



For Europe's Pro AV integrators in a Networked World

Vol. 4, No. 47 Nov. 30th - 6th December 2008

Tell Your AV Colleagues: [Laser Projector Hi Res with NanoPixel Tech](#)
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Click on any headline to go direct to news item, Return by Clicking on word **"Top"** (lower right of each news item)

Industry News

- [Vote for the BEST: Industry Awards](#)
- [Merry Xmas: Tree of Screens](#)

Control & Integrator Solutions

- [AMX Novara Keypads with AxLink Port](#)
- [Crestron Stand-Alone Wireless Lighting Control](#)

Projection & Screens

- [Casio Adds Bright, Super Slim Projector Line](#)
- [Sanyo Debuts Education Projector](#)
- [Sony Expands 4K SXRD Projectors](#)

Digital Signage

- [Minicom DS Vision HDMI Extends, Distributes](#)

Displays & Mounts

- [Going Up: 3D Display Market to Rocket](#)

Distributor and Installer News

- [Comm-tec Signs dnp for EE](#)
- [Action to Distribute Corvo in UK/Eire](#)

Conferencing

- [Cisco to Offer Scaled Down Telepresence](#)

Residential and Digital Home

- [BMB Launches ReQuest HD Video](#)

Industry News

[Vote for the BEST: Industry Awards](#)

OK, it's your time to vote for the 2009 EMEA + InAVation technology finalists.



Voting is free and there are no hidden voting costs. All that is required is your thought about the products that you consider being the most innovative and helpful to your business. Once you have decided, the online voting system will take just a few minutes to complete.

Over 11,600 individual votes were cast last year. All valid votes registered before December 21st 2008 will also be entered into a prize draw. Prizes include flight & accommodation to ISE 2009 and VIP tickets to the InAVation awards gala dinner held at the Hotel Okura, Amsterdam, 2nd February 2009.

Go [Vote Now](#)

TOP +

Sharp's Merry Xmas: Tree of Screens

December is all about the spirit of the season in Christmas lands. With train stations and airport terminals packed with those traveling home for the holidays, Sharp has an idea on how to make travel less painful. In New York City, Sharp sponsors a spectacular, free holiday sound and light show in busy Grand Central Station.

Grand Central is so busy it serves as an American idiom, •It's as busy as Grand Central.• Or if a teenager brings home far too many unannounced friends at one time to her kitchen, American mothers are known to ask sarcastically, •What do you think this is, Grand Central Station?•

In December, every half hour from 11:00 am to 9:00 pm, tourists and commuters watch as the marble walls and painted ceiling of the main train concourse get washed with choreographed audiovisual effects called Kaleidoscope.

As an added treat this year, Sharp hired Japanese video artist Tsuyoshi Takashiro to create a 26-foot-tall Christmas tree made of 43 Aquos LCDs (sizes from 19• to 52•). Part of the Xmas spirit, Sharp will also donate \$1 per registered person to a program that trains people in environmental jobs.

Video content, created by Fujisankei Communications, runs in 3-minute vignettes, creating uniform scenic imagery that spans the height and width of the structure.

The tree is a bridge near the famous "whispering gallery" located on the dining concourse near the renown Oyster Bar restaurant. Here the acoustics of the low ceramic arches cause a whisper to sound like a shout.

Go [The Sharp Experience in Grand Central](#)



TOP +

PROJECTA

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Projection & Screens

Casio Adds Bright, Super Slim Projector Line



New Casio models shown in USA include four versions of what they call ultra-bright 2300-2700 ANSI lumen specified

projectors.

In any case, the four models are 1-1/2" high, feature RS232, wired and wireless network integration, USB ports and lots of inputs to connect any video or computer source. They are all native XGA (1024 x 768), 1-chip DLP projectors about the size of a big laptop.

Go [Casio "Super Slim" models](#)

TOP +

Sanyo Debuts Education Projector



Sanyo's new PLC-XW57 is a 2000 ANSI lumen, 1024x768 portable projector weighing less than 7 pounds and is aimed at the education market.

As budgets get tighter, this projector is sort of a two- for-one deal. It's designed as a portable but can also easily be installed because of the light output and its compatibility with a plethora of signal types including ALL VGA types as well as all the HD standards currently on the market. It's loaded with ports for its size including RS232, VGA, component video, s-video, composite video and, of course, USB.

Go [Sanyo PLC-XW57](#)

TOP +

Sony Expands 4K SXRD Projectors



Sony expands its line of 4K SXRD projectors with two new models with enhanced contrast, higher brightness and more flexibility for commercial applications such as simulation, high-end post-production, auditorium/lecture hall presentations etc.

The new T-Series includes the SRX-T110 and SRX-T105, that offer many design elements from their SXRD predecessors, the S-Series (including the same 4096x2160 resolution). The new projectors offer an enhanced contrast ratio of 2,500: 1 and higher brightness (11,000 and 5,500 lumens respectively), thanks to a refined optical block design.

With the use of a pre-installed but removable interface board, the projectors are DVI-enabled with HDCP, allowing compatibility with PlayStation3 systems and Blu-ray Disc players, and other digital high-definition devices. This board, designed specifically for use with the new T-series models, also provides support for 1080/50P, 720/60P and 720/50P content.

Go [Sony SXRD T-Series Models](#)

TOP +



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Displays & Mounts

Going Up: 3D Display Market to Rocket



The 3D display market will show 95% average annual growth rate and create USD 15.8 billion market in 2015, says Displaybank.

According to the report, the global 3D display will hit USD 140 million in 2008.

Public adoption of hi res TV, further 3D content development, and relief of visual fatigue issue are the issues Displaybank say need to be resolved for 3D to take 9.2% market share by 2015.

Editor's Note: To hype-up the consumer 3D market, America's NFL will broadcast a US-football game in 3D for the first time today. 3ality Digital (office in USA and Germany) shot the game with special 3D cameras and transmitted the game via satellite service to three theaters. Real D 3D provides the displays in the theaters and is overseeing production and transmission of the 3D broadcast.

Go [3D Display is a Rocket](#)

[TOP](#) ↑

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

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Conferencing

Cisco to Offer Scaled-Down Telepresence



It's not just Xmas that is coming• Cisco's CEO John Chambers told reporters during Q&A after a press conference that Cisco will announce a scaled down version of its Telepresence video conferencing solution within the next 12 to 15 months.

He says the cost of providing the service will be well within a consumer electronics budget. And with new high speed broadband offerings (like Verizon's Fios service in USA), he says consumers will have plenty of access to high capacity broadband connections for such services.

Go [How MediaMarkt Saturn Uses Cisco Telepresence](#)

TOP ↑

Control & Integrator Solutions

AMX Novara Keypads with AxLink Port



For simple control of classrooms AMX ships the new Novara keypads in 8- and 16-button configurations. Integrated with AMX's proprietary AxLink control protocol port, the Novara panels support Novara keypads are available in multiple colors and configurations.

Go [Novara Keypads](#)

TOP ↑

Crestron Stand-Alone Wireless Lighting Control



Crestron's wireless iLux CLSI-C6MRF is an integrated lighting system with a built-in motion detector (operating on Crestron iNINET mesh network technology) that allows easy installation of lighting and shade control for commercial or residential projects.

Designed for wall mount installation, the CLSI-C6MRF controls six channels of dimming and six groups of shades, expandable to 54 each. Large "ON" and "OFF" buttons and six two-level rocker buttons enable the recall of up to 15 scenes for lighting and shades, and corresponding 7-segment LED bar graphs offer easy visualisation of lighting levels in each zone.

The CLSI-C6MRF uses an embedded 2.4 GHz RF wireless network so it operates both as a stand-alone control system or integrates wirelessly into a Crestron control environment.

Part of the Crestron •Green Light• range, iLux is a complete, integrated lighting system for in boardrooms, auditoriums, home cinemas and wherever versatile and cost- effective control of lighting and shades is required.

Up to 16 Crestron keypads may connect directly to an iLux, providing versatile multipoint control for rooms with multiple entrances or work areas.

Digital Signage

Minicom DS Vision HDMI Extends, Distributes



DS Vision HDMI •narrowcasts• HD digital video and audio from a single player to remote plasma/LCD screens located 250 meters/825 feet away. The real-time delivery of rich multimedia content has •close to zero degradation• of video and sound quality.

•Unlike similar products, DS Vision HDMI not only extends, it also distributes digital audio and video to multiple screens via a unique cascade feature,• says Amir Ginossar, Minicom Product Manager for the Digital Signage products, •This exclusive feature makes it ideal for multi-screen applications such as advertising screens in supermarket aisles or near check-outs. Since the digital AV distribution is done by cascading via repeaters, you need only install one cable going from one checkout screen to the next, significantly reducing cable clutter and cost while simplifying installation. •

The DS Vision HDMI features Minicom•s advanced CAT 5/6/7 cable distribution technology. CAT5 is much less expensive than HDMI cable, can even distribute content further and it is easier to install. Unlike other HDMI products that require two cables, DS Vision HDMI features a single cable solution transferring both Audio/Video and supporting screen resolution optimization (DDC),• further simplifying installation and reducing installation costs. •

Go [Minicom DS Vision HDMI](#)

Distributor and Installer News

Comm-tec Signs DNP for EE



After a successful 2 years of representing dnp screens in Germany and Austria, dnp and Comm-Tec have taken the next

Step in their cooperation to include Eastern Europe in the exclusive distribution agreement.

Michael Kirsch, COMM-TEC's Director of International Sales, notes, "dnp is a manufacturer with an extremely high reputation. Extending our exclusive distribution agreement to include Eastern Europe is an important component of our sales and marketing strategy. With dnp we are able to offer solutions to our Eastern European system integrators that stand out considerably from the rest of the crowd of front and rear projection screens available on the market."

Go [Comm-Tec](#)

TOP ↑

Action to Distribute Corvo for UK/Eire



Action Distribution Ltd (ADL) will distribute Corvo Technology in the UK and ROI.

Corvo Technology, a French manufacturer of professional AV products are specialists in infrared remote control distribution with a wide range of products that receive, distribute and operate from infra red, together with products for the distribution of video, audio and infra red over CAT5 cable.

Roger Cornish, Director of ADL, comments, "We currently distribute Calypso Control and TVOne products, and we see Corvo products supplementing and complementing both these product ranges. Corvo's range of products gives us a strong home automation brand at a time that this market is rapidly expanding."

Go [Action Distribution](#)

TOP ↑

Go [Corvo Technology](#)

TOP ↑

Residential and Digital Home

BMB Launches ReQuest HD Video



BMB Electronics, exclusive European mainland distributor for ReQuest will launch ReQuest's new Intelligent Media Client.

The IMC (when combined with ReQuest F or iQ servers) delivers a home entertainment solution including multi-room

music, movies, home videos, photos, and web-based features (weather, stocks, and web cams). The expandable platform enables customers to enjoy their CD and DVD content as well as online services for streaming and downloadable content.

Movie playback, whether local or archived, can be upscaled up to 1080p by the IMC, for near-HD image quality from its HDMI and component outputs. The IMC also acts as a gateway to online media and offers access to YouTube. (ReQuest plans to add more services like YouTube for streaming and downloadable content in the near future.)

Its OS runs from solid-state memory so IMC runs quiet and gigabit Ethernet networking makes communication and response faster. Because ReQuest's new on-screen HD TV GUI serves as the main interface for all content and control, it is incredibly easy and intuitive to use by every member of the family.

Go [ReQuest's new Intelligent Media Client](#)

[TOP ↑](#)



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

[TOP ↑](#)

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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[TOP ↑](#)

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