotation. You can see what your deliverable will look like with 30-bit color or uncompressed 10-bit/12-bit SDI before final output. Or even work across multiple displays with NVIDIA nView advanced management tools.

Go [Accelerate Content Creation](#)

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Conferencing

Citrix Buys Vapps HD Audio Conferencing

For nearly \$30 million after the performance payout, Citrix buys Vapps, a high-definition voice conferencing service company. This deal stamps the IT giant's brand on the hide of the conferencing sector.

Vapps says its flagship service, HiDefConferencing.com, is "the only service in the world to deliver HD audio conferencing solutions with unlimited usage over Skype." It has a fixed price monthly subscriptions business model.

Citrix owns GoToMeeting and Vapps already advertises its HD audio conferencing works with GoToMeeting. This acquisition should create the integration the two service offerings.

Part of Citrix Online, GoToMeeting blends audio and videoconferencing with collaboration tools including desktop sharing and chat. It also supports application sharing, attendance reporting, and meeting recording and playback.

Citrix wants control of the corporate desktop and is building up its arsenal. Every month, more than 15,000 new customers start using Citrix Online's services. Citrix works with approximately 6200 partners in more than 100 countries servicing 215,000 corporate customers who spend more than \$1.1 billion on Citrix each year.

Go [Vapps HD Service Offering](#)

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Future Conferencing Will Be Integrated

As a standalone solution, web conferencing has not been adopted as readily as expected, says Ovum analyst Lucy Hipperson. However, demand for integrated conferencing will be significantly larger in five years, growing from US\$63 million in 2007 to US\$480 million in 2012.

"We see integrated conferencing -- audio plus one or more service such as web or video -- quickly replacing web conferencing. As service providers launch collaborative working solutions which enable end users to access all services (audio, web and video) via one Web portal, we expect demand will grow," says Hipperson.

Video conferencing markets will see their most significant volume growth, increasing from US\$923 million in 2007 to US\$1.88 billion in 2012, predicts Ovum.

The largest growth rate will be in desktop video where Ovum forecasts a CAGR of 22% for revenues in the 2007--12 period. Desktop video provides HD video to enable face-to-face meetings without the need for a dedicated room.

While audio conferencing is one of the most cost-effective solutions to enable collaboration of two or more participants on a call, audio conferencing revenues will grow slowly in the next 5-years, with audio revenues of US\$3.4 billion in 2007 reaching US\$4.2 billion in 2012.

Go [Ovum](#)

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Displays & Mounts

NEC 12.1" LCD Module for 3D Apps



NEC LCD Technologies, offers a new 31cm (diagonal) amorphous-silicon TFT color LCD module with SVGA resolution for naked-eye viewing of stereoscopic images.

Since 3D is the rage in cinema, now the demand for 3D has also been growing for a variety of apps including amusement equipment, digital signage, industrial CAD, medical image analysis and other equipment.

To fill a growing demand for hardware to display these 3D images, this NEC module lets users view HD stereoscopic images without special 3D glasses. Featuring NEC's HDDP proprietary pixel array for stereoscopic displays, the Horizontal Double-Density Pixel structure uses horizontally striped RGB color sub-pixels. Each pixel consists of three sub-pixels striped horizontally and split in half lengthwise.

That gives a horizontal resolution 2X those 3D LCD modules made with vertically striped pixels, and it produces 3D images via data for the right eye and data for the left eye being alternately displayed horizontally by pixel. 2D images can be displayed when the same data is presented for adjacent pixels.

Since this LCD module can display both 3D and 2D images at the same resolution, it can also display a mixture of 2D and 3D images simultaneously on the same screen without discomfort to viewers. Optimization reduces 3D crosstalk and produces a wide visible 3D area.

Go [3D LCD Module](#)

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Cisco Deploys 1100 Monitors in New Stadium





Cisco will deploy 1100 HD monitors with internet connectivity throughout the new stadium for American baseball giant, the New York Yankees. Set to open in April 2009, the network allows for high-def video throughout the stadium as well as a level of interactivity that has never seen previously in sports. Let's call it an athletic Digital Signage + Narrowcasting system in a stadium that houses a "diamond'-shaped field.

When fans walk into the stadium before the game starts, they can view statistics about players or see live pre-game warm-ups and batting practice from any of the 1100 IPTVs throughout the stadium (they are everywhere—even in luxury suites, restaurants, bars, and—yes, even the toilets (aka "bathrooms") so that fans won't miss a minute of the action. (Baseball is a slow game but as a universal rule whatever interesting that does happens will happen when you are off to the loo.)

The Yankees will even use this networked system to show updated traffic information to fans as they exit the stadium.

The Yankees also bought into Cisco's corporate Telepresence solution which may save them some travel money—they'll need it because this Cisco network will cost the New York Yankees about \$16 million.

If that seems a lot, wait until you see the new price of the hot dogs and hamburgers that will sell inside the stadium. Not to mention the "peanuts and Cracker Jacks," the fabled fare of American baseball fans.

Go [Cisco Hits a Home Run in Yankee Stadium](#)

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Digital Signage

Welcome OVAB Europe!



We now have the first European chapter of the Out-of-home Video Advertising Bureau. OVAB Europe's goal will be "to showcase the technological, commercial and creative potential of the out-of-home segment and to establish uniform industry standards while strengthening the European centric dialogue between manufacturers, service providers and the advertising industry".

Founding members include Neo Advertising, Invidis Consulting, ECE Flatmedia, IBM Deutschland, Philips, NEC Display Solutions and Minicom.

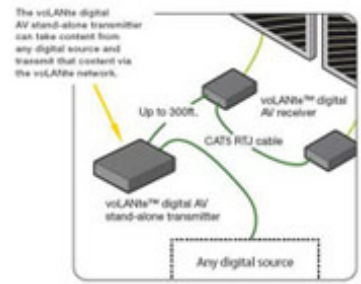
The new founding Board of OVAB Europe consists of Chairman Dirk Huelsermann (Neo Advertising), Vice Chairman Ronni Guggenheim (Minicom) and Treasurer Richard Malley (ECE Flatmedia).

Huelsermann says, "Today marks an important date in the still short history of the digital out-of home industry in Europe. The market for digital exterior advertising is growing fast in Western Europe, an average of 32% yearly CAGR. This means net advertising sales with digital exterior advertising will quadruple by 2012 – from 158 Million Euros (2007) to 626 Million Euros in 2012".

Go [OVAB Europe](#)

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HD Video over Existing Data Networks



Southern Vision Systems, Inc. (SVSi) has a major firmware upgrade to their voLANte digital content distribution system. The upgrade allows transmission of multiple HD video streams over any local-area-network used for transporting data.

Using SVSi's proprietary transport compression algorithm, the voLANte AV transmitter reduces video bandwidth to levels compatible with common data networks while maintaining video quality, "even for multiple independent HD video streams". A voLANte receiver at each display accepts the video packet traffic, synchronizes video and audio and presents to any number of displays.

Go [voLANte](#), acronym for "Video Over LAN Technology"

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Distributor & Installer News

Audiolead Signs on Audica Professional



Audiolead in the Suresnes suburb of Paris adds Audica Professional, the UK manufacturer of the stylish MICROseries range of loudspeakers and electronics for the background music, AV and audio communications markets.

Audiolead is the French distributor for Community, Erjk, Novasonar, Panbeam and Tannoy, in addition to some lighting and visual effects products.

Audica Professional sales director, Derek West, says, "...Audiolead has a strong focus on architectural and advanced technology solutions and their understanding and penetration in this sector makes them an ideal partner for Audica Professional".

Go [Audiolead](#)

Go [Audica Professional](#)

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Flixmedia's Misco Video Podcast



One of Europe's largest online retailers of electrical and technology products, Misco will provide its customers with technology updates and product news, thanks to the launch of a new monthly video podcast.

Misco will use the regular video podcast to leverage site traffic, provide a more compelling user experience, encourage "more informed" buying choices, and directly add value to its products through this modern communications channel.

As we've mentioned before in RAVE EUROPE, more and more businesses will need help jumping on the video meal ticket that's been served up by YouTube and a web video generation. Integrators and clients both win as pro AV channels can help educate, create content, provide hardware and software when required, and consult on best video business practice.

This podcast was not produced by Misco in-house-- instead they turned to video integrator Flixmedia. The video podcast will broadcast via misco.co.uk, available free for download and subscription.

Flixmedia provides online content solutions for makers of consumer goods (including HP, Philips, Symantec, Dyson, Panasonic and Toshiba). It offers production of online product videos (QuikClips) and the distribution of the content to its Flixmedia Global Distribution Network.

Go [Flixmedia](#)

Go [See the Misco Podcast](#)

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Residential and Digital Home

CEDIA Names New CEO in USA



Since last April, CEDIA has searched high and low for a qualified individual from the electronic systems industry who was familiar with ongoing issues and trends in the market. The CEDIA Board of Directors, working in conjunction with executive search firm, spend months and found 42 candidates-- and then whittled the list down to the final two for consideration.

Now CEDIA have finally ended that search. And it didn't take them far from home: Utz Baldwin, Chairman of CEDIA's Board of Directors, has been selected to fill the newly created position of CEO.

OK, it's not quite that easy. Baldwin, president and founder of electronic systems company AD Systems in Houston, has to resign from his position as Chairman of CEDIA's Board of Directors and—after finalizing his agreement with CEDIA—transfer ownership of AD Systems..

Baldwin will serve as CEDIA's primary spokesperson and will focus on advancing CEDIA members' position in the marketplace through collaboration and forward-thinking relationships with other associations and industries.

"After multiple in-depth interviews, Utz was the undeniable best candidate for the CEO position," says Ken Erdmann, CEDIA Vice Chairman. Actually we should now say "Chairman" as Erdmann has left his post as vice chairman to fill the Chairman of the association's executive committee role recently vacated by Utz Baldwin, CEDIA's new CEO.

Go [New CEO at CEDIA](#)

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Marmitek Intros GigaVideo580



The GigaVideo580 is a video transmitter to send the images from your hard disk recorder, satellite receiver or digital TV decoder to a second TV in your house.

Most video transmitters operate on the 2.4GHz frequency band. The GigaVideo580 is an exception to this. It sends the audio and video signal via the 5.8GHz frequency band. The difference between video transmitters with a 2.4GHz signal and a 5.8GHz signal is that this last one doesn't interfere with other devices in the house at the 2.4GHz frequency band (like WiFi, Bluetooth, cordless telephones and even microwave ovens).

Go [GigaVideo580](#)

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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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