

Integrated Systems Roadshow is poised for success across Europe

EVENTS

The Integrated Systems Roadshow comes to Copenhagen on Wednesday 17 October, beginning a ten-day tour of five European cities this month.

Three of this year's destinations are new to the Roadshow. The event, organised by Integrated Systems Europe, returns to Warsaw on 19 October and to Prague three days later. On 24 October it visits Vienna for the first time, before finishing its journey in Zagreb, Croatia on Friday 26 October. This year's event coincides with AV Week, a series of worldwide events devised by InfoComm International to celebrate the best in the audiovisual industry.

Designed to bring a flavour of audiovisual

technology and electronic systems integration to some of Europe's emerging markets, the Integrated Systems Roadshow will retain its successful formula of a hotel-based event, featuring manufacturer training sessions and a tabletop tradeshow. After analysing feedback from both exhibitors and visitors, the Roadshow's organisers have made the training sessions slightly longer, and fewer in number.

As this issue went to press, exhibitor numbers were up 50% on last year. AMX, Crestron, Extron and Christie Digital are all confirmed as Platinum sponsors for 2007.

Another innovation this year is association-led training, to complement the manufacturer seminars. InfoComm is offering a module from its Academy Design School entitled 'Designing

for Optimum Projected Image Quality'.

CEDIA, for its part, will present two seminars: 'Technology Trends In Residential Custom Integration', which will highlight future technologies and perceptions that will affect the residential integration sector; and 'Designing Integrated Future Ready Homes' which will look at how to integrate technologies that truly enhance potential clients' lifestyles.

Admission to the Roadshows is free, but is restricted to trade-only visitors. A full exhibitor listing, hotel and registration information can be found at the Roadshow website.

■ www.iseurope.org/roadshow



Talk & Vision's new office is located close to its partners

Talk & Vision opens office in the UK

VIDEOCONFERENCING

Talk & Vision is continuing its European expansion by opening a new office in the United Kingdom. The office, which will accommodate full demo facilities, is in Chertsey, close both to London and to the offices of partners such as Polycom and Tandberg.

Videoconferencing expert Ray King will consult for Talk & Vision during the set-up of the UK office. A former director of Picturetel, King brings 32 years' of experience of the market.

In past years Talk & Vision has opened offices in The Netherlands, Belgium and Germany, and the company says it will continue to do so in the coming years, with preparations for the next new office - to be opened in 2008 - already underway.

The company's approach to the market is to offer a 'front-to-end service' approach, which enables its customers to outsource their global videoconferencing installation completely. Its involvement can begin at the first consultation stage, and then covers installation and implementation of equipment, as well as remote and on-site maintenance of networks. It can also set up conferences and connect multiple locations together.

■ www.videoconference.nl

Digital signage draws IBC delegates

By Paddy Baker

Installation Europe presented a Business Session on digital signage at last month's IBC show in Amsterdam. The emphasis was very much on making a business case for the use of this technology, and the audience of around 200 delegates was presented with three contrasting approaches to this rapidly expanding market sector.

Chris Frampton, head of sales and marketing at digital signage software company Dynamax, looked at use of the technology in supermarkets. Citing the example of Tesco, which is moving from carrying 30-second advertisement content to brief point-of-purchase information on its network, he said: "Shoppers make mental connections with the branding in a split second."

A different environment for digital signage was described by Gavin Anderson, founder of Baby TV, whose channel provides brand-led sponsored content and advertising to expectant mothers in hospital waiting rooms. This type of approach provides a known audience with a known mood state - where, unlike broadcast



TV, a 'one size fits all' approach is appropriate, he said.

Different business models for retail screen networks, ranging from advertisement-supported to retailer-owned, were outlined by Stuart Chambers, managing director of Avanti Screenmedia. He stressed the importance of using EPOS data to determine which messages were most effective in boosting sales - which could be at full margin. "Retailers are convinced

that consumers are totally preoccupied by price - but that's not the case," he said.

The event concluded with a lively question-and-answer session, and was followed by a networking lunch, which provided the opportunity to meet the speakers and continue the debate.

■ www.ibc.org

New partners

● Signal distribution manufacturer **Magenta Research**, whose business also deals with switching systems over UTP cable and fibre optics, has announced its partnership with **Fusion Technologies**, which will distribute its products in the Republic of Ireland.

Randy Young, director of marketing and business development for Magenta, said: "As is the case in many other countries, Ireland is seeing growing demand for dynamic signage-related products."

Daryl Brennan, managing director of Fusion Technologies, added: "We're delighted to partner with Magenta, who offer the extensive market-leading range of MultiView solutions, delivering high-resolution video images, serial data and audio over dedicated UTP cable, or fibre runs in the case of their Infinea DVI range." www.fusiontech.ie

● **Audio Visual Material** has been announced as a new UK distributor for video equipment manufacturer **TV One**.

Based in Hampshire, the audiovisual distributor's new arrangement means that it will be responsible for TV One's range of high-quality products, including its video processors and converters.

Mark Nisbet, AVM managing director, said: "I am absolutely delighted with our appointment in the AV market sector. I have watched TV One develop over the last few years and they are a company whose products are very exciting and innovative." www.avmltd.co.uk



▲ **Leisuretec Distribution** is to distribute **JBL's** new Control 2.4g wireless speaker system. With a range of 50–70m, the speakers provide an additional zone of sound while avoiding unsightly wires – for locations such as dressing rooms, bars or restrooms, and they can serve as a portable backstage touring solution. "We distribute the full JBL range and are delighted to add this unique product to the list," said Leisuretec MD Nick Spalding. www.leisuretec.co.uk

Barco brings Terracotta Army to life

VIDEO

Visitors to the British Museum's exhibition 'The First Emperor: China's Terracotta Army' are having their experience enhanced by projection systems from Barco. Images of one of the greatest archeological discoveries of the last century are being displayed in high definition and in vivid colour.

To present the historical storyline for the First Emperor exhibition, the museum chose ten single-chip DLP 1080p iCon250 projectors, set up in two five-channel arrays. An additional Barco projector at the main entrance informs visitors about what they are going to see.

The two five-channel display systems each provide a single seamless image on a curved 20m-wide screen. Proprietary Barco technologies ensure consistent colour and brightness levels across the image, by eliminating blurry overlap areas where projections converge.

Ann Galland, global marketing director for Barco, said: "Barco shares the British Museum's belief that cross-cultural investigation makes the world a better place, in business and in arts. So we are extremely proud to be the museum's visualisation partner for this exhibition."

The exhibition is the largest collection of artefacts lent by China to another country, and has attracted great interest. Last month it



was reported that 100,000 tickets had been sold for the exhibition, which runs in London until next April.

■ www.barco.com/presentation

Artcoustic's new Danish showroom



The showroom is designed as an integrated living space

AUDIO

Artcoustic, the Danish manufacturer of high-end wall mounted speakers, has opened its new flagship showroom in Copenhagen.

The new 200sq m showroom is designed to represent an integrated living space fitted with Artcoustic speaker systems – giving clients, customers, interior designers and architects the opportunity to experience the brand in a stylish setting. Different entertainment options are available, allowing customers to choose from systems ranging from a basic audio set-up to a complete multi-room solution.

The company's loudspeakers are flat – only 6cm or 12.7cm deep – giving the appearance of a picture that can hang discreetly on a wall, and customers can choose the look of the front of the speakers.

The company says that an ever-widening product range and increasing demand for demonstration facilities were behind its decision to open this latest showroom. It joins the list of Artcoustic locations around the world in cities including Dubai, London, New York, Hong Kong and Moscow.

■ www.artcoustic.com

Veterans step up to new positions

AUDIO

Two audio industry veterans have moved to senior management positions this month.



L to R: Simon Blackwood and Bill Woods

Simon Blackwood, former CEO of Focusrite/Novation, took the reins as managing director of Turbosound at the start of this month. He replaces the long-serving Philip Hart, who will remain at Turbosound in the role of chairman.

Well-known for his roles at Soundcraft/Harman Pro and Focusrite/Novation, Blackwood has been working with the Turbosound sales and team distributor channel for several months in order to obtain an insight into the loudspeaker market. In addition to serving as MD, he will continue to oversee Turbosound's sales channel management.

In a separate development, Bill Woods has been appointed group sales and marketing director for MC2 Audio, XTA and Qusted

Monitoring Systems.

Woods has just returned from living in the USA for the past three years, having representing Qusted for some of that time. He commented: "It is a very exciting time to return to the UK and I am delighted to be joining such a great team. The individual brands are all very strong but the merger has prompted an unprecedented sharing of resources that will lead to some incredible, innovative products in the near future."

■ www.turbosound.com

■ www.mc2-audio.co.uk

■ www.xta.co.uk

Appointments

▼ **Martin Professional** has announced the hiring of **Tony Browne** as the new managing director of Martin UK. Browne,



43, was previously the specification sales director at Zumtobel Lighting UK, where he sold to architects and electrical designers. "I have enjoyed building up a strong and competent sales

team at Zumtobel UK, but am now ready for a new challenge at Martin," he stated. Christian Engsted, Martin Professional president and CEO, said: "Tony has a well-proven track record in sales from one of the industry's most respected firms and is a natural fit to head our UK subsidiary."
www.martin.com

▼ **Brian Dempster** has been appointed head of the systems integration division at **Blitz Communications**. This new division,



within a leading UK rental and staging provider of AV staging, is dedicated to developing Blitz's permanent AV installation business. MD Paul Hutton said: "Blitz is

renowned for its technical expertise, and with Brian on board I look forward to seeing the systems integration division flourish."
www.blitzcomm.co.uk

D.A.S. beats early reflection

CONCERT AUDIO

Professional audio distributor and installer Mega Music Spolka has used D.A.S. Audio Aero line array systems to improve the challenging acoustics of a Polish church-turned-art gallery

The Art Gallery of Elblag, Poland, is the former Saint Ferry Church, which dates back to the 13th century. Its special charm makes it the perfect space for jazz and blues concerts and other events – in all ways except acoustically. Due to the hard surfaces of the church walls, ceiling and floor, the reverberation times and reflections made the sound technicians' jobs very difficult.

Mega Music realised right away the difficulty it would face in trying to solve this problem using a conventional solution. After studying different possibilities, it chose the Aero 28A powered line array systems. Adam Blaszczyk, director of Mega Music, commented: "Thanks to the Aero 28A we were able to direct the acoustic energy only there where we wanted it. We had to avoid columns and walls. Like an every old church, that building has a very bad acoustic response. So the only solution was to be ahead with the acoustic wave before the early reflection appears."

The PA system is comprised of four CA-28A powered systems flown on each side,

along with two Aero 218 Sub units for bass reinforcement. For the PA system control, a D.A.S. DSP-26 digital processor was used, a processor that works as an analogical crossover, equaliser, limiter and delay unit.



■ www.dasaudio.com

Matrix top of Scottish class

INTERACTIVE WHITEBOARDS

Matrix Display has been awarded a £1.5million contract to supply interactive whiteboards to Dumfries and Galloway council in Scotland. This is, to date, the largest whiteboard project delivered to any

UK local authority.

Matrix Scottish area manager Adrian Robertson commented: "This is a fantastic opportunity for us and will enable Matrix to make its mark north of the border and prove we can deliver large-scale bespoke installations. The first phase – comprising

550 whiteboards – has already been delivered and we're now looking at linking all schools in Scotland to the Glow digital network [a national schools intranet], which is a major priority for all Scottish local authorities."

The news comes follows another high-profile deal for Matrix with the local authority in Edinburgh.

■ www.matrixdisplay.com

TOA refines training courses

AUDIO TRAINING

Audio solutions company TOA has refined its audio training offering into two separate two-day courses, which it will be running at the end of November.

The courses, which are devised and delivered

by an audio training specialist, are completely vendor independent and are free of charge apart from a £50 booking fee. They will be held at TOA's headquarters in Surrey, England.

On 26 and 27 November, Course 1, for people with little or no knowledge of audio, will

be held; Course 2, on 28 and 29 November, is designed for those with a substantial audio knowledge in either the public address or security company area.

Further details are available on the company's website, or by requesting an information pack via sue@toa.co.uk

■ www.toa.co.uk

Appointments

● Software developer **Stardraw.com** has announced the appointment of **Paul Clark** to the position of software developer and designer. Prior to this, Clark had already been named as Stardraw's very first certified programmer for Stardraw Control in the latter part of 2006. His first task is to work on the 2008 versions of Stardraw's design and documentation applications. Stardraw.com CEO David Snipp said: "Paul was the ideal candidate. I'm sure he'll be a great asset to the team."
www.stardraw.com

▼ **Community Professional**
Loudspeakers has announced the appointment of engineers **Tao Zhang** and **Hadi Sumoro** (below L, R) to its Technical Applications Group (TAG). As part of Community's TAG team, Zhang and Sumoro will be responsible for providing applications support and systems overview assistance to the company's worldwide customer network. Dave Howden, Community's director of technical services, said: "Hadi and Tao are exceptionally skilled engineers with strong technical knowledge and an appreciation for audio."
www.loudspeakers.net



B2B forums for Scotland and Ireland

EVENTS

Two new networking events for the entertainment and installation industry – one in Scotland, the other in Ireland – have been announced in recent weeks, and have received an enthusiastic response from the market.

evenTech Scotland 2008 will take place on 20 and 21 February at the Marriott Hotel, Glasgow, while evenTech Ireland 2008 will be held on 18 and 19 November at the RDS, Dublin.

The two events are organised by Scattered Media, a new company formed by individuals with considerable experience and success in event management for this sector.

The Scottish event is over 50% sold, with exhibitors including Glasgow's CUK Audio and Sennheiser UK. Scattered Media's Darren Brechin commented: "The support we've had for the show is really heartening. Our initial belief in the need for regional forums was so strong and this demonstrates it was well founded."

evenTech Scotland has attracted support from the Production Services Association. "For the PSA, it's about getting people together under one roof. It's about time something happened in Scotland," said the association's Andy Lenthall.

evenTech Ireland 2008 will follow the model of the Scottish show, focusing on the

key regional decision-makers in the entertainment and installation industries.

With major improvement initiatives planned in Ireland, including a €184 billion National Development Plan announced earlier this year, there are clear potential business opportunities for the country's AV sector. "As with other regions, the scope of development in Ireland now presents the perfect opportunity for the evenTech Ireland forum and similarly, the event will give a well-timed boost to the Irish entertainment and installation technology industry," said Brechin.

■ www.eventech-series.com

B-Tech celebrates in supercar style

By Stacey McIntosh

B-Tech celebrated its 35th anniversary with a day out at Silverstone in September, inviting customers and press to join in for a day of competition and camaraderie.

Starting in Daventry at the head office of the design manufacturer of audio and video mounts and supports, guests were divided into five teams and given a tour of the company's newly built sales and training suite, sales offices and warehouse space.

In the afternoon, a series of driving challenges at the home of the British Grand Prix tested even the most enthusiastic petrolheads.

On hand were a Ferrari 360 CS, a Lotus Exige, an Audi A4 skid control car, a Ford Fiesta ST rally car and a Peugeot 206 GTI rally car.

Each team had the opportunity to try out three cars, and assisted by instructors, competed in the various challenges in the attempt to become one of the winning drivers. The ubiquitous roar of supercar engines combined with the stench of overworked clutches made for a highly fulfilling experience.

The winning team, based on the best individual performances, was 'Team Honda'. Four guests received individual prizes, not including the 'Boy-racer of the day' award for over-enthusiasm behind the wheel. *Installation Europe's* representatives were, alas, not able to grace the podium on this occasion.

Martin Bennett, managing director of B-Tech, said: "From small beginnings 35 years ago, I was extremely proud to welcome all our

visitors to our magnificent new showroom and give them a day to remember at Silverstone."

■ www.b-tech-int.com



The victorious Team Honda – not featuring IE staff

For your diary

BROADCAST INDIA

1-3 November: Mumbai, India
www.saicom.com/broadcastindia/2007/

INTEGRATED SYSTEMS RUSSIA

8-10 November 2007: Moscow, Russia
www.isrussia.org

SBES

14-15 November: Birmingham, UK
www.radica.com/events/sbes.asp

LDI

16-18 November: Orlando, USA
www.ldishow.com

WINTER NAMM

17-20 January 2008: Anaheim, USA
www.thenammshow.com

INTEGRATED SYSTEMS EUROPE

29-31 January 2008: RAI, Amsterdam
www.iseurope.org

EVENTECH SCOTLAND

20-21 February: Glasgow, UK
www.eventech-scotland.com

SHOW WAY

24-26 February 2008: Bergamo, Italy
www.showway.com

PROLIGHT + SOUND

12-15 March: Frankfurt, Germany
www.pls.messefrankfurt.com

NAB

11-17 April: Las Vegas, USA
www.nabshow.com

PALME MIDDLE EAST

27-29 April: Dubai, UAE
www.palmeonline.com

CEDIA SPRING EXPO

29 April - 2 May: Dallas, USA
www.cedia.net

Spanish rock venue gets QSC - then gets more

CONCERT AUDIO

A live entertainment venue in Barcelona, recently fitted with QSC line array systems, is planning a major expansion which will see it adopt more equipment from the same manufacturer.

The Sala Mandra rock venue held an A/B comparison, in which QSC's WideLine-10 was put to the test alongside longer-established line array brands. It was immediately given the nod by co-owners Ula Batallé, David Lafuente and Paco Venegas.

WideLine-10 is a three-transducer system and its 140° horizontal coverage pattern represents the widest of any line array system currently available, says QSC.

Having taken delivery of a WideLine WL2102 (four hangs per side) and three groundstacked WL218sw (2 x 18) subs - installed by ArtMedia - the venue is already preparing to move 200m further down the Avinguda Carrilet. When the system, which is driven by eight PowerLight PL230 amplifiers and controlled by a QSC BASIS 922dz, is relocated, it is expected to move onto a

CobraNet network.

Headroom has already been built into the system, since the BASIS platform meets the control, monitoring, signal transport and processing needs of amplification and loudspeaker systems over Ethernet. Amplifier and loudspeaker control, monitoring and protection, configurable DSP, and CobraNet audio transport are seamlessly integrated into BASIS's IRU platform.

Explains QSC Spain's Mauri Costa, "The idea is that the studio upstairs will be able to record the shows straight off the newly-specified digital live mixing console via CobraNet." He anticipated that the WideLine system would be boosted by two additional enclosures to provide additional frontfills for the 800-capacity audience.

■ www.qscaudio.com

Maritime setting for Mitsubishi screen

VIDEO



The cruise ship's disco is named after the deity Pan

A 28sq m projection screen has been installed aboard the Mediterranean's latest luxury cruise ship. The Costa Crociere fleet's new *Costa Serena* features the Mitsubishi Electric Display Wall system as an integral part of its onboard 'Pan' discotheque.

The system is built from Mitsubishi 67in XGA rear projection cubes, delivering a total resolution of 5120 x 3072 pixels. Up to 20 video inputs can be displayed simultaneously, managed by a remote control facility. Mitsubishi's patented Colour Space Control and dynamic brightness balancing ensure clarity in use.

Mitsubishi Electric says that the system was selected as much for its reliability and

build quality as for its performance. Ensuring reliable operation was an important consideration in an environment subject to high vibration and constant movement.

Features such as automatic colour wheel calibration and automatic lamp changing help to ensure reliability. In the event of a lamp failure, the spare lamp is automatically switched on and moved into the operating position within 10 seconds, ensuring continuity of service with no operator intervention.

■ www.mitsubishidisplayengineering.com