



For Europe's Pro AV integrators in a Networked World

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Industry News

Crestron vs. Extron in Software Clash

Crestron threatens legal action against Extron GlobalViewer Enterprise Software. Extron founder Andrew Edwards recently received a letter from the Corporate Intellectual Property Counsel for Crestron, requesting a response to Crestron's allegations that Extron GlobalViewer Enterprise ("GVE") software (introduced at InfoComm 2008) copies the Crestron RoomView software products.

Go [Read Both the Letter and Response](#)

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Dassault Opens 3D Visualization Showroom

Barco recently installed a world-unique 3D visualization showroom and a 3D auditorium at Dassault Systèmes' new global HQ, the DS Campus. The 7-channel, three-sided 3D stereo system shows off the capabilities of Dassault 3D software to customers and partners. It also stands as an example of both companies' emphasis on immersive and collaborative visualization.



Dassault Systèmes, world leader in 3D and Product Lifecycle Management (PLM) solutions, offers a portfolio of software products that renders high-quality 3D content for designers, engineers and decision-makers.

Barco's immersive environment at Dassault's global HQ consists of seven three-chip DLP Galaxy NH-12 projectors-- the first such system of its kind. Four projectors power the wide front screen, while two are used for the side screen, and an additional one for

the floor.

Dassault's 300-seat 3D auditorium is driven by a 9m wide Barco CADWall system with two Galaxy NH-12 projectors.

Go [Barco and Dassault](#)

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IS Russia Sheds Light on Market

Falling under the wheels of global economic crisis locomotion, the developing markets get run over and a subsequent headache that reminds them that their good fortune still depends upon wealth shifting from richer countries.

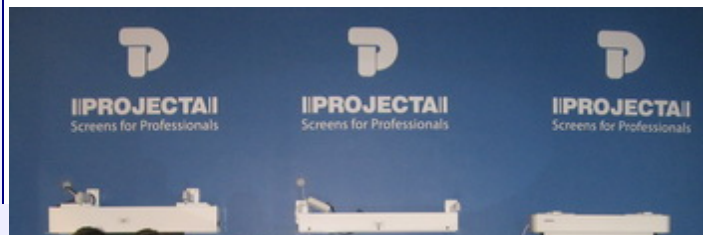
Moscow is feeling the pinch these days and IS Russia clearly established in many minds that while Russia has enormous value as a market, it is simply not the booming, sell-all-we-can -deliver market that it was.

For the first 8 months of 2008, the Russian AV market still had superb traction. Then in September, the world caught up to Russia and instead of 20-30% growth year-to-year, most vendors will fall below that.

Everyone says the IS Russia visitors who came were good quality buyers...And buyers did indeed show up from Siberia, Ukraine, Belorussia, and "the Stans." Several exhibitors said they would be surprised if show traffic was equal to the year before. Yet show management reports traffic up, about 9000 visitors.

Some exhibitors weren't so much disappointed as they were surprised that the global downshift had already reached Moscow, turning a huge boom market into tougher market conditions. The show moved to a new location, Crocus Expo (it took some people up to 3 hours to get there from Moscow center, given Moscow's notorious traffic conditions). While some exhibitors complained about the venue move, others noted the shrinking travel budgets of CIS and regional buyers due to the fiscal crisis. Still others astutely noted the size of the show venue was twice the size of last year and that creates a psychological impression of less traffic. Yet Russia remains such a valuable market prize that 90% of exhibitors have already re-signed for 2009.

Two new additions to this year's show were the Digital Education and Digital Signage areas. Education has been a key growth sector for the AV industry worldwide and IS Russia launched a dedicated pavilion with the support of the Russian Federal Agency of Education.



Similarly, says IS Russia, digital signage is becoming a key market driver. Russia's extensive air and rail network, its ever-growing range of modern shopping malls, and its enormous number of urban, outdoor advertising spaces gives it the potential to be a leader in DOOH advertising innovation.

In 2009, the show expects more exhibitors (about 100 this



year), more visitors from Russia as well as CIS and Baltic, and a more extensive educational program (including CEDIA and InfoComm training courses and special conference sessions dedicated to digital signage, digital education, AV solutions for the government sector, etc.)

Details aside, IS Russia fills an important need for AV education and market development. IS Russia itself, like any trade show, can only reflect the market it serves. And you hear it more often now in Russia/CIS: "Supplies are stopped until the cash comes in."

"We could supply but we can't get paid," notes Rob van den Goorbergh, Projecta Sales Director for Russia, CIS and CEE, in reference to the current credit and credit insurance problems in Russia. Projecta has grown market share in Russia in the past few years, concentrating on brand development. Business even tripled in places like Kiev and Belorussia. At IS Russia the system integrators were very interested in the scale models of Projecta's new build-in solutions.

But like others, van den Goorbergh is less sanguine today. "Q4 would normally have been our best quarter here," he explains.

In growing countries like Russia, with government still building up infrastructure, one of the biggest buyers is the government. The Russian government—like many governments today—is itself seeking money. They are asking China for a \$25 billion loan tied to an oil deal. Most high tech companies forecast Russian government spending will be much lower this year.

On a consumer level, collection companies in Russia now report 6000-8000 new debtors a month instead of the usual 1000-2000.

Van den Goorbergh has perhaps the final comment: "Russians tend to succeed by living day by day. They will get over this and get back to business again."

Go [What's Up in Russia](#)

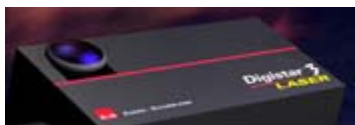
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PROJECTA

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Projection & Screens

Laser Projector Hi Res with NanoPixel Tech



A new E&S digital projector has 16X the resolution of HD TV. Evans & Sutherland Computer Corporation Advanced Display group says the E&S Laser Projector (ESLP) featuring NanoPixel technology is "the world's highest resolution laser projector."

Laser projectors with NanoPixel technology are already in use in planetarium theaters around the world (part of E&S Digistar 3 Laser full-dome planetarium system).

Now E&S will introduce ESLP technology to the general projection marketplace via a standalone projector shipping in mid 2009. In addition to planetariums, the projector will target commercial use in control rooms, visualization centers, simulation, and digital cinemas world-wide.

The NanoPixel technology laser projector system is an ultra-high res projector and displays content the equivalent to 16X HD 1080p resolution (or the difference between 2 million pixels and 32 million). Powered by a set of laser light sources, there are no expensive bulbs requiring frequent replacement and the brightness and hue of the lasers don't degrade with time. The lasers, say E&S, yield a much wider useable color spectrum (200% of NTSC/HDTV) than is available in conventional LCoS, DLP, LCD, or other lamp-illuminated projectors.

That leads E&S to draw parallels to the world of photography: once you've compared the quality of a hi res digital camera photo to a Polaroid picture, there is no going back.

Go [World's Highest Res Laser Projector](#)

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Projectiondesign's Portable 3D Projector



projectiondesign showed the world's first portable 3D projector at InfoComm Asia last week. The projectiondesign F10 AS3D is a native 1920 x 1080 WUXGA resolution 1-chip DLP projector that's specifically designed for industrial simulation, entertainment and scientific visualization.

Having seen this, it's an impressive projector. It's small, bright and, although I am not sure that portable 3D applications exist yet, I think they will carve out a niche with it. It can also be installed as it does have RS232 and network-based control.

Go [New 3D version of the F10 by projectiondesign](#)

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Christie Sets Standard for LCD Colorimetry



Christie Digital LX700 uses Christie's new 4DLCD technology to produce a 7000 ANSI lumen real-color XGA resolution install projector that will, no doubt, set a new standard for every other projector manufacturer to shoot for.

4DLCD uses inorganic LCD panels (4-LCDs) that increase the color gamut (the color gamut represents all the colors a human can see) 20% over 3LCD models, thus delivering better colorimetry, blacker blacks, whiter whites and better perceived sharpness and color depth of field.

And, with 2200:1 contrast ratio, the LX700 has a few unique features that integrators will love including an Auto-Filter system that rolls out a new filter every 1,000 hours (up to 10,000 hours), 10-bit color processing, a plethora of short and long throw lenses, built-in shutter and inputs for every signal ever used in installations, rentals and staging applications.

Go [LX700 or 4DLCD Technology](#)

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Samsung Goes Outdoor with LCD



Samsung showed its 70", 2000-nit digital information display (DID) at the Flat Panel Display International. It uses an LED backlight and local area dimming that produces a claimed dynamic contrast ratio of up to 200,000:1.

DID, developed from customer input, intends to make LCD signage attractive for the first time for sunlit outdoor applications dominated by LEDs. The 2000 nit luminance matches some recently announced LED signage products. The 70-inch will roll-out in 2009.

Go [Samsung DID in the Outdoors](#)

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Lighthouse Debuts Two New Giant LEDs



LED technology developer and supplier Lighthouse Technologies Ltd. demonstrated two new products in China at the annual Sports Facility Exhibition (a show specializing in arena and stadium technological innovations) this month. The R4 is a 4mm pixel pitch panel and the B10 is a perimeter system driven by Click Effects Blaze software.

The R4 offers a high-resolution, fan-less design, is lightweight (relative, as this is an LED display), making it ideal for indoor large digital signage, instant replay or for providing useful information at any kind of sporting event.

The B10 is a new banner panel specifically developed to address the ever-increasing demand for pitch-side advertising screens, which provide important additional revenue for sports clubs and venues.

Go [Lighthouse R4,B10](#)

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WHAT'S THE BEST WAY TO SELL ACROSS ALL OF EUROPE ?

AUSTRIA - BELGIUM - CZECH - FRANCE	GERMANY - GREECE - GREENLAND
FINLAND - ITALY DENMARK	MALTA NORWAY - SWEDEN
ESTONIA - LATVIA MOLDOVA	MONACO NETHERLAND
UKRAINE - CROATIA	BULGARIA - ROMANIA
SERBIA - SLOVAKIA - POLAND	RUSSIA - SPAIN - SLOVENIA...

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Polycom Ships Integrated Desktop Video



The Polycom Converged Management Application (CMA) is a comprehensive video network management solution that Polycom says vastly simplifies the provisioning, management and ease of use for extensive desktop, group and telepresence deployments across organizations.

A key component of the solution is CMA Desktop™, a tightly integrated, enterprise- quality desktop video application capable of scaling to thousands of users and supporting HD video, voice and content.

Read on, this is something that AV Integrators SHOULD understand, adopt and SELL as a service...Selling the service of VTCs is a whole lot more profitable than just selling the VTCs.

The Network Management Solution details: Polycom CMA offers IT administrators tight control of all desktop, group and telepresence visual communication systems, as well as video call activity across their distributed enterprise network. It helps to streamline workflows through centralized management of conferences, devices and systems and provides gate keeping, scheduling and directory management. IT administrators can automate software updates and establish policy-based provisioning of endpoint and infrastructure capabilities, as well as manage bandwidth based on network topology, business requirements and operational needs.

The Desktop Video Collaboration Solution details: Polycom CMA Desktop is a highly scalable, PC-based desktop video software application that allows users to create contact (buddy) lists from a corporate directory and then easily launch video calls by clicking on contacts (buddies). The application allows users to see presence details (i.e. online, offline, available, busy, etc.) for software and hardware video devices in their contact list and then easily connect to other users, or any standards-based video conferencing systems, including personal, room and immersive telepresence solutions.

It supports standards-based, high-quality visual communication previously unavailable in a desktop video application, including the ability to receive HD video, HD voice and multimedia content (H.239 content sharing) including presentations, videos and images in native resolution.

Polycom has even written a white paper on scalable distributed video systems so that you can learn about how they work -- again, this is selling services.

Go [Polycom's White Paper](#)

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Control & Integrator Solutions

New Extron Decora VGA Splitter/Amplifier



The industry's leading VGA splitter, now nearly 20 years old, is the Extron P/2 DA2. There are more P/2 DA2s in the field than ANY other VGA splitter in the world. So how do you make it better? Make it look prettier -- and pack it with 350MHz bandwidth!

The new Extron P/2 DA2 D is a two-output VGA and audio distribution amplifier in a Decora- style wall plate. It's capable of driving VGA-QXGA video and audio signals up to 250 feet (75 meters) and is available in black or white wall plate. It's ideal for use in permanent, in-wall applications requiring long distance transmission of high-resolution video signals and audio.

Additional features include 350 MHz (-3dB) RGB video bandwidth, selectable gain and peaking, and active PC audio buffering. Selectable stereo or dual mono audio output allows for a choice of stereo audio or actively summed L+R mono audio on both outputs.

This simplifies integration in program audio and distributed audio system designs and allows the best audio reproduction method to be chosen for optimum audio intelligibility and minimal listener fatigue.

Go [Extron P/2 DA2](#)

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Magenta Research Releases Mondo III-SAP



Magenta Research releases their next-gen Mondo Matrix UTP matrix switch. The Mondo III-SAP is a matrix that routes video (HD and SD), audio and serial signals (and drives them up to what they claim is 2000-feet) all on a single cable -- Cat5e.

The Mondo III is a "modular" matrix that is the first Magenta matrix that has addressable, full-duplex serial control. Additional features introduced include a front-panel indicator dashboard, dual fans, a replaceable air filter, backlit 2x16 character LCD with 4 push buttons (used for configuration and diagnostic purposes) and a variety of redundancy-driven initiatives.

Go [Mondo III](#)

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Crestron's Satellite Radio Distribution Solutions



Crestron introduces antenna packages that simplify installation and distribution of multi-room satellite radio. Just one Crestron outdoor antenna can now feed up to 16 Crestron XM or SIRIUS satellite radio tuners, and these new satellite antenna solutions enable the distribution of satellite radio channels to multiple receivers throughout the home and office using standard RG-6 cable.

There are four satellite radio antenna packaged solutions:

- SRD-ANT-1-PAK supports a single tuner; range up to 200 feet
- SRD-ANT-4-PAK supports up to four independent tuners; range of up to 200 feet each
- SRD-ANT-1LD-PAK includes one tuner and high -gain line amplifier; range of up to 350 feet
- SRD-ANT-8-PAK (includes two 4-way amplified splitters) supports up to eight tuners; signal range up to 300 feet. An additional 3-way couple can split the antenna signal to each of the two amplified splitters, allowing easy expansion up to a total of 16 satellite radio tuners.

The basic kit for each package includes a wall-mount bracket, pole-mount hardware, F-to SMB adapter cable(s), and weatherproof boot. The 4-PAK features the 4-way splitter and attenuator, and the 8-PAK adds a line amplifier, 4-way coupler, (2) 4-way amplified splitters, and attenuators.

Go [Crestron Multi-room Satellite Packages](#)

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Digital Signage

Planar Losses Mount; Sells Gaming Rights



Planar Systems last week announced they lost \$89.8 million in the last year, after losing just over \$23 million the year before. The fiscal year ended Sept. 26; the company also lost \$19 million in their Q4.

The company did earn \$30 million more in revenue than the year before, but a \$75.1 million charge for impairment of assets and restructuring crippled the quarterly report.

They sold two of their non-strategic businesses for cash. While Planar continues to offer Digital Signage Solutions to customers in fields including banking, retail and out-of-home advertising they signed an agreement with Bally Gaming to sell Planar's CoolSign digital signage business for exclusive use within the gaming industry.

While the agreement provides Bally with exclusive rights to offer and operate the CoolSign products and intellectual property within the defined field-of-use of gaming, Planar has retained exclusive rights to all other markets, uses and applications.

Go [Bally-ho is better than Bally-up](#)

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Rich Content

HaiVision Debuts SHARE-HD



HaiVision began shipping their new SHARE-HD network recorder this month. The new SHARE-HD Network Video Record Server is designed for ruggedized recording environments and supporting synchronized multi-stream HD recording (up to 10 HD or 20 SD streams).

According to HaiVision, SHARE-HD is resolution independent and can capture, manage and playback HD, SD, and even computer content from the MAKO-HD encoder at full frame rates. Controlled via its web interface or remotely through third party control systems, SHARE-HD captures multiple streams synchronously and can replay these multi-stream sessions to performance decoders, set-top boxes, or soft players. SHARE-HD fully supports both stream- and time-based metadata (events).

SHARE-HD is specifically designed for challenges in the medical, education, simulation, and military markets.

Go [HAI and Seek](#)

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HDMI Thrives While DVI Dives



Both the rapid rise of HDMI and slow decline of DVI continues in 2008, reports In-Stat. The primary driver of HDMI's success is the CE segment, with HDMI ports being found on 95% of the digital TVs shipped worldwide in 2008, the greatest volume for HDMI in any product.

While DVI and HDMI are related high-bandwidth, unidirectional, uncompressed digital interface standards, most of DVI shipments occur in PC and PC peripheral markets.

HDMI starts to take off in mobile PCs as an interface that can operate in PC or CE cluster. New smaller HDMI connectors will capture added attention from portable electronic devices, including camcorders, digital still cameras, and portable media players.

In-Stat finds that DVI-enabled product shipments will decline at an annual rate of 30% through 2012. Over the same period, HDMI-enabled product shipments will increase at an annual rate of 23%.

Go **In-Stat**

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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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