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Given Focal's reputation for loudspeakers such as the 2 metre tall Grande Utopia EM, it's easy to suppose that these giants are the final stop of our development journey. In truth, they are simply the beginning. Without ultimate reference points like these, we could never have achieved the performance of the multiple 'Best Buy' and group test winning Chorus range, or enhanced the musicality of our highly acclaimed Electra series to such a degree we had to rename it Be2. Neither could we have created miniature marvels like the Dome satellite speakers and the XS computer system, or our in-ceiling and in/on-wall Custom products -systems which astound listeners with their ability to produce dynamic, natural sound from discreet enclosures.

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## A WINNING COMBINATION



On this page last month I listed two reasons for those in the AV trade to be cheerful – well cautiously optimistic, at least. It'll surprise no-one that the rise and rise of 3D, my first reason, continues apace. However, its greatest triumphs look set to remain confined to the cinema rather than the home for a while yet, thanks to a combination of high prices and lack of content. So what should hard-pressed retailers and manufacturers place their trust in to deliver a timely sales boost in the short term? My second reason to be cheerful – the World Cup. Whether you're a football fan or not, there's no denying that FIFA's tournament invariably results in an upsurge of flatscreen, and associated accessory, sales; that it only comes round once every four years is all the more reason to take full advantage while you can. And doing just that is the subject of our mini feature from page 14.

Our investigation into World Cup retail opportunities highlighted, amongst other things, the lack of live HD, let alone 3D, content available to many of those unwilling to fork out for Sky. Thankfully, it's an entirely different matter for movie fans, who are just a Blu-ray player and HD display solution away from indulging their passion. It's the latter – more specifically projectors and screens – that we're focussing on this month, and you'll find the latest options and GfK analysis from page 20 onwards.

Wherever you head first, though, there's no escaping the celebratory mood in this issue's SVI. The end of March saw voting close in our own annual Trade Awards, whilst in mid-April CEDIA's annual celebration of CI excellence took place at the UnderGlobe in London. Head to pages 28 and 36 respectively, and we'll guide you through all those that came out on top. One company that's celebrating a win or two in the former is BBG. It's been a busy 12 months for the distributor, which has followed its merger with Peerless with a raft of noteworthy product launches. We tracked down MD, Gordon Dutch, for a chat about business past, present and future – you'll find it on page 10. All of which leaves us with the not inconsiderable matter of our regulars. Phil Hansen, Dave Slater and Hamish McNair-Wilson look at insurance, life at the CI coalface and the Japanese take on the iPad in that order.

Jake

Jake Stow, Editor  
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# Industry News

The Who-What-Where-When-Why of AV

## LINSAR RELOCATES

British TV manufacturer Linsar has relocated from London to new purpose-built premises in Bournemouth. Situated within Bournemouth Airport's business park, the new building stretches to 10,000 sq. ft and affords increased capacity necessary for logistics, warehousing and service, plus sales, marketing and finance. The firm, which specialises in small-screen TVs, has achieved significant year-on-year growth since its inception four years ago. New products planned for 2010 include a Freeview HD set-top box and a range of LED TVs.

Linsar's Managing Director, Barry Kick, commented: *"By having all operational departments and stock under one purpose-built roof, our new larger office and logistics facility will provide increased efficiencies resulting in higher service levels to all our independent customers and John Lewis. Being located on the Bournemouth Airport Business Park, we can now also offer guaranteed 'next day' delivery from orders placed as late as 4pm!"*

Contact: +44 (0)845 555 1101

www.linsar.com



Linsar's new purpose-built HQ



## CONSUMERS OFFERED WIRELESS IPLAYER

TechniSat has announced that its award-winning HDFS Freesat HD digital box now offers its users access to the BBC's iPlayer. What's more, it is the only HD Freesat box that can deliver the service wirelessly, a feature made possible with a WLAN adaptor that slots into one of its USB ports. Said adaptor also allows for the streaming of media from home PCs for playback on a TV, making TechniSat's box a multi-talented home entertainment device.

Access to the service comes via a software update, which enables the HDFS to join the BBC iPlayer trial. TechniSat UK's Research & Development Manager, Martin Wilks, said: *"We are very pleased to be joining the BBC iPlayer trial and believe that the wireless capability of the HDFS offers customers the lowest cost solution to receiving the service when a fixed connection is not possible."* Visit: [www.technisat.co.uk](http://www.technisat.co.uk)

## AND THE WINNER IS... SENNHEISER

Congratulations are in order for the design team at Sennheiser, who were doubtless delighted to see no fewer than eight of their headphones win at the prestigious Red Dot Design Awards and six triumph at the equally noteworthy iF Design Awards. At the Red Dots, awards in the Entertainment category went to the SVI Award-winning HD 800, the new RS-170 wireless, the PX 210 BT Bluetooth model and the HD 238 Precision (the four others were garnered in the Computers category). At the iF's, meanwhile, the HD 800 and RS-170 won again, and the RS-180 RF headphones also picked up a prize, all in the Audio/Video category. In other categories there were wins for the MM 100, PC31 and DWOffice models.

Contact: +44 (0)1494 551 551

www.sennheiser.co.uk



reddot design award winner 2010

## BACK TO SCHOOL

ProCollege, Loewe's successful dealer training programme, has been bolstered by the addition of an online component, e-campus. Kicking off with two 20-minute interactive courses, both of which are available now, the new addition is designed for those Loewe dealers who wish to refresh their product knowledge from the comfort of their own store.

The first two courses offered to UK retailers will focus on basic networking and application knowledge, with further courses (to be added as the year progresses) to cover topics such as basic e-training on all of Loewe TVs, audio solutions, system components and the Loewe technology brands.

Speaking about e-campus, Kevin Kelly, Managing Director of Loewe UK, said: *"With the audio-visual market remaining a highly competitive trading arena, retailers operating within the market need to ensure that their staff are able to deliver a knowledgeable and comprehensive service for customers. These online courses are ideal for dealers who may not have a large team and find it hard to spare staff members from the shop floor for off-site training sessions."*

Prospective Loewe dealers wishing to find out more about e-campus and other programmes offered by Loewe ProCollege should contact the company using the details below. Existing dealers can also access training information via the Loewe Retail Services website.

+44 (0)1294 315 000

www.loewe-uk.com



## NEW FACE AT KEF



KEF has announced that Johan Coorg is to handle its national and international brand development activities. The appointment, which is effective immediately, will see Johan supporting the company's international business units with professional product launches, dealer support, training and events.

Commenting on his new role, Johan said, "I have been in the industry since 1987, and almost all my experience has involved the promotion of high-end Hi-Fi, working for and with many well-known brands. Music and movies have been – and remain – a life's passion. Therefore, I am very excited about the opportunity to contribute to KEF's many international activities."

Steve Halsall, KEF UK's Managing Director, added: "We are delighted to be working with Johan in this new capacity. He is one of those guys that, 'if you cut him open, would bleed little blue KEF logos' to paraphrase a previous Managing Director's remark. We're looking forward to a strong contribution from him during the busy year we have planned."

Contact: +44 (0)1622 672 261  
www.kef.com

## WEB WATCHING

For a dose of the latest AV and CI news through your browser of choice, head to SVImag.com. Updated regularly with breaking stories and those we can't squeeze into our print copy, not to mention the latest recruitment opportunities, comment, show news and product launches, it's an indispensable resource for anyone looking to keep their finger on the pulse of the industry. If you haven't paid it visit over the last few weeks, you've missed news on Digi-box.co.uk's forthcoming HDTV seminar, Samsung's bossing of the LCD TV market, Impact Screen Solutions' NEOD Framed Mirror TV and CEDIA's forthcoming 'Wired for Technology' conference. To avoid missing out in future, why not sign up for our regular email newsletters?

Visit: [www.svimag.com](http://www.svimag.com)



## RETRA SPEAKS

Retra has held its annual conference. The event took place at the ICC in Birmingham over April 26th–27th, was the 50th in the Association's history and took 'Performance for profit' as its theme. Particularly noteworthy, though, was the line-up of industry speakers who offered their thoughts to the assembled delegates, retailers, suppliers and manufacturers. Alongside Shaun Barrett, current retra President, were (deep breath) Chris Emerson, COO, Alphason; Keith Evans, MD, Panasonic UK; Leslie Burrage, Chief Executive, Roberts Radio; Mark Cook, Search Marketing Director, Further; Nigel Catlow, Business Group Director, Consumer Electronics, GfK Retail & Technology UK; Richard Halton, Programme Director IPTV, BBC; Robert Hughes, MD, Hughes Electrical; Stephen Robertson, Director General, British Retail Consortium; Emma Scott, MD, Freesat; Stephen Norman, Commercial Director, Boxclever; and industry consultant Tony Dugdale. We'll have more on the conference next issue.

Contact: +44 (0)1234 269 110  
www.retra.co.uk



Retra President, Shaun Barrett

## WHAT'S ON ONLINE?

AV technology is becoming increasingly integrated with (and, in some cases, even dependent on) the internet, of that there's no doubt, but there's still a way to go before IPTV (Internet Protocol TV) makes a real impact. However, according to the latest research from Informa Telecoms & Media, the global market for IPTV is expanding. The company points at IPTV subscriptions, which reached 29.7-million at the end of 2009, up from 19.4-million a year earlier, and notes that the technology has both won a significant share in several emerging markets and made inroads into some developed mid-sized ones.

"IPTV still has a long way to go. The technology had only 5% of the multi-channel-TV market and less than 2% penetration of the world's households, despite services being available in over 50 countries. In many markets, services have simply struggled to make progress against cable, satellite and terrestrial TV competition," commented Rob Gallagher, Principal Analyst at Informa Telecoms & Media. "But the potential for delivering broadband-based services to the TV should not be underestimated. Despite the low number of success stories for conventional IPTV, the underlying technology is increasingly being embraced by cable, satellite and terrestrial TV providers as well as internet firms, media groups and consumer electronics manufacturers."

In the UK, IPTV uptake remains low, but the likes of Cello Electronics' iViewer ensure it has at least a presence on the high street. This month, Cello announced that Sky's Sky Player service would be available on the iViewer from June, giving consumers access to the satellite TV provider's programming without the need for a dish or separate set-top box. With iPlayer and YouTube also offered, plus Facebook and Twitter, the set is certainly a tempting proposition – but more than that, it demonstrates the potential and appeal of broadband-based TV. Currently available exclusively from M&S, the iViewer is due to hit other retailers' showrooms in June.

Visit: [www.informatm.com](http://www.informatm.com)  
[www.iptv-forum.com](http://www.iptv-forum.com) [www.celloelectronics.com](http://www.celloelectronics.com)



Cello's iViewer offers viewers a cost-effective route to online TV content



## VOGEL'S ON THE DOT

Vogel's EFW 8345 Motion+ wall mount has been honoured at the *Red Dot Design Awards* – the first time a wall mount manufacturer has triumphed at the annual competition. The company will be presented with its Product Design award at the official Winners Dinner on July 5th in Essen, Germany.

Hailing from the recently-launched 8000 Series, the EFW 8345 is packed full of useful features – with it, users can adjust their screen by up to 75° to either side with a minimum of effort, and without worrying about bumping expensive technology against an unforgiving wall thanks to Vogel's patented Screen Projection System. A 90° corner option is also available and allows a panel to be set perpendicular to the wall.

Commenting on the award, a delighted Vogel's CEO, Gerdi Vogels, said: "This is an enormous recognition from an independent international jury for the Vogel's 8000 Series. I am very proud that we are one of the winners,"

Contact: +44 (0)800 080 3990  
www.vogels.com



reddot design award  
winner 2010



## GRAHAM REACHES MILESTONE

Provider of AV mounting equipment and display solutions for flatscreen TVs and projectors Milestone AV Technologies has appointed Andy Graham as its new Consumer Country Manager for the UK. In this position he will work to expand the the company's global market position, building upon the success it has had to date with its Sanus and iC by Chief products within the UK. Andy will also lead the expansion of Milestone's UK distribution and sales infrastructure, which is already supported by a distribution centre in Tamworth. Andy brings more than 25 years of experience in the Consumer Electronics industry to his role at Milestone, having most recently worked at Vivanco for 18 years as Sales Director.

"Milestone offers many significant advantages to UK retailers," commented Graham. "The company provides an unmatched level of product innovation to its customers and has a wide range of TV mounting and accessories products. I'm confident that the combination of this product portfolio and their breadth of customer service and support tools provides significant value and growth opportunities for our partners and Milestone."

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andy.graham@milestone.com  
www.milestone.com



## SONY ZEROES IN

Sony has put forward its 'Road to Zero' global environment plan, a slew of reforms designed to facilitate the company's ambitious long-term goal of achieving a 'zero' environmental footprint by 2050. Mid-term targets include a 30% reduction in annual energy consumption of products, a 10% reduction in product mass and a 16% reduction in incoming parts packaging waste, all compared to 2008 figures.

In Europe, Sony has already made significant progress in reducing its environmental impact. Its sites have reduced their CO2 emissions from electricity use and facility heating by approximately 93% between fiscal years 2000 and 2009, whilst the majority of its Bravia TV range now carries the EU 'flower': an eco-label introduced by the EU to certify greener, more environmentally friendly products that comply with strict ecological criteria.

Sony Europe is also a founding member of the European Recycling Platform (ERP), which manages end-of-life collection and recycling for all consumer electronics products. In 2008, approximately 60,000 tons of electronic waste were collected and recycled on behalf of Sony in 20 European countries. All of which should appeal to eco-conscious consumers in the market for new home entertainment kit.

Contact: +44 (0)1932 816 000  
www.sony.co.uk



## A HARD ACT TO FOLLOW

The digital radio industry has welcomed the Digital Economy Act's successful passage through Parliament. The Act includes six sections on radio, designed to enable "the consumer-led transition to digital-only transmission for national and larger local services, while creating space on the FM spectrum for small local and community stations", and was supported by all sectors of the industry.

Commenting on the Act's passing, Ford Ennals, Chief Executive of Digital Radio UK, said: "We welcome the clear policy direction and legislative framework that is now in place giving us a foundation upon which to build a secure and prosperous future for radio and significant benefits for listeners. The switch to digital radio will also deliver opportunities for growth and greater competition within the industry as more commercial stations gain the ability to transmit nationally, and community and small local radio stations gain greater access to FM."

digitalradiouk

## CU GETS CONNECTED

It has been announced that Computers Unlimited (CU) is to become the exclusive UK distributor for the award-winning Bandridge and Profigold connectivity ranges. Previously associated with BBG, Bandridge is well-known in the UK on account of a portfolio that comprises in excess of 1200 connectivity solutions, available across five distinct quality/price levels: Bandridge Valueline, Bandridge, Bandridge Premium, Profigold and Profigold OxyPure.

"We are excited to be working with Europe's leading connectivity specialists and look forward to growth in new areas with this prestigious brand. In addition to the outstanding new 3DTV and Full HDTV ranges, we see real potential with the multimedia and IT range – previously under utilised in the UK," said Ben Goff, Product Manager, Digital Home Division at CU UK. "Bandridge brings us ever closer to our expanding dealer base – encouraging more of a single point of expertise and knowledge – a great addition to the UK Digital Home Division's portfolio," he added.

Following the introduction of Profigold Skyline and Profigold installer ranges, Bandridge Europe and CU are planning further product launches to serve new technology areas, including 3DTV HDMI High-speed with Ethernet, Wireless HDMI and 'for iPhone' connectivity. Watch this space for details.

Contact: +44 (0)20 8200 8282 | www.unlimited.com | www.bandridge.com





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# AWARD WINNING FLAT PANEL MOUNTING SOLUTIONS

FROM AN AWARD WINNING MANUFACTURER...



Best Manufacturer: Peerless  
Best Flatscreen Mount: Peerless Slimline



The launch of the full range **Peerless AV Accessories** through BBG Distribution brings an extensive product range of innovative flat panel mounts, stylish AV furniture and high specification, 3D compatible connectivity solutions to the UK market.

This includes the SVI Award Winning **Slimline** range which is officially the 'World's Slimmest Articulating Flat Panel Mount' at a mere 29mm from the wall when retracted and extends to over 700mm enabling full 90° side-to-side swivel for the ideal viewing position and is the perfect product to complement Ultra-Thin LED panels.

With a choice of modern designs, a number of sizes available to suit different screens and a selection of colour finishes there is a **Peerless AV Furniture** product to suit any requirement.

The recently introduced range of cables are specially designed to enhance the performance of the latest generation of HD electronics and **Peerless AV Connectivity** delivers the highest specification and quality across all AV components and peripherals.



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[sales@bbg.eu.com](mailto:sales@bbg.eu.com) | [www.bbg.eu.com](http://www.bbg.eu.com)

Unit 3, Watford Interchange, Colonial Way, Watford, Herts WD24 4WP  
Tel: 01923 205 610 | Fax: 01923 205 611

# Business at BBG



It's been a busy 12 months at distributor BBG. Following a merger with Peerless in 2009, a host of new product launches and the establishment of Peerless-AV Europe, we thought it high-time we caught up with founder and MD, GORDON DUTCH, for a chat...



Peerless's mounting solutions are just a part of BBG's growing accessories offering

**SVI:** Last year saw some of the toughest economic conditions the AV industry has ever faced. How did BBG fare?

**Gordon Dutch:** It was definitely a challenging year in terms of the economic climate coupled with the changes that took place within the business, but the end of 2009 found BBG in a stronger position than ever to take advantage of the opportunities in the coming year and beyond. This is partly due to the exceptional loyalty that we have enjoyed, with the majority of our retailers choosing to support our new products ranges along with the long term strategy we have developed with our Peerless-branded solutions.

**SVI:** About those changes – a year on, has the merger changed the way in which BBG operates? Or has it been business as usual?

**GD:** Well, we feel that it's improved our ability to deliver the right products at the right time – and in doing so provide the AV accessories that dealers and customers need to complement the latest electronics. This is due to the fact that, as part of a large manufacturing group, we are able to anticipate market needs and requirements before responding quickly and effectively with solutions. Just look at the success of the Slimline range of mounts and the recent launch of an end-to-end cable selection that includes High Speed HDMI with Ethernet to the 1.4 specification required to deliver 3D TV.

**SVI:** Has the first quarter of 2010 seen an upturn in business – are we on the road to recovery?

**GD:** The first quarter was one of disruption, what with the bad weather and continued economic gloom, so sales growth was slow. However, Q2 has already started in a positive manner, and we envisage strong progress thanks in part to the World Cup and the launch of the first 3D broadcasts on Sky.

**SVI:** On to those new products – what has been the response of UK retailers and installers to Peerless's growing [and SVI Award-winning – Ed.] range of mounting solutions?

**GD:** It has been exceptional – the loyalty and support we have enjoyed in the trade is particularly pleasing and touching. Winning accolades such as the SVI awards for Best Manufacturer and Best Wall Mount shows how far we have come in such a short space of time. But we're not resting on our laurels – in mounts alone there are exciting new products being launched in June with more to follow...

**SVI:** Could you tell us a bit about the new Pro Installation mounts and the Custom Design Service?

**GD:** We developed the Modular Series of ceiling mounts after listening to feedback from installers and integrators. They're simple to understand, easy to install and have excellent functionality. The complete system is designed and manufactured in the UK and consists of just over a dozen SKUs that combine to create a solution for virtually any installation application. This UK-based design and manufacturing capability also allows us to offer a bespoke design service for special projects or unusual mounting solutions that can be turned around on a short two- or three-week lead time.

**SVI:** So, are the consumer and professional mount markets equally important to the business, or is the focus on one in particular?

**GD:** Both are equally important. Traditionally the retail market represents a large proportion of our overall business, while the custom install side is one where Peerless in the US are very strong and where we can use their experience to maximise our effectiveness in this sector. To this end we are launching a

completely new professional mounting solution in May that we believe delivers exactly what the installer needs.

**SVI:** You offer far more than mounts, of course. Has the début of Peerless's new range of AV furniture been a successful one thus far?

**GD:** It's exceeded all our expectations and more than justified our decision to follow this strategy. We deliberately designed products that we felt offered a solid look and feel, and suited the requirements of the modern consumer and installer. We recently launched the all new Portland wood finish range and had the first two containers sold before they even reached our warehouse!

**SVI:** Has the new Peerless AV Connectivity range been similarly well-received?

**GD:** It's early days for the Peerless cable range; however, initial indications are that in developing a focussed end-to-end range that's simple to understand we have created the solution that the market is demanding. Also the fact we have a full selection of High Speed HDMI with Ethernet (to 1.4 specification) from £149 to £39 has been well-received by both dealers and consumer magazines.

**SVI:** How do your AV furniture and cable products stand out in what is a crowded marketplace?

**GD:** Simple – they are high-quality products, designed to the latest specification, with an exceptional finish that offer unbeatable value for money. We also lead the market through innovation – whether it's our Slimline mounting solutions or our HDMI 1.4 cables.

**SVI:** With a line-up of mounts, furniture and cables, Peerless is covering a large part of the AV Accessories market – are these three categories as far as it goes, or is further expansion on the cards?

**GD:** Anyone who knows me will be aware that I'm never happier than when I'm driving this business forward, so I would definitely expect more exciting developments for 2010! We've already designed, developed and launched over 100 new products under the Peerless brand in the last six months – and in doing so have taken our sales of own-brand solutions to over 80% of our turnover from less than 10% a year ago.

**SVI:** How has the launch of Peerless-AV Europe been received by the industry? What was the reception like at ISE 2010?

**GD:** The response at ISE was very positive, and whilst there was never any doubt that installers think that Peerless has an excellent product range, it's clear they have an added confidence in dealing with a European company with local warehousing and logistics. We came away from the show with seven-times more leads than the year before when Peerless US exhibited, and we have already secured a deal with a 700-store pan-European chain and a number of regional distributors.

**SVI:** Peerless's products are clearly the focus for BBG, but you have several other brands too. Is BBG/Peerless still committed to these brands? Are there any plans to add to the current line-up in the near future?

**GD:** Jamo has a fantastic, award-winning product range – it is at the forefront of its field in terms of performance and innovation. It also covers both consumer and professional applications, and as such it represents a perfect fit to the overall BBG business. If anything, over the coming year we will be looking to add to our portfolio of products and brands rather than replace lines.

**SVI:** Finally, what does BBG/Peerless have planned for the rest of the year and beyond?

**GD:** New products and further expansion! And as a business we will continue to innovate and evolve to meet the needs of our customers and to maximise the opportunities presented by new technology such as 3D TV. Expect to see even more exciting products for the rest of this year – watch this space...

**SVI:** Thanks for your time, Gordon – we will!

peerless®



www.bbg.eu.com



# pronto



PEP 2.4 Sonos module  
(displayed on TSU9600)



*P r o n t o   h a s   e v o l v e d*

- *Extended integration functionality*
- *Sonos and TwonkyMedia modules*
- *iPhone-style interface capability*
- *Faster and easier programming*

The NEW PEP 2.4 software now features enhanced UPnP (Universal Plug and Play)/ DLNA (Digital Living Network Alliance) compatibility.

Rotary wheel enhancements. Actions can be ascribed to the rotation / counter-rotation of the controller's rotary wheel eg controlling volume or light levels.

Improved font selection. Any Windows PC font can now be easily selected and used in PEP2.4.

Dynamic user interface. PEP2.4 brings improved dynamic graphic and text property control, adjustment and object manipulation through improvements to ProntoScript.

Re-sizeable and dockable windows to assist in more complex programming tasks, such as, creating user interface graphics.

Display and editing of multiple pages on a single screen to help with smoother, faster programming workflow.

Re-usable macros. Once set up and used, programming macros can be simply stored and re-used when configuring repeated actions in multiple locations in a project.

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Best Training Initiative



Best Trade Supplier



## LG GROWS OLED

LG used the recent *Gadget Show Live* to showcase its new OLED TV, the 15EL9500. Measuring, as its product code suggests, 15-inches, it will be the biggest OLED screen available to consumers at launch (sometime in May) – a coup for LG, but rather revealing about the technology's chances of overhauling LCD in the near future... Taken on its own merits, however, the 15EL9500 is certainly an impressive screen. Measuring just 3mm thick, it boasts a stunning contrast ratio of 10,000,000:1 and, since it employs no backlight, offers exceptionally deep blacks. The display is HD-Ready only, but comes with a built-in Freeview tuner and LG's TruMotion 100Hz technology, the latter resulting in image response times of just 0.1ms. Marketed as being ideal for the kitchen and bedroom, its water resistance may also make it a popular choice for the bathroom – though a price tag of between £1500 and £2000 might just put some consumers off.

Contact: +44 (0)1753 491 500 | [www.lge.co.uk](http://www.lge.co.uk)

# What's New?

SVI's round-up of all the very latest product news

## VSX APPEAL

New from Pioneer is a line of entry-level and mid-range AV receivers, all but one of which (the entry-level VSX-420) can be enhanced with wireless Bluetooth audio streaming and are capable of supporting 3D content courtesy of the latest HDMI 1.4 specification. Also comprising the VSX-



520, -820, -920, -1020 (pictured) and -1025, the new range benefits from the likes of Dolby Prologic IIz decoding (also not present on the VSX-420) and impressive iPhone functionality, models from the VSX-820 onwards including 'Works with iPhone' certification and an iPhone button, which conveniently transfers iPod navigation control and on-screen display from the receiver's remote control back to the connected iPhone or iPod touch. Elsewhere, all models in the range utilise Advanced Sound Retriever technology, which enhances compressed audio files by restoring critical data from compressed audio sources.

For those prepared to invest a bit more, from the VSX-920 onwards the receivers incorporate Internet Radio and Pioneer's Precision Quartz Lock Mechanism, which works in combination with a compatible Pioneer Blu-ray player to eliminate timing errors. From the VSX-520 onwards, models also benefit from Multi-channel Acoustic Calibration, which adjusts speakers to deliver optimal performance. The majority of the VSX range will be available from June, with the VSX-1025 arriving slightly later in July.

Contact: +44 (0)1753 789 789 | [www.pioneer.co.uk](http://www.pioneer.co.uk)



## DEVOLO POWERS UP IPLAYER

Consumers who have invested in Freesat may be tempted by devolo's new dLAN 200 AV kit and dLAN 200 AVpass kit – HomePlug solutions that enable Freesat viewers to gain access to internet TV services such as the BBC's iPlayer. The kits have been created specifically for use with Freesat receivers and work by facilitating a connection between a Freesat box and a broadband router. Signals travel via mains wiring and can reach speeds of up to 200Mbps.

The AVpass kit includes an in-built electrical socket and integrated network filter to minimise interference, whilst the AV kit is a more compact solution aimed at users wishing to save space. The former retails at £119.99 and the latter at £99.99, both comprising two adaptors and two Ethernet connection cables.

Visit: [www.devolo.co.uk](http://www.devolo.co.uk)

## 3D'S NEVER LOOKED SO FLAT

Sony is preparing to make its entry into the 3D-Ready flatscreen market, with a range of TVs due to hit the high street in June. The launch model is the Bravia HX803, which incorporates its manufacturer's latest 200Hz frame rate, High Speed Precision, LED Boost and 3D up-conversion technologies (the latter three exclusive to the firm). Sony will also be tempting potential HX803 customers by offering access to four 3D stereoscopic PS3 titles free of charge – a smart move considering the lack of 3D content currently available. Selected 3D products will also be bundled with 3D Blu-ray discs, *Cloudy With a Chance of Meatballs* and *Deep Sea*.

As for those glasses, the HX803 won't be bundled with any, although special 3D accessory packs comprising two sets of glasses and a transmitter will be able to complement the TV for a limited time. The LX903, on the other hand, will come with both glasses and a transmitter included. See last issue's What's New? for a sneak preview of Sony's 3D Blu-ray options.

Contact: +44 (0)1932 816 000 | [www.sony.co.uk](http://www.sony.co.uk)



## SAMSUNG BRINGS 3D HOME

Officially the world's first 3D Blu-ray player, Samsung's BD-C6900 boasts a stylish slimline form with a transparent cover and is fully compatible with 3D/standard Blu-ray discs and DVDs. In addition, the device is capable of streaming multimedia content across a home network thanks to its built-in Wi-Fi connectivity, which also affords access to Samsung's Internet@TV platform. The BD-C6900 is available now, and with *Avatar* on Blu-ray now available, consumers may well be tempted.

Contact: +44 (0)1932 455 000 | [www.samsung.com](http://www.samsung.com)



## WHITE NOISE

There's good news this month for anyone considering investing in Cabasse's Eole 2.5.1 speaker system – the French brand has cut its price from £1200 to £1000 and introduced a modern gloss white finish to complement the existing gloss black option.

The system comprises five satellites and an active subwoofer. The former employ a 2-way coaxial driver, in keeping with Cabasse's SCS (Spatial Coherent System) principles, and a variety of mounting options are offered: a magnetic base fixing allows the speakers to be swivelled in any direction regardless of whether they're attached to the included metal floor stands, wall/desk mounting brackets or in-ceiling mounting plate. Making up said driver are a 29mm soft dome tweeter and a 100mm midrange/woofer, resulting in a 170Hz–22kHz frequency response.

The subwoofer is the Santorin 21, which packs a 21cm drive unit and 250W amplifier module, and reaches down to 35Hz. Fully adjustable phase and crossover frequencies have been included to enable perfect matching with the satellites.

Contact: +33 298 05 88 70  
[www.cabasse.com](http://www.cabasse.com)



## HUMAX LETS FOX OUT OF THE BOX

Humax has unveiled the UK's first HD digital set-top box for use with Freeview HD. The HD-FOX T2, as it's known, will upscale standard-def images to 1080p and offers viewers an array of multimedia and home networking capabilities, including the ability to view photos and video, and play MP3s from USB. It also features an Ethernet port, allowing it to receive content from PCs and other devices throughout the home, and supports the future delivery of broadband content. Quick and easy to set-up, the HD-FOX T2 comes with HDMI and Scart cables and is priced at around £179.

Contact: +44 (0)20 8326 6000  
[www.humaxdigital.com/uk](http://www.humaxdigital.com/uk)

## CHORD COAXES MORE FROM COBRA

New from The Chord Company is the CobraPlus interconnect. Priced at £66 per one-metre RCA-to-RCA cable, it builds upon the design of the successful Cobra 3, featuring 22awg multi-strand OFC twisted pair configuration conductors, insulated with a low-density polyethylene. Four runs of soft cotton thread run alongside the conductors, bolstering mechanical damping, and these component parts are wrapped in a layer of natural fibre before being enclosed within a high-density woven braid shield. Finally, the inner cable is surrounded by a heavy-gauge foil shield, a soft PVC inner jacket and a durable PVC outer. Also available terminated in Din plugs – and other variants to order – the CobraPlus promises excellent results over both short and long runs.

Contact: +44 (0)1980 625 700  
[www.chord.co.uk](http://www.chord.co.uk)



## AXIS OF POWER

The AXIS Powerline from Isol-8 aims to solve the problem of DC on a mains supply, which can blight Home Cinema systems with mechanical hum and distortion. The device can deliver balanced energy AC waveform for up to five components and, reportedly, offers significant improvements wherever DC is present on the mains. Boasting a durable alloy/steel construction and silver-plated copper wiring, it also affords its owners transient and surge protection, and benefits from a peak current capacity of 500A for 10ms. Built in the UK and supplied with a five-year guarantee, the AXIS Powerline will doubtless appeal to serious AV enthusiasts.

Contact: +44 (0)20 8856 8856 | [www.isol-8.co.uk](http://www.isol-8.co.uk)





# Football Fever

SVI kicks off the pre-World Cup sales push with a look at the products and promotions that can boost your profits this summer...

In case you haven't heard the news, it's almost time for the 19th World Cup. Why is that relevant to SVI?

Well, FIFA's four-yearly carnival of football might be first and foremost a celebration of sporting prowess, and secondly an excuse for the English to renew the bitter rivalries they've spent the last 2000 years cultivating with the majority of the nations on Earth, but it's also a focus for global business and a beacon of hope for retailers.

Taking advantage of the hype generated by the prospect of another quarter final exit at the hands of a resurgent France and *Le Hand of God* will be the intention of businesses from brewers to garden gnome manufacturers (and we have the press release to prove it), but for those in the AV trade it represents an unrivalled opportunity to sell upgrades to a nation of armchair football fans desperate to immerse themselves in the action.

The possibilities for tempting customers with new flatscreens or projectors are clear to see, but related products such as mounting solutions and alternative routes to tuning in such as DAB shouldn't be ignored either. Over the following three pages, we look at a selection of the products likely to get consumers reaching for their wallets and some of the promotions manufacturers are introducing to help retailers secure the sale.

## FREEVIEW HD

Customers desperate for hi-def international football have an option besides Freesat and Sky: Freeview HD. Like Freesat, Freeview HD offers viewers access to free-to-air HD channels; unlike Freesat, a standard TV aerial is all that's required (other than compatible receiver – either a separate set-top box or Freeview HD TV), to receive it; and, what's more, it offers 4HD on top of the BBC HD and ITV 1HD Freesat roster.

As you'd expect, there's a catch – this being that Freeview HD coverage is languishing at around the 50% mark, a figure that won't have improved by the time the World Cup hits. On top of this, there's a decided lack of Freeview HD products at the moment. Humax is offering the only box (see What's New? for details), whilst Panasonic, Sony and Sharp are the only flatscreen manufacturers to embrace the technology to date (the former is reported to have Freeview HD Blu-ray recorders coming to market too but, again, not in time for this summer's festival of football).

Despite these issues, Freeview HD remains a tempting proposition, one that should entice those capable of receiving it over the coming weeks.

Visit: [www.freeview.co.uk/freeview/HD](http://www.freeview.co.uk/freeview/HD)



Panasonic's TX-P42G20B, one of the few screens with integrated Freeview HD currently available



## TOSHIBA 'ENGLAND EXPECTS' PROMOTION

Toshiba must have mixed emotions about the World Cup. On the one hand it's 'England Expects' promotion – which offers customers a full refund on the price of their new Full HD 1080p Regza TV (32-inches and over), and/or Intel i3, i5 and i7 processor-equipped laptop, should Capello's men go on to lift trophy in July – may well tempt many patriotic/optimistic types to invest in the lead-up to the event; on the other, if England actually shake off the disappointments of the last 44 years and bring football home, they could be in line for a fairly hefty financial hit.

The promotion was launched in early April by a, presumably breathless, Chris Kamara, and conditions, of course, apply. The offer is open to those buying between April 12th and June 10th, and products must be registered at [www.toshiba.co.uk/england](http://www.toshiba.co.uk/england) within seven days of purchase to qualify.

"This summer we will see one of the world's most important football events, and



we wanted to do as much as we could to demonstrate our passion and really get behind the England team," explained Matt McDowell, Marketing Director, Toshiba Information Systems (UK) Ltd. "We're exceptionally proud to be backing the team with the 'England Expects' promotion, and it will give fans an added incentive to enjoy this summer's finals and celebrate

with the squad if they are successful. The England team has a great chance at this year's tournament, and as official consumer electronics supplier, we'll be supporting them all the way."

At the time of writing, SVI can confirm that [www.toshiba.co.uk/spain](http://www.toshiba.co.uk/spain) and [www.toshiba.co.uk/brazil](http://www.toshiba.co.uk/brazil) are, sadly, not online...

Contact: +44 (0)20 7332 9888  
[www.toshiba.co.uk/england](http://www.toshiba.co.uk/england)

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## VIVITEK

Projector manufacturer Vivitek is getting into the World Cup spirit by packaging selected models in football-themed boxes, designed to encourage both consumer and dealer demand over the next few weeks. Models included in the promotion are the 1080p H1080 and H1085, plus mobile/business models D510 and D511. With both the H1085 and the D511 having received glowing reviews in the consumer press in recent times, you can expect them to prove popular.

Contact: +44 (0)871 984 3225 | [www.rapesco-av.com](http://www.rapesco-av.com)



## DAB RADIO

It's a sad fact that many of us will not be able to access a TV screen during every minute of the World Cup. Enter radio, and in particular DAB, which provides crystal clear access to the BBC's 5Live and 5Live Sports Extra. Pure is a name synonymous with digital radio, so it's no surprise to find the firm engaging in a £200,000 'Summer of Sport' promotion, geared specifically towards raising the profile of its Highway in-car model, which retails at £79.99.

There's far more to the Pure range, though, and the likes of the Evoke Flow (which collected an *SVI Award* last year and finished runner-up this time around) and wider Evoke line, and Chronos series mean the company has a solution for every consumer need. Most popular, however, could be the One range, which offers a cost-effective means to tune in digitally.

Your other options? Well, Roberts boasts a similarly impressive portfolio of DABs for the lounge, kitchen and bedroom, not to mention a model aimed squarely at sports fans – the appropriately-named Sports DAB. And, it'd be remiss of us not to mention *SVI Award* winner Vita Audio, whose victorious R2i is but one product in a small but featured-packed range. Alongside the R2i sit the R1 deluxe tabletop radio and the R4, an all-inclusive integrated music system.

Visit: [www.vitaaudio.com](http://www.vitaaudio.com) | [www.pure.com](http://www.pure.com) | [www.robertsradio.co.uk](http://www.robertsradio.co.uk)



## EPSON PROJECTOR PROMOTIONS

Epson is gearing up for the World Cup with the launch of two projector promotions. The firm's customers will receive a free 80-inch Epson portable screen worth £157 for every purchase of the EH-TW450 and a free Philips BDP2500 Blu-ray player worth £99 for every purchase of the EH-TW3500. The offer kicked off April 15th and will run until July 11th.

The EH-TW450 offer in particular should prove popular with football fans. The sleek modern device delivers Full HD pictures and is eminently portable – combined with the free screen, which comes with its own carry case, it's the ideal package for taking along to a friend's or moving about the house.

Graeme Davidson, Marketing Development Manager, Epson UK, commented: "With an Epson projector, football fans can now bring all the excitement of the game into their homes. With these two projectors, Epson offers an HD, widescreen experience that can be shared by friends and family."

Contact: +44 (0)871 423 7766

[www.epson.co.uk/worldcup](http://www.epson.co.uk/worldcup)

## DRAPER ULTIMATE FOLDING SCREEN

Draper Group is using the World Cup to draw attention to its Ultimate Folding Screen. Described as the perfect solution for larger events, the screen is a portable, folding model equipped with sturdy frames and legs and a heavy duty carrying case on wheels. Available in a flexible matt white or Cineflex surface, with an optional dress kit and in 4:3 PAL/NTSC or 16:9 HDTV ratios, it's one of an extensive range of portable products suitable for consumer and professional use.

Contact: +44 (0)1536 203 101  
[www.drapergrouppltd.co.uk](http://www.drapergrouppltd.co.uk)



## 3D TV

The bad news for anyone hoping to watch World Cup games from the comfort of their own sofa is that it seems unlikely that any will be broadcast live into the home – in the UK, at any rate. ESPN and Sogetel have promised to bring the technology into US and Spanish residences respectively, but Sky, which is already broadcasting live 3D football in British pubs, has no plans to do the same.

However, Sony has announced a partnership with FIFA which will see it produce and distribute the official FIFA film in 3D on Blu-ray later in the year – indeed the company refers to itself as the "key technological enabler of the [3D] viewing experience" at the World Cup, which seems fair enough as it will be Sony's HDC-1500 cameras and MPE-200 multi image processors capturing the action for dissemination around the world.

Despite the dearth of content, all is not lost for retailers on the 3D front. As mentioned, the World Cup is a popular time for consumers to upgrade their screen, and some may need only a little persuading to plump for a 3D-enabled model. The major manufacturers have already announced the arrival of their first products, with Samsung beating the competition to introduce the first Full HD 3D LED TV to the European market.

The company's slimline LED 7000 truly stands out from the crowd, and aside from being 3D-Ready delivers stunning 2D images into the bargain.

The 3D plasmas of Panasonic's VT20 series are also available now, whilst Sony's HX803 is available for pre-order, ready for shipping in June (see What's New? for more details). Expensive they may be, but with the perfect storm of *Avatar* on Blu-ray and a World Cup just around the corner, some consumers may not be able to resist...

Visit: [www.sony.co.uk](http://www.sony.co.uk)

[www.samsung.co.uk](http://www.samsung.co.uk) [www.panasonic.co.uk](http://www.panasonic.co.uk)



## VOGEL'S MOTION/ MOTION+ PROMOTION

As you'll notice in this very issue, mount manufacturer Vogel's has embarked upon an advertising campaign and European-wide promotional activity aimed at taking advantage of the World Cup flatscreen sales boost. The promotion, which kicks off May 1st and runs until the end of the tournament, will see customers being offered a free personalised polo shirt in their country's colours when they purchase selected mounts from participating retailers. Said mounts comes from the 8000 Series Motion and Motion+ ranges, and the promotion will be backed by a raft of in-store and online sales material.

Wall-mounting is an increasingly popular choice for those investing in flatscreen TVs. The breadth of choice available to consumers is typified by Vogel's extensive portfolio, which comprises a wide variety of products spread across the aforementioned Motion and Motion+ product lines, plus SuperFlat and EMO electronic mount ranges. Allowing screens to be held tight to their host wall or repositioned at the touch of a button, concealing unsightly wires whilst ensuring adequate ventilation, stocking the Vogel's range is an excellent way to boost your margins whilst ensuring your customers can choose an option to suit their needs.

Contact: +44 (0)800 080 3990

[www.vogelspromo.com](http://www.vogelspromo.com)



## SVI WORLD CUP SALES



## FREESAT

Viewers wishing to take full advantage of their HD flat-panels during the World Cup will need to make a decision about who to buy their hi-def content from. And, with every match of the tournament available on free-to-air channels and the BBC and ITV both offering coverage in HD, those lacking a Sky HD subscription may well be tempted by Freesat. Boxes granting access to the subscription-free satellite service are available from the likes of TechniSat (see this issue's Industry News), Humax, Sagem, Bush, Ferguson, Goodmans, Metronic and Grundig, with Panasonic also offering its own range of Freesat+ Blu-ray/DVD models.

Alternatively, consumers also in the market for a new flatscreen can kill two birds with one stone by investing in a TV with an integrated Freesat receiver. Options include Sony's Bravia Z5800 and W5810, Panasonic's Viera Z1, G10 and G15, and LG's LF7700. With an area of its website dedicated to the tournament, Freesat is clearly well aware of the draw of the World Cup – retailers should take note.

Visit: [www.freesat.co.uk/worldcup](http://www.freesat.co.uk/worldcup)



## 2D TV

Despite the hype around 3D, rumours of good old 2D TV's demise have been greatly exaggerated. If you need proof, look no further than new offerings from flatscreen big-hitters Sharp and Samsung. The former's Quattron TVs aim to wow consumers with images bolstered by the inclusion of Quad Pixel technology – an intriguing solution which, as its name hints at, adds a yellow sub-pixel to the standard RGB offering. Every model in the range offers Full HD resolution, UltraBrilliant Edge-lit panel technology and built-in Freeview HD tuners. The flagship LC-LE921E (40- and 46-inches) adds E-motion 200 technology to this mix to improve the definition of fast-moving images, but every model is capable of displaying high-contrast images packed with vibrant colours. Other models include the LC-LE811E and LC-LE821E (both 40- and 46-inches), and the LC-920E (60-inches).

For its part, Samsung has unveiled a number of 2D LED and plasma screens that should attract the eye of consumers looking for a combination of style and substance. The C6500 series LED panels are ultra slim (just 1.1-inches deep) and benefit from 240Hz Clear Motion Rate technology, Internet@TV and wireless DLNA connectivity. Two models, the UE40C6510 and the UE55C6505 are available.

Contact: Sharp: +44 (0)20 8734 2000

[www.sharp.co.uk](http://www.sharp.co.uk) | Samsung: [www.samsung.com](http://www.samsung.com)

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Vogel's Products UK, Atlantic House, Imperial Way, Reading, RG2 0TD. Tel: 0800 080 3990

For sales enquiries contact Big Red Sales  
Tel: 01344 893932 Email: [info@bigredsales.co.uk](mailto:info@bigredsales.co.uk)



reddot design award  
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2009  
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\* 8 of the top 10 wall mounts sold in Europe are Vogel's  
GfK source data: June 2009, France, Germany, Italy, Netherlands



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# Money well-spent



**BADA's PHIL HANSEN looks at the issue of business risk management and the importance to Hi-Fi retailers of adequate insurance cover...**

*"I started to slow down, but the traffic was more stationary than I thought"; "The car in front hit the pedestrian but he got up so I hit him again"; "I thought my window was down, but I found it was up when I put my head through it".* And so Jasper Carrot continues in his infamous insurance claims sketch. I could recite more of them and fill the page up with nothing but hilarious reasons for people's claims, and it would probably be more interesting than talking about business insurance, but alas, that is what I am going to cover this month.

Depending upon which way you look at it, insurance can be viewed as a part of a calculated business risk management strategy or as one of life's necessary evils – spending money you'd rather not spend on the off-chance that you may need to make a claim. It's probably fair to say that many of us regard insurance companies, indeed the whole insurance industry, more like that than as the risk management policy it really is. I know I have in the past, but it's not until you actually need to make a claim that you realise it can actually represent good value for money. My car had to go to the body shop recently (one of those Jasper Carrot-style walls that just jumped out!), and had I not been insured (apart from that being highly illegal) I would have been looking at a considerably larger amount of money than I spend on my insurance policy.

## are you feeling lucky?

*"In this world, nothing is certain but death and taxes,"* said Benjamin Franklin. Perhaps he should have said *"...death, taxes and insurance."* (As an aside, he also made the observation that, *"Beer is living proof that God loves us and wants us to be happy."*) But he was right – there's no getting away from insurance; it's everywhere. In your personal life you may well have motor insurance, buildings insurance, contents insurance, travel insurance, life insurance, pet insurance, mortgage insurance, credit card insurance. You pay national insurance and could have dental insurance and health insurance.

The dictionary definition of insurance is, *"The equitable transfer of the risk of a loss, from one entity to another, in exchange for a premium."* So, encompassed in the definition is the word risk and whether consciously or not, the management of risk is precisely what you're doing every day in your business life.

Hi-Fi retailing is one of those industries with a particularly high risk of loss, given the amount of stock carried, product on demonstration and product on loan. According to the British Crime Survey, 'Burglary in a building other than a dwelling' is actually falling, from a high of 650,000 reported offences in 1993 to 344,000 in 2005/06. However, that's still a lot of burglaries, and you can add to that the risk of flood (definitely increasing), fire, damage of goods in transit, fraud and accidental damage etc. In short, there are some compelling reasons why insurance is such an important part of a business's risk management policy.

## sign-up and save

Over the years, BADA has made arrangements with a number of insurance suppliers to bring good value cover to its members, and many have saved considerable sums by taking advantage of the deals on offer. Regardless of the fact that insurance is part of risk management, most of us still want to minimise the financial outlay when arranging insurance policies. Working closely with



High-value stock makes Hi-Fi retailers vulnerable to crime, accidents and 'Acts of God'...



...so adequate insurance is essential

another industry body, BADA has now come up with a scheme specially developed for the Hi-Fi retail industry.

Musical instrument retailing is remarkably similar to Hi-Fi retailing, in that both industries have large quantities of expensive equipment on demo and on loan. The MIA (Music Industries Association) is the music retail industry's equivalent of BADA, and it has developed, with a business insurance provider, a scheme that takes into account the specific requirements of that industry. BADA has established a relationship with the insurance company concerned, and as a result of this the policy has been adapted to provide an added benefit for BADA members. Several members have taken advantage of policies written specifically for them and have also saved considerable sums of money when compared to their previous insurance providers.

One of the important aspects of business risk management is the management of your financial outlay, and despite the necessity to take out insurance to cover you against the risks inherent in running a retail business, it is possible both to be well-covered and not fleeced by the premiums. What's more, it is extremely likely that the BADA membership fees would be offset by the savings made on the insurance package – given that there are numerous other financial benefits to be gained from BADA membership, it could very well be worth your while getting in touch with us.

Give us a call on +44 (0)20 8150 6741 or drop an email to [info@bada.co.uk](mailto:info@bada.co.uk), and find out how your business could benefit from the work that BADA does on behalf of retailers all over the country. Oh, and before you go: *"The guy was all over the road. I had to swerve a number of times before I hit him"...*

Phil Hansen is Operations and Marketing Manager for BADA, the British Audio-Visual Dealers Association, and also runs Red Sheep, a successful Marketing and PR Consultancy operating within and outside the Hi-Fi industry.



## FOR FURTHER INFORMATION CONTACT:

+44 (0)20 8150 6741 or email [info@bada.co.uk](mailto:info@bada.co.uk)



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[FACEBOOK.COM/PIONEER.ELECTRONICS](https://facebook.com/PIONEER.ELECTRONICS)





# THE BIGGER PICTURE

For home entertainment on a truly cinematic scale, a projector-based set-up is the obvious choice. SVI rounds up the latest models to hit the market, as well a selection of screens and the latest market news...

The buzz in the Visual sector of the AV industry at the moment is 3D TV. There's no escaping the hype the extra dimension has generated (with a little help of the major manufacturers and Hollywood studios), or the optimism that it could be the technology to turn the tide on the high street. But when it comes to delivering immersive entertainment, 3D is far from the be-all and end-all. Judged on the size of the images they reproduce alone, the latest Home Cinema projectors demand consumers' attention, and for those with the cash and space to

utilise them effectively, they're the surest route to truly cinematic movies currently available.

Over the next four pages, we run-down the latest projector and projector screen options – from models suitable for deployment on the coffee table during the World Cup to high-end solutions worthy of the finest home cinemas in the world, including mention of the latest 3D models (you can't escape it, can you?) and two SVI Award winners. We also hear from GfK's Sean Fellows on the current state of the projector market and what the future holds...

## PROJECTORS

### PANASONIC PT-AE4000

The SVI Award-winning PT-AE4000 from Panasonic builds upon the capable PT-AE3000 by adding a number of performance-boosting upgrades and features. These include an exclusive lens function for fans of cinemascope, impressive black and high contrast levels, and 100Hz frame creation. Its Digital Clarity Processor further boosts image quality, inspecting each frame and applying corrections as required, whilst its Pure Contrast Plate ably blocks unwanted light leakage. Supplied with three-year projector and three-year/2000-hour lamp warranties, the PT-AE4000 retails at SRP £2500.

Contact: +44 (0)1372 729 777  
www.awe-europe.com



### INFOCUS SCREENPLAY 8602

Infocus's stylish ScreenPlay 8602 employs DLP DarkChip technology, BrilliantColor technology, high-performance optics and excellent connectivity to reproduce native 1080p images with a contrast ratio of 30,000:1 and exceptionally vivid colours. Pixelworks DNX 10-bit video processing delivers impressive processing, de-interlacing and advanced scaling, resulting in ultra-smooth playback of film and video content, and a proprietary motion engine further bolsters quality by allowing for more fluid transition between frames in moving images. Other features include vertical and horizontal lens shift, Digital Gamma Correction and Variable Color adjustment.

Contact: +44 (0)1379 649 200  
www.midwich.com

### OPTOMA THEMESCENE BLX-A133

New from Optoma is the BLX-A133, an anamorphic lens kit designed for use with the ThemeScene HD82 and HD86. Priced at £2999 inclusive of VAT, the kit offers fully automated constant height projection, thanks to its automatic aspect ratio detection, which activates the lens for 2.35:1 content and removes it for pictures in 1.85 (16:9). In 2.35:1 mode, a truly cinematic presentation is guaranteed thanks to the absence of black bars, whilst viewers will also benefit from enhanced vertical resolution and a 30% brighter image.

The complete kit comprises the motorised anamorphic lens assembly, a custom mounting plate for attaching the lens and projector to a ceiling mount, and a remote control. If desired, it can be utilised with alternative projectors, but modification to the mounting plate may be necessary and manual switching of the lens via the remote is mandatory.

Contact: +44 (0)1359 270 280  
www.invisionuk.com  
www.themescene.tv



### ACER H5360

A native 16:9 DLP HD-Ready projector, Acer's H5360 is ideal for deployment in the living room. Certain to catch consumers' eyes is its capacity to serve up 3D stereoscopic pictures – it has been certified for use with nVidia's PC-based 3D Vision system and DLP 3D – which render it suitable for use with the like of *Avatar* on Blu-ray and 3D gaming solutions. However, the H5360 has plenty to offer 2D viewers too, with 24p frame rate, 2500 ANSI lumen brightness and a 3200:1 contrast ratio resulting in sharp, bright and colourful visuals whatever the source media. Equipped with HDMI connectivity and Acer's Empowering Technology suite of customisation tools, it has everything the forward-thinking home user on a budget could require.

Contact: +44 (0)870 853 1005  
www.acer.co.uk



### CINEVERSUM BLACKWING ONE

An AWE exclusive, CineVersum's BlackWing One offers state-of-the-art performance at a price point – £3999 – that won't break the bank. Inside its sleek casing can be found the 3-LCOS Full HD engine, which in combination with its 'Ultimate Reference Lens' delivers hi-def images with an impressive contrast ratio of 15,000:1 and brightness of 1400 lumens. Image quality receives a further buff from the BlackWing One's noise-eliminating HQV processing and CineVersum's colour calibration tool, which allows an installer to set each primary and secondary colour independently in each room configuration. Take into account the model's 1.5x zoom and vertical/horizontal lens shift capacity, and it's apparent this is a projector compatible with virtually any room.

Ready for use with its manufacturer's 2.35 Theatre Concept Kit, whose high-grade anamorphic lens and proprietary motorising sliding system allow viewers to switch between 16:9 and 2.35:1 Cinemascope at the touch of a button, the BlackWing One operates at a whisper-quiet 20dB.

Contact: +44 (0)1372 729 777

www.awe-europe.com | www.cineversum.com



## EPSON EH-TW450

Aimed at movie lovers, sports fans and gamers alike, Epson's EH-TW450 is a stylish and eminently portable HD-Ready model with an affordable price tag. At its heart is Epson's 3LCD technology which, in combination with a high contrast ratio of 3000:1, delivers bright and accurate images even in daylight. To further enhance picture quality, Colour Light Output (CLO) is boosted to 2500 lumens, whilst a special game mode is included to optimise the TW450 for fast-moving images. Other features include a built-in speaker, an array of connectivity options, automatic keystone correction and a low-wattage E-TORL lamp. Throw in a three-year projector/lamp warranty and, at just RRP £649, it's not hard to see its appeal.

Contact: +44 (0)871 423 7766  
[www.epson.co.uk](http://www.epson.co.uk)



## RUNCO THX CERTIFICATION

Runco's latest projectors have been granted THX Certification, it has been announced. The VX-33i and VX-33d DLP models, and the QuantumColor Q-750i and Q-750d LED models are the projectors in question, and the latter represent the first LED projectors in the world to receive THX's blessing.

*"We are thrilled to partner with Runco for these newest high-performance projection systems, including the world's first THX-Certified LED projectors," commented Rick Dean, Senior Vice President of THX. "THX testing and certification aims to reproduce the detailed images, accurate colours and deep black levels found in the filmmaker's studio, ensuring Runco projectors can deliver stunning visual experiences that are true to the director's vision."*

Contact: +44 (0)1279 718 884  
[www.pulsemarketing.com](http://www.pulsemarketing.com)



## VIVITEK H5080 / H1085

Vivitek has a wide range of products, including the world's first lampless LED DLP projector (the H9080), capable of fulfilling a variety of display needs. Now, it's added a number of more affordable Home Cinema products to its portfolio. First up, the H5080 (pictured) benefits from a 35,000:1 contrast ratio, Full HD 1080p pictures, excellent connectivity and user interchangeable lens options, making it an incredibly versatile choice – and one that's received plenty of favourable feedback on the Trusted Reviews technology website. Joining it is the H1085, another 1080p solution capable of reproducing 2000 ANSI lumens of brightness and a contrast ratio of 5000:1 – impressive in a product priced at below £1000. Commended in *Home Cinema Choice* magazine, its combination of the latest digital projection technologies, portability and low-cost look certain to boost its popularity.

Contact: +44 (0)871 984 3225  
[www.rapesco-av.com](http://www.rapesco-av.com)

## SIM2 MICO 50

A recent addition to SIM2's Grand Cinema range, the MICO 50 boasts 3LED illumination and 1080p DLP imaging technology resulting in clear and vibrant pictures. In place of the UHP lamp and colour wheel assembly common to single DLP chip models, this model incorporates a trio of high-power Phlatlight LEDs. These combine the benefits of LED and laser technologies in order to deliver high levels of brightness from a small point source with fast on/off times and media lifetimes in excess of 100,000 hours, and also work to eliminate sequential colour artefacts or the 'rainbow effect'. Further benefits include the reduction of motion blur and a boost in colour gamut accuracy.

Elsewhere, Live Colour calibration software and a host of connectivity options – amongst them two selectable HDCP-compliant HDMI inputs; composite, S-video and component inputs; an RGBHV connection, and both RS-232 serial and USB ports – are joined by anamorphic projection functionality. SIM2 is also keen to mention the MICO 50's eco credentials, the device benefiting from long-lasting illumination technology and described as "ultra low-maintenance".

SIM2's MICO 50 has an MSRP of £14,995. Also available is the MICO 40 (MRSP £12,000) and the MICO 60 (MRSP £18,000).

Contact: +44 (0)1825 750 850  
[www.sim2.co.uk](http://www.sim2.co.uk)



## PROJECTOR SCREENS

### DRAPER GROUP

SVI's Trade Award for Best Projector Screen went to Draper Group's Euroscreen Sesame 2.0, a recessed screen solution with an array of useful features, including removable end flanges, specially developed brackets to ease installation, a concealed drop function and a cleverly-designed bottom bar which closes flush with the cassette. A Tab Tension option is also available.

Commenting on the award, Wakeley Gage, Draper Group's Operations Manager, said: "Of course we are very glad and thrilled by this news! We passed on the information as soon as possible to the constructor himself in Sweden, Mr Martin Mellerhav, so the Euroscreen team could celebrate it. The new functions for this upgraded screen have all been appreciated, both by architects and installers, so we knew it was popular."

Contact: +44 (0)1536 203 101  
www.drapergrouppltd.co.uk



### DNP SUPERNOVA

Available through distributor RGB Communications, dnp's Supernova screen is the world's first optical front projection solution to break the 15:1 contrast barrier. Ideal for brightly lit environments, it presents clear, crisp pictures with full colour saturation and features an active high-contrast filter. As such, the screen reflects the projected image while effectively absorbing incident light from other angles. The result is striking – Supernova images offer up to seven times higher contrast ratios and two times higher brightness than conventional front screens.

Contact: +44 (0)844 880 0765  
www.rgbcomms.co.uk



### DESIGNSCREEN HD

Unveiled to the European trade at ISE 2010, DesignScreen HD's innovative living room projection screens offer an alternative for consumers in search of a discreet home cinema set-up. The company's product is a fully tensioned screen that can be folded shut to form a triptych, which (obviously) occupies just a third of the space of the screen when fully deployed. Whilst closed, the screen is hidden behind a picture frame that can hold its owner's choice of artwork, allowing it to blend seamlessly into any living space. Open, it offers a high-quality HD surface, edged with what are, reportedly, the widest (21cm) black felt bands on the market, helping to create an authentic cinema ambience.

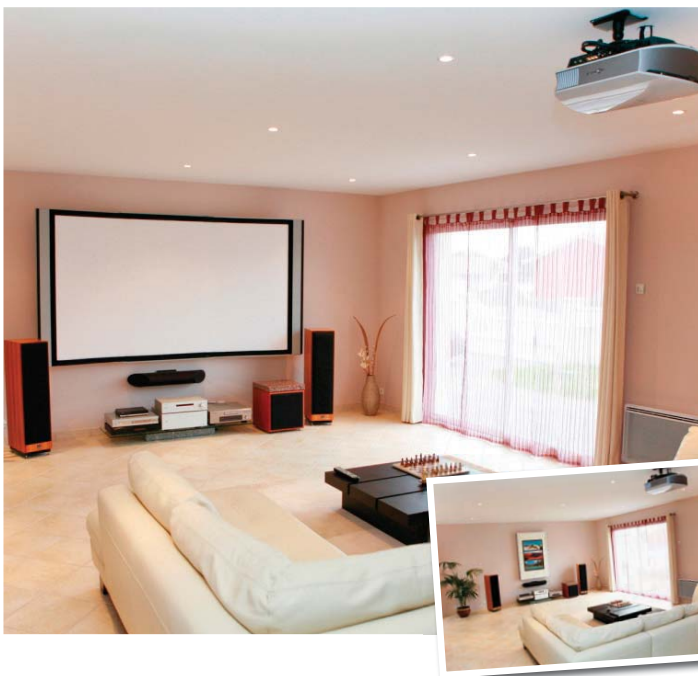
Available in a range of sizes and frame colours, DesignScreen HD's wares have the added attraction of removing the need for obtrusive cables and casings to be attached to the ceiling.

Contact: +33 (0)6 38 82 83 12  
www.design-screen.com

### ELITE SCREENS RAPTOR MODULAR

US brand Elite Screens introduced its Raptor Modular projection screen late last year. The 'Modular' is the Raptor's entire screen assembly, which is now detachable from its furniture housing (as pictured), allowing it to function independently. An electric self-standing projection screen, suitable for a media room or office and in locations where wall or ceiling installations are not practical, the Raptor Screen Modular units employ Elite's CineWhite Tension material, a 1.1 gain solution with full diffusion uniformity that is black-backed to prevent light penetration. The screen is housed in a wooden enclosure with cherry finish, though unfinished variants are available to ease custom furniture integration, and size options include 84- and 92-inches for non-tensioned models and 78-, 84- and 92-inch configurations for tensioned versions. Incorporating a variety of control options into the bargain, the Raptor Modular is a truly flexible solution.

Visit: [www.elitescreens.com](http://www.elitescreens.com)







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- ▶ 500:1 ANSI Contrast



### HD82

- ▶ 1080P
- ▶ 1300 ANSI Lumens
- ▶ 680:1 ANSI Contrast



### HD86

- ▶ 1080P
- ▶ 1600 ANSI Lumens
- ▶ 3 Lens Options



ThemeScene is exclusively available from  
 Invision UK. Call the sales hotline on  
**01359 270280** or visit [www.invisionuk.com](http://www.invisionuk.com)



## SCREENLINE COPERNICO

Italian screen manufacturer Screenline has improved the specification of its Copernico range of multi-format electric screens. Both the surface mount and in-ceiling versions now come with Somfy motors and control, easing operation and set-up, and reducing motor noise levels by over 50%. These constant width screens, which mask the black bars normally visible when using a fixed ratio screen, come with Tab Tensioning as standard and are available in viewing widths from 203cm to 305cm. With trade prices starting at just over £1350 (ex. VAT), the Copernico range will tempt any client looking at purchasing or upgrading from a fixed ratio screen.

Screenline's line-up, available through distributor Impact Screen Solutions, also includes electric screens with and without tab tensioning and a Galileo dual format option for anamorphic 2.35:1 and 16:9 projection. All are available as surface or in-ceiling versions and in sizes from 5ft to over 20ft. Also on offer are the popular and competitively-priced Amleto velvet-framed screens, which are available in 16:9 or 2.35:1 aspect ratios. Options on all screens include front/rear projection and a micro perforated material, and a custom-made service is also available.

*Impact Screen Solutions is currently looking to strengthen its dealer network and is offering discounts for anyone ordering a Copernico screen for demonstration use.*

Contact: +44 (0)1273 735 476  
www.impactcreensolutions.co.uk



The Copernico range comes in various dimensions...



...and is an ideal solution for the living room

## GfK Spotlight



2010 prices have helped keep value within the projector market, says SEAN FELLOWS, Account Manager at GfK...



Q1 2010 saw the projector market start the year in a relatively healthy position, with total audited sales valuing in excess of £27-million. This was a drop of only 1.5% on January–March 2009 figures, which is astounding when you note that volume sales have fallen 15.6%. This is even more

remarkable when you compare this to the position the market was in at the start of 2009 when it posted declines of 19.3% and 18.3% in value and volume respectively.

As suggested above, the result of an increase in price has meant the value decline has not mirrored that of the volume decline of the market. This has resulted in a year-on-year rise of average price for each of the past 12 months. But what has caused this increase in price? If you look in terms of channel sales distribution, the Consumer Electronic Stores (CES) channel is one of only two channels to witness an increase in their year-on-year sales. As a consequence of this channel having the highest average selling price of all the six channels – £1012 in March – it has helped, to an extent, to slow down the value decline of the market; but, as they only hold a 6% volume share of the market in March, it is unlikely that this was the sole reason for the slowdown in value decline.

However, whilst looking at the other channels, including the largest AVS channel, a similar pattern emerges over the past year. On top of this, when you are looking at other features of the market it is the high-end, more expensive features which are continuing to see growth and helping attribute a rise in average price of the market. Full HD resolution projectors have grown in sales volume by 113.5% for Q1 2010 compared to 2009 and now account for 5.1% of projectors sold in March.

Shifting the focus now onto the micro or 'Pico' projector market, GfK data shows that at present they are yet to make a large impact on the market, with monthly sales struggling to exceed 1000 units. A possible explanation for this is the low specifications of these projectors in relation to their price. Over the past year the average price has dropped just £16, to £233. Consequently, at this price point it is difficult to distinguish which market these products are being aimed at.

Although I would expect the Pico projectors to be aimed at the consumer segment of the market, the price point and specification in my opinion are not enough to entice the general consumer. The general sentiment from forums seems to be that consumers are expecting to achieve better quality images for the price they pay. On the other side, businesses are unlikely to purchase this product as the price differential for a higher spec mini projector is £112. If there is any scope for the price of these Pico devices to come down to around the £100 mark, I would expect these types of projectors to fair a bit better.

For further information contact:  
+44 (0)870 603 8218 sean.fellows@gfk.com  
www.gfkr.com/uk



# Panasonic



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Best Training Initiative

Best Trade Supplier



# And the winners are...

The wait is finally over. Please put your hands together for the products and brands that have triumphed in the *SVI Trade Awards 2010*...



Way back in December 2009 we launched the third annual *SVI Trade Awards*. As with the two previous competitions, the idea was to canvas the opinion of the Audio-visual and Custom Installation industries on the full gamut of home entertainment and automation technologies, as well as the manufacturers and distributors offering them, and the training courses available to simplify their use and aid their sale to consumers. Unlike the two previous competitions, we elected to extend the voting period to gather an even more representative view of our readers' opinions. Now, we can reveal who and what has emerged victorious.

But before we get to the results – no skipping ahead – we'd like to say 'thank you' to everyone that took the time to register their opinion. The number of you that visited *SVImag.com* to vote was the highest in the Awards' history by some distance, ensuring that the competition continues to go from strength to strength. Without further ado, then, let's find out who you voted for – those that won and those that were just pipped at the post. We will be inviting the winners to visit the *SVI* stand at *CEDIA's Home Technology Event* in June, but for now the team here would like to congratulate all of those that came out on top!

## LOUDSPEAKERS

### BEST FLOORSTANDING SPEAKER:

PMC Fact.8

#### RUNNER-UP:

Jamo S 606



### BEST BOOKSHELF SPEAKER:

Focal Electra 1008BE

#### RUNNER-UP:

Bowers & Wilkins CM1



### BEST SUBWOOFER:

Monitor Audio PLW15

#### RUNNER-UP:

PMC TLE1



## RADIO

### BEST TABLE-TOP RADIO:

Vita Audio R2i

#### RUNNER-UP:

Pure Evoke Flow



### BEST HI-FI TUNER:

Arcam FMJ T32

#### RUNNER-UP:

Naim Audio NAT05 XS



## AV FURNITURE/MOUNTS

### BEST FLATSCREEN STAND:

Alphason Aura Series

#### RUNNER-UP:

Peerless Manhattan



### BEST FLATSCREEN MOUNT:

Peerless Slimline Range

#### RUNNER-UP:

Vogel's EFW8345

### BEST PROJECTOR MOUNT:

Vogel's EPW6565

#### RUNNER-UP:

Future Automation PM2



## HI-FI

### BEST CD-PLAYER:

Meridian 808.2 Signature Reference

#### **RUNNER-UP:**

Bryston BCD-1

### BEST PRE-AMPLIFIER:

Bryston BP26

#### **RUNNER-UP:**

Linn Klimax Kontrol

### BEST MINI HI-FI SYSTEM:

Arcam Solo Mini

#### **RUNNER-UP:**

Denon D-M37DAB

### BEST INTEGRATED AMPLIFIER:

Naim NAIT XS

#### **RUNNER-UP:**

Yamaha A-S2000

### BEST POWER AMPLIFIER:

Bryston 4B SST2

#### **RUNNER-UP:**

Cambridge Audio Azur 840W



## SCREENS & PROJECTORS

### BEST LCD SCREEN:

JVC LT-32WX50EU

#### **RUNNER-UP:**

Samsung UE407000

### BEST PLASMA SCREEN:

Panasonic VX100 Series

#### **RUNNER-UP:**

Panasonic V10/G10 Series

### BEST PROJECTOR:

Panasonic PT-AE4000

#### **RUNNER-UP:**

Meridian 810 Reference Video System

### BEST PROJECTOR SCREEN:

Draper Euroscreen Sesame 2.0

#### **RUNNER-UP:**

Screen Research ClearPix 2



## HOME CINEMA

### BEST DVD-PLAYER:

Meridian 800

#### **RUNNER-UP:**

Yamaha DVD-S663

### BEST BLU-RAY PLAYER:

Pioneer BDP-LX08

#### **RUNNER-UP:**

Denon DVD-A1UD

### BEST PVR:

Humax Foxtsat-HDR

#### **RUNNER-UP:**

Sky+ HD

### BEST AV AMPLIFIER / RECEIVER:

Denon AVC-A1HDA

#### **RUNNER-UP:**

Pioneer SC-LX82

### BEST SURROUND SOUND SYSTEM:

Bose Lifestyle 48

#### **RUNNER-UP:**

QAcoustics 2000 Cinema



## IPOD INTEGRATION SOLUTION

**BEST PORTABLE SPEAKER SYSTEM FOR IPOD:**

Bose SoundDock Portable

**RUNNER-UP:**

Bowers & Wilkins Zeppelin Mini

**BEST HOME SPEAKER SYSTEM FOR IPOD:**

Bowers & Wilkins Zeppelin

**RUNNER-UP:**

Yamaha PDX-50



## ACCESSORIES

**BEST LEAD / CABLE:**

Structured Cable Products Swivel-Head HDMI

**RUNNER-UP:**

QED Signature HDMI

**BEST HEADPHONES:**

Sennheiser HD800

**RUNNER-UP:**

Grado SR80i

**BEST POWER CONDITIONER:**

Furman Reference i-Seriesw

**RUNNER-UP:**

Russ Andrews BMU3000



## ARCHITECTURAL LOUDSPEAKERS

**BEST ON-WALL SPEAKER:**

KEF KHT 9000 ACE

**RUNNER-UP:**

Artcoustic DF100-75 X2

**BEST IN-WALL / IN-CEILING SPEAKER:**

Current Audio FIT Series

**RUNNER-UP:**

KEF Ci9000ACE





## CONTROL

### BEST HOME CONTROL SYSTEM:

AMX

#### **RUNNER-UP:**

Control4

### BEST LIGHTING CONTROL SYSTEM:

Lutron Homewks

#### **RUNNER-UP:**

Rako Controls

### BEST WIRELESS CONTROL DEVICE:

Philips Pronto TSU9600

#### **RUNNER-UP:**

Nevo S70

### BEST WIRED CONTROL DEVICE:

Crestron TPMC-4SM

#### **RUNNER-UP:**

Control4 C4-TSWM7-EG-B



## MEDIA

### BEST AUDIO DISTRIBUTION SYSTEM:

NuVo Grand Concerto

#### **RUNNER-UP:**

Naim Audio NaimNet

### BEST VIDEO DISTRIBUTION SYSTEM:

Crestron DigitalMedia

#### **RUNNER-UP:**

NetStreams DigiLinX

### BEST SWITCHER:

Intelix DIGI-HDMI 8x8

#### **RUNNER-UP:**

Kramer VS-88HC

### BEST MEDIA SERVER:

Imerge MS1-HD

#### **RUNNER-UP:**

Kaleidescape



## INDUSTRY

### BEST MANUFACTURER:

Peerless

#### **RUNNER-UP:**

NuVo Technologies

### BEST DISTRIBUTOR:

Habitech

#### **RUNNER-UP:**

BGG

### BEST TRAINING COURSE:

AWE Pronto Training

#### **RUNNER-UP:**

BADA Demcraft



## SPONSORED BY :

The SVI Trade Awards 2010 are sponsored by warranty provider Domestic & General. For more information on how selling warranties can boost your profits and benefit your customers, call Director of Sales, Lee Miller, on +44 (0)20 8879 8540.



# Installing peace of mind



Incorporating D&G warranties into your service can boost profits and ensure your clients receive the very best customer service

**Are you including five-year warranties on all the major electrical products you install? LEE MILLER, Director of Sales at warranty provider Domestic & General, explains the revenue and customer satisfaction benefits...**

**Warranties are all about providing outstanding customer service. Interesting, then, that warranties are yet to be a big part of the CI business despite the sector itself majoring in customer service.** If an installer was to provide a five-year D&G service plan on every major piece of electronic hardware in an install, the benefits would be substantial. Revenue from the service plan sales is an obvious boost to the bottom line, but it is the improved customer satisfaction through the peace of mind that can bring the most reward in terms of repeat business and recommendations for years to come.

The reasons outsourced service plans have not taken off in the install sector are varied, including many install companies emerging from the architectural or building industries rather than electrical retail market where the value of warranties is well-documented. Even for installers aware of the warranty proposition, many are worried that they will lose touch with their customers if they outsource repair and customer help-line duties. In fact, the exact opposite is true.

## first-class service

D&G's award-winning customer service benefits thousands of electrical retailers already. It offers a 24/7 UK call centre service and a level of red-carpet treatment for the customer that no single retail establishment or installer could hope to achieve. The installer can handle the initial break-down call and then outsource the repair logistics to D&G if they prefer. Better still, if the TV, amplifier, disc-player or server covered by the D&G warranty is deemed beyond economical repair, a replacement product will be sourced through the original installer. Not only does this ensure ongoing new product sales, it also allows the installer to maximise customer contact and the potential upgrade and add-on sales. It effectively ties the customer to you for up to five years.

In fact, installers are really missing out on a large chunk of business that is there for the taking. Warranties on consumer electronic goods, particularly large screen TVs, are big business. To put the sector into perspective, at any one time there are around 8-million UK household electrical products covered by a D&G warranty alone. Over 2000 UK high street retailers sell D&G products at point-of-sale and several banks, building societies and even insurance companies are looking to offer time-limited D&G warranties as part of their own premium services.

Moreover, selling warranties can be self-perpetuating. If a customer's product goes wrong it is never good news for the installer. But, if they then receive first-class service from the contact centre to the engineer call-out, they will see the value in these service plans and take out new plans on most

other major product purchases too. Of course, broaching the issue of service plans with a new customer that could be warranty-averse is not necessarily easy, but as D&G is currently enjoying substantial growth in its customer base, it is certainly not impossible!

For example, in a typical multi-room install with up to half-a-dozen large screen TVs, adding a five-year warranty on each model could be part of the install sales pitch and the cost embedded in the overall quote. This five-year 'peace of mind' is a powerful sales incentive, one that has gained D&G over 4.5-million active UK customers. Most major electrical devices can be covered with a D&G warranty, meaning that an installer could arrange five-year cover on almost every product in the system. While there are standard plan costs and prices for mainstream products like big brand TV screens, more specialised high-value electronics can be quoted for on a bespoke basis.



## problem-free profit

Adding warranties to the install from the outset is also very profitable on the bottom line. Warranty margins are very good for a product that in itself has no stock-holding requirement, no buy-in costs, doesn't require complex set-up, will never get damaged in transit and works out-of-the-box 100% of the time. There isn't even an IP or RS-232 interface to fall over at the least opportune time! How many other custom install products can you say that about?

The key to adding warranty sales, and their many benefits, to your install business is having the right training and right information from the outset, and this is another area where D&G excels. We have a number of full-time sales trainers on the road across the country; we can organise bespoke training schemes or offer a fully interactive electronic training programme. All this is backed with extensive POS material, plenty of customer-facing information, two award-winning UK-based contact centres and a dedicated dealer support line for all your direct queries.

In these tough trading conditions adding revenue, service, peace of mind and customer retention to your business make a lot of sense...

## FOR FURTHER INFORMATION CONTACT:

For more information on D&G's warranties, call Lee Miller on +44 (0)20 8879 8540

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## MIRROR TV, ON THE WALL

Not everything we see is as it appears – so claim Impact Screen Solutions Ltd, which has announced the launch of a unique new product into the UK market: the Framed Mirror TV from Italian innovators NEOD (New Era of Device).

A luxury solution for discerning individuals, the Framed Mirror TV has been designed to blend seamlessly into the interior in which it's placed. The TV section of what is a skilfully-crafted piece of furniture is only visible when switched on – while off, a striking black reflective framed mirror remains hanging on the wall, an attractive and practical feature in its own right.

As you'd expect from a luxury solution, NEOD has employed some of the finest materials and components in creating the Framed Mirror TV. Loewe LCD TV technology, top-grade leathers, Swarovski crystals and even gold and silver leaf for the frames are all utilised, making it a product for those that demand the best from their residence, office, hotel, yacht or private jet. What's more, NEOD's TV can be personalised to suit clients' specific requirements – there are three mirror sizes, five TV sizes and a choice of nine frames to choose from, as well as custom mirror/frame sizes for those desiring a truly bespoke solution.

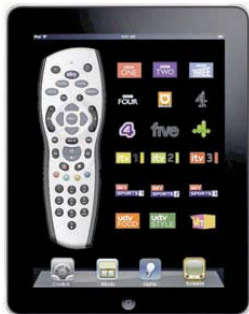
*Impact Screen Solutions is the sole UK Distributor for NEOD TV products and is currently looking for partners to strengthen its dealer network. If you are interested in becoming a NEOD Dealer or would like a demonstration, you can contact them using the details below.*

Contact: +44 (0)1273 735 476

www.impactcreensolutions.co.uk



# Custom Installation Nation



## LEARS PICKS APPLE

Lears International has launched a new service that aims to give UK custom installers a cost-effective, Apple iPad/iPhone/iPod touch-based route to the remote control of AV and home automation systems. Specifically, the company is offering a fixed-price service for designing bespoke remote control interfaces, tailored to the needs of specific projects. Control of devices can be provided via a combination of RS-232, IR Relay and IP interfaces, and the price of the package is inclusive of hardware (for example, a typical entry-level system offering 6x IR ports, 2x RS-232 ports and 3x relays is priced at £250 plus VAT).

Developed over the course of the last six months, the solution covers products from Rako and Somfy, as well as a wide range of AV equipment. The pictured example illustrates a Sky+ HD GUI, which provides end-users with a 1024x768 representation (on iPad) of the familiar Sky remote, plus a selection of favourite channels, and features buttons that 'depress' or glow during use.

Contact: +44 (0)20 8420 4234 | www.learsint.com

## MAKING A DIN

New from Crestron this month is the DIN-8SW8-I, an 8-channel lighting control module, designed to support the switching of non-dimmable lighting and fans. It joins the DIN Rail range of modules, which offer installers a professional lighting solution in a compact space-saving design, and replaces the CH-HR108-DR.

Available with a special out-of-the-box function, the DIN-8SW8-I can be sold as a pre-wired solution and is ideal for replacing 8x third-party electrical takeover relays, which are often used to wire homes and apartments for home automation technology. Its features include eight digital inputs, allowing standard momentary switches to trigger events with or without a control system, with each channel supporting up to 16-amps resistive, 10-amps incandescent, 5-amps of fluorescent or 1/2 HP motors. Local front control of each switching leg and local override input for emergency backup is also provided.

Designed to snap onto a standard DIN rail for installation in a wall-mount enclosure, wiring connections to the module are made with screw terminals positioned along the top and bottom, and are easily accessed from the front, making installation and maintenance straightforward. Communication with Crestron's DIN-AP2 2 Series processor or other 2 Series control system is facilitated by the presence of dual Cresnet ports, which allow for easy daisy-chaining of several DIN Rail series control modules.

Mark Tallent, lighting control specialist at Crestron, said: "This product expands our lighting solution range and will certainly help installers on-site as it offers easy installation, testing and maintenance."

Contact: +44 (0)845 873 8787 | www.crestron.co.uk





## UPGRADE IN STORE FOR IMERGE USERS

Media server manufacturer Imerge is offering its customers exciting new functionality following the launch of its XIVA Music Store. Described as a "next generation music store", XIVA currently offers in excess of 8.5-million DRM-free 320kbps MP3 tracks, as well as a graphically-rich user interface, which takes the form of a 3D card-based menu complete with high-res cover art. The store will be integrated into Imerge's media server hardware, enabling users to purchase and download music directly to their home entertainment systems.

The store has been developed in conjunction with digital media delivery company 7digital and went live following UK and US launch events at the end of March. The first product to benefit from the new functionality is the MS1-HD, with other products following in due course. The store is also expected to be available via non-Imerge hardware in the future.

Cameron Wade, CEO of Imerge, commented: "We all know that downloading media content direct to consumers homes is the future, but the concept of purchasing, receiving and storing digital media via dedicated entertainment devices, as opposed to computers, is still in its infancy. As you might expect from the company that developed the very first audio server component in the 90s, Imerge has taken a giant leap forward with the XIVA Music Store, delivering a unique content browsing and purchasing experience. As ever, Imerge's dedication to innovation ensures we stay several steps ahead of the competition."

Contact: +44 (0)1954 783 600  
www.imerge.co.uk



## SMART PAD

With Apple's iPad now available, we've been inundated with stories of manufacturers taking advantage of its versatility and aesthetic appeal. One such is AMX, which has announced that its systems and devices are controllable via the device. "AMX continues to champion a standards-based philosophy that simplifies technology integration, offers end users more choices and expands automation technology awareness," commented Robert Noble, the company's Chief Technology Officer. "We currently support the integration of most PCs, netbooks and tablets using browsers like Windows Internet Explorer, Mozilla Firefox and Apple Safari. AMX also supports smart devices like cellphones that utilise Android, Apple OS, Blackberry and Windows Mobile technologies; MP3-players and future connected devices that use web browsers and/or VNC applications."

Two applications are available, one pre-designed and one customisable interface for using devices like the iPad to control an AMX system, and nothing new will be required to integrate Apple's latest innovation.

Visit: [www.amx.com/ui/apple.asp](http://www.amx.com/ui/apple.asp)

## CEDIA MAKES CAMP

CEDIA has had a busy first quarter of the year. In March, the Association ran its first EST I Residential Boot Camp, and feedback has been positive from the delegates who attended. Held at CEDIA's St Neot's HQ, the three-day course set out to give new arrivals to Custom Installation an invaluable insight into the industry.

Part of the new structure of Electronic Systems Technician (Installer) certifications in 2010, the camp is an intensive course that seeks to bring CI novices up-to-speed and afford them the skill and knowledge necessary to get started. Aimed particularly at junior electronics systems technicians searching for an understanding of basic site safety, protocol, cable handling and cable termination, the course provides the knowledge necessary to pass the JIB health and safety exam, which in turn leads to the award of a JIB ECS (Electrotechnical Certification Scheme) card.

"We work within an industry that is dynamic, exciting and attractive to outsiders," explained CEDIA Education Manager, Peter Aylett. "At CEDIA we are committed to maintaining both the professional integrity of this industry and to helping it grow through the cultivation of new talent. This latest course introduces new installers to CEDIA and our education offering, and gives them a grounding in the core skills required to get a foot in the door."

Contact: +44 (0)1480 213 744 | [www.cedia.co.uk/education](http://www.cedia.co.uk/education)



Would-be installers found the Residential Boot Camp invaluable



The new name in control solutions from RGB Communications that converges the worlds of AV and IT for unprecedented value, flexibility and technical innovation.

## AV Control – Technology moves on ...

Stardraw Control and Global Caché products form the heart of i tron, which is a cost effective way to integrate AV over IT networks. i tron control offers fantastic value and flexibility, as it can be deployed at a fraction of the programming time and costs of conventional, bespoke touch panel solutions.



To learn more about how technology has moved on, please call 0844 8800765 or 01488 73366  
[www.rgbcomms.co.uk](http://www.rgbcomms.co.uk)



## EXTRA VEGETABLES FOR SMART-E

With the aim of providing a more efficient method of controlling a Smart-e AV distribution matrix via IP from a Control4 system, Smart-e has announced a collaboration with driver developer Extra Vegetables. The latter has produced a new Ethernet network IP interface and driver option bundle, which enhances the integration of Smart-e matrices and Control4 residential controllers. The solution boosts speed, improves reliability and frees up a serial port.

Jon Lane, Managing Director at Smart-e, commented: "We are delighted with this new partnership with Extra Vegetables, as their new equipment enhances the control of our matrices when using third-party control."

Simon Scotland of Extra Vegetables added, "Smart-e switches are so important for installers as their ability to distribute differing video formats over a single CAT5 control. It's great to be able to bring these under smart control within the Control4 world."

Contact: +44 (0)1306 628 264  
www.smart-e.co.uk



## CHIMERA OFFERS CONTROL

Chimera Controls Ltd, a manufacturer of a range of high-quality CI solutions, is offering its customers a CFL-friendly IR Repeater kit and a Dual-channel Occupancy sensor. The former offers superb value for money, compatibility with plasma and a 38K +/- 2kHz frequency response. The kit, which includes a miniature stick-on receiver, a 4-way connecting block, four dual emitters and a power supply, has an RRP of £95.

The latter comprises a 360° directional, flush-mount sensor and has been designed to control lights, fans and other applications such as security and ventilation. The unit also benefits from two powerful 10a relays with independent timers. For more information on both products, as well as the remainder of Chimera's extensive portfolio, get in touch with the contact details below.

Contact: +44 (0)20 8544 2600 sales@chimeracontrols.co.uk  
www.chimeracontrols.co.uk



## GOODBYE, ESCIENT VISION

D&M has announced a significant improvement in profitability following the end of its fiscal year, as well as a consolidation of its brand portfolio that will see the discontinuance of Escient Vision. The latter's innovative technologies and R&D resources will be assimilated within the company's core brands, although the firm will continue to develop and market the Escient Zone CI integrated home control system – a fact confirmed by the recent launch of the new Zone network HD media player and DIN Rail-lighting system.

Commenting, DMI Brand Director, Bert Kiggen, stated: "D&M has earned itself a major position in the European CI sector via its DMI operation. With the advance of AV network and systems integration technologies, we have developed a unique and market leading product portfolio. The continuing expansion of the power and functionality of the Zone platform, and the Denon and Marantz network-enabled CI products it supports, ensures that our dealers and installers have an unparalleled offering from a single manufacturer."

Contact: +44 (0)2890 279 830  
www.dm-i.eu



## GREEN JOINS NIKO

Niko UK has introduced a new face to its sales team – Mark Green. Mark joins the company to take over the Northern Sales Territory, which covers the North and Midlands in England, Scotland and North Wales, and, as a trained electronics engineer with a background in technical support and business development, brings with him a wealth of experience.

Commenting on the appointment, Niko UK's Stephen Calder said, "Mark is a great addition to our team – he is very focussed and understands our goals and those of our customers. He is well-versed in all the skills we were looking for to take Niko forward in the UK market. Fortunately, he also has a great sense of humour and has fitted into our team, working alongside Paul Dall'Occo and myself to provide the whole range of sales, support and training that we are proud to deliver for Niko in the UK."

Mark Green added, "I am thrilled to be a part of Niko at this very exciting time. All of my previous experience – working in electronics, IT and business development – will help me to help deliver the best solutions from Niko for our installers and their customers. The Niko proposition is a very compelling one, offering easy installation and programming alongside reliability and ease of use for end-users, so I am looking forward to helping our customers grow their businesses through Niko."

Contact: +44 (0)1525 877 707  
www.nikouk.com

## AN AWE-SOME RESULT

CI distributor AWE Europe is celebrating after picking up a hatful of SVI Awards, including Best Training Course for its Pronto provision and Best Projector for the Panasonic PT-AE4000. You'll find more on the latter in our Projectors feature this very issue and forthcoming dates for the former in Movers & Shakers. But, for a full run-down on AWE's award-winning portfolio, you'll have to wait until next issue – watch this space!

Contact: +44 (0)1372 729 777 | www.awe-europe.com



## The best kept secret ...

For the last forty years Xantech, the inventors of AV control, has been producing innovative control and distribution products that have helped make the home cinema and multi-room audio revolution possible.

Perhaps best known for its broad range of IR repeater and distribution products, Xantech also has an expanding line of multi-zone AV systems, AV connectivity products and control systems. With over 400 items to choose from you are sure to find a problem solving product in the Xantech range that will lower your costs and help you win business whatever your project size.



For multi room audio and video  
8 source 8 zone A/V Controller Amp with Meta Data



IR System Controller  
with power status sensing



Xantech iPod™ Docking Solution  
completes the system



# CUSTOM INSTALLATION NATION



With the excitement still high after what was a hugely successful **CEDIA Awards 2010**, Operations Director, **MATT NIMMONS**, looks ahead to what's coming up in the UK CI calendar...

## GET ON COURSE WITH A CEDIA PASSPORT TO EDUCATION



Over 120 hours of training will be available at the ExCeL in June

The CEDIA education programme is the industry's richest source of learning, and those wanting to access the wealth of information and expertise on offer should start their journey by getting a **CEDIA Passport to Education for the Home Technology Event 2010** (training: 14th–17th June 2010, exhibition 15th–17th June 2010, ICC London ExCeL).

A cost-effective initiative for both individuals and companies, the Passport to Education allows the holder to book as many CEDIA courses as they like over the four-day education event, and all for as little as £400 (ex. VAT)! Furthermore, companies who book five passports at a time will be entitled to a sixth absolutely free!

The more-than 120 hours of CEDIA training on offer embraces all career paths to offer something for everyone. From entry-level technical courses for new installers wanting to get a foot in the door, to high-level business workshop classes for company owners looking to keep their business on the right track, the *Home Technology Event* seminar programme promises to be an educational highlight in the industry calendar.

Whilst the CEDIA Passport to Education is undoubtedly the most efficient way to book multiple courses, CEDIA is also offering a 10% discount on individual courses booked by the 'early bird' deadline of 21st May.

CEDIA Passports to Education are non-transferable and not valid for courses running simultaneously or for CEDIA Certification. Passports are available to non-members at the rate of £525 (ex. VAT). For further details and for full details of the CEDIA education programme at the *Home Technology Event*, visit [www.hometechnologyevent.co.uk](http://www.hometechnologyevent.co.uk).

## CONFERENCE FOR ARCHITECTS ANNOUNCED

CEDIA is joining forces with RIBA (Royal Institute of British Architects) to host the first-ever 'Designing Integrated Future Ready Homes' conference at this year's *Home Technology Event*. The free half-day conference, which will take place on the afternoon of Wednesday 16th June, will provide training for architects and design professionals who want to learn more about residential custom installation and the benefits it can bring to their projects.

We are offering two courses at the event, which will explain the benefits of including smart home technology in residential projects. Delegates will participate in the RIBA CPD course, 'Designing Integrated Future-Ready Homes', followed by our latest RIBA-accredited advanced CPD offering, 'Using Technology to Manage Energy in the Home'. Following the conference, architects will take a guided tour of the show floor, where they can meet and discuss technologies face-to-face with exhibitors.

## HOME CINEMA DESIGN SPECIALISTS

Two more designers have now successfully completed our Home Cinema Design Specialists examination. Prestige Audio's Bob Hobson and Phil Cotton from Finite Solutions both recently achieved this demanding Certification standard. They join Phillip Warris from FAB AV, Carl Ambrus and Daniel Tumata of T&T Automation and Marcus Jackson Baker from What You See And Hear as the only six professionals to hold this prestigious qualification.

## THREE PEAKS CHALLENGE

I will be joining forces with CEDIA members to raise £10,000 for charity by climbing three of the UK's highest mountains – Ben Nevis in Scotland (1344-metres); Scafell Pike in the Lake District (978-metres); and Snowdon in Wales (1085-metres) – in just 24 hours!

The Three Peaks Challenge, which will begin on Saturday 22nd May, will see the CI industry team, comprising myself and CEDIA members Bob Hobson (Prestige Audio), Guy Singleton (Imagine This), and Mike Beatty and Andy Jones (Pulse Marketing) scale over 11,000ft, walk more than 20 miles and drive over 500 mile. We are hoping to achieve a figure of £10,000 in sponsorship to support three selected charities: Edukid ([www.edukid.org.uk](http://www.edukid.org.uk)), One Voice for Freedom ([www.onevoiceforfreedom.org](http://www.onevoiceforfreedom.org)) and the Teenage Cancer Trust ([www.teenagecancertrust.org](http://www.teenagecancertrust.org)).

None of us underestimate the challenge that lies ahead, but it's a very worthy cause, and I'm pleased to be a part of it. We're confident that other CI businesses will get behind us and help us reach the £10,000 target. For more information on the challenge and to find out how to sponsor us, visit [www.nothingandeverything.co.uk](http://www.nothingandeverything.co.uk).



CEDIA Region 1 Chairman, Robert Hallam, addresses the industry

## CEDIA AWARDS 2010

CEDIA's annual awards presentation took place at the UnderGlobe on London's Bankside in April. Turn over the page to discover who fought off strong competition to take top spot in each of the 15 categories...



(Above) This year's winners show-off their prizes  
(Right) SVI's Bonnie and Chantel celebrate another successful Awards with Matt Nimmons



# Inspirational Installation



On April 16th, the finest in Custom Installation was celebrated at the 2010 CEDIA Awards presentation. SVI reports back on who collected the coveted gongs...

Held at the UnderGlobe on London's Bankside, the 2010 CEDIA Awards presentation was a celebration of CI excellence – and not even the absence of Philippa Forrester could spoil it. Yes, a last-minute change of plan saw Chris Barrie, AKA Arnold Judas Rimmer, AKA Gordon Brittas, take to the stage to announce the results of the Association's annual prize-giving, but irrespective of the host, the quality unearthed by the Region 1-wide contest was as high as ever.

In front of 250 industry professionals, the finalists and winners in 15 categories spanning the breadth of the home electronics systems integration industry were awarded some richly-deserved plaudits. Big winner on the night was FAB AV, which scored a hat-trick of wins in the Home Cinema categories, and whilst it and its fellow UK installers dominated proceedings, companies from as far afield as the Netherlands, Spain and South Africa were also honoured.

Commenting on this year's competition, Robert Hallam, Chairman of CEDIA Region 1 and CEDIA Awards Chair of Judges, said: "It takes time and effort to enter the CEDIA Awards, and we would like to thank all our members for supporting the scheme again this year – and congratulate all those who have taken part. These companies are responsible for raising the bar, both in terms of the standard of entries and the expectations of what can be achieved. Competition this year was more intense than ever, and it has resulted in an exciting and standout event that is a worthy showcase for our industry."

We'll be bringing you more on the installs that made the grade over the next few months, but over the next three pages you'll find details of the finalists, the highly commended entries and, of course, the winning projects, plus the winner of the two Trade Supplier categories...

## BEST MEDIA ROOM OVER £15,000

### WINNER:

**MR Domotica, Rural Media (Netherlands)**

The system incorporates the latest in home electronic technology, all seamlessly integrated into the fabric of this rustic interior and brought together by a unifying Crestron control system.

### HIGHLY COMMENDED:

**Projecting & Sounding ART, Sun Deck (Greece)**

### FINALISTS:

**Sensory International, Cheshire Media Lounge (UK)**  
**Sensory International, Games Den (UK)**



## BEST MEDIA ROOM UNDER £15,000

### WINNER:

**Olive AV, Kensington Apartment (UK)**

This award-winning solution doubles up as a play room and homework den. A 60-inch screen has been seamlessly integrated into the space, delivering visual impact only when turned on. Intuitive, fingertip control is delivered via a simple, hard button Crestron remote.

### FINALIST:

**Smart Business, Loft Red Madrid (Spain)**



## BEST HOME CINEMA UNDER £40,000

### WINNER:

**FAB AV, Subterranean (UK)**

Deemed by the judges to be a "well considered and technically outstanding Home Cinema installation", this stunning system was designed for a client who was big on expectation but short on time, having just 48 hours to decide how the AV requirements were to fit into his new home.

### FINALISTS:

**AV Custom Install, House Pouliart (South Africa)**  
**Projecting & Sounding ART, La Vie en Rose (Greece)**



## BEST HOME CINEMA £40,000–£100,000

### WINNER: FAB AV, The Grey Room (UK)

An "awesome cinema, which was technically well thought out". On selection of a video source, the electric blackout blinds drop, the projector and amplification turn on, the lights dim and what is now an award-winning cinema experience begins.

### HIGHLY COMMENDED:

Imagine This, Keston Home Theatre (UK)

### FINALISTS:

Audio 7, Essex Cinema @ Home (UK)

Dark Side of the Room, Dream Come True (France)



## BEST HOME CINEMA OVER £100,000

### WINNER: FAB AV, Gentleman's Club (UK)

FAB AV scored a CEDIA Awards hat-trick with what the judges praised as a "technically flawless solution which will deliver an awesome sound."

### FINALISTS: CSO, Brinken Home Cinema (Denmark)

Imagine This, Kingston Home Theatre (UK)

SMC, Cotswold Screening Room (UK)



## BEST INTEGRATED HOME UNDER £100,000

### WINNER: Prestige Audio, The White House (UK)

This brilliant white home proved the clear winner thanks to its sensitive integration of AV, lighting and security control. Working to a tight initial budget, Prestige Audio kept high-value items to a minimum whilst retaining a keen eye on future expansion for a time when financial constraints eased.

### FINALISTS: SMC, London Apartment (UK)

SMC, Notting Hill Home (UK)



## BEST INTEGRATED HOME £100,000–£250,000

### WINNER:

Prestige Audio, St Pancras Penthouse (UK)

"A truly stunning solution within a challenging and unique environment," was the judges' verdict on this imaginative system for a triplex penthouse in North London.

### HIGHLY COMMENDED:

LairdKing Ltd, Velinji (UK)

### FINALIST: MR Domotica, Farmhouse (Netherlands)



## BEST INTEGRATED HOME OVER £250,000

### WINNER: Censys Residential Control, Kasteel Domein Amerloo (Netherlands)

An all-encompassing solution for a 19th century castle in Belgium. With no fewer than 65 rooms to contend with and the date for the grand opening party set in stone, Censys embarked on an ambitious solution that delivered all the luxury and convenience of a 21st century lifestyle, without detracting from the castle's traditional interior.

### HIGHLY COMMENDED:

Smart Home, Buckinghamshire Luxury Home (Switzerland)

### FINALISTS: Hometech Integration, Scottish Family Home (UK)

SMC, Notting Hill Family House (UK)





## BEST INNOVATIVE SOLUTION – RESIDENTIAL

**WINNER:**

**T&T Automation, West London Gated Community (UK)**

A solution designed for a client who wanted to enjoy really smooth bass throughout his top floor home cinema, located above noise-sensitive bedrooms. Considered by the judges to be *"an outstandingly innovative solution that demonstrates a tremendous amount of thought."*

**FINALISTS:** Grahams Hi-Fi, Where did the projector go? (UK)  
The Pleasure Home, Smart Wall AV (UK)



## BEST MULTI-DWELLING

**WINNER:**

**Finite Solutions, Greenhouse (UK)**

A technological solution for a developer whose vision was to create the UK's first 'zero carbon' multi-dwelling development; this innovative system integrates home automation with the latest cutting edge environmental technologies.

**HIGHLY COMMENDED:** SMC, Heathwest (UK)

**FINALIST:** SMC, Baker's Row (UK)



## BEST DRESSED RACK

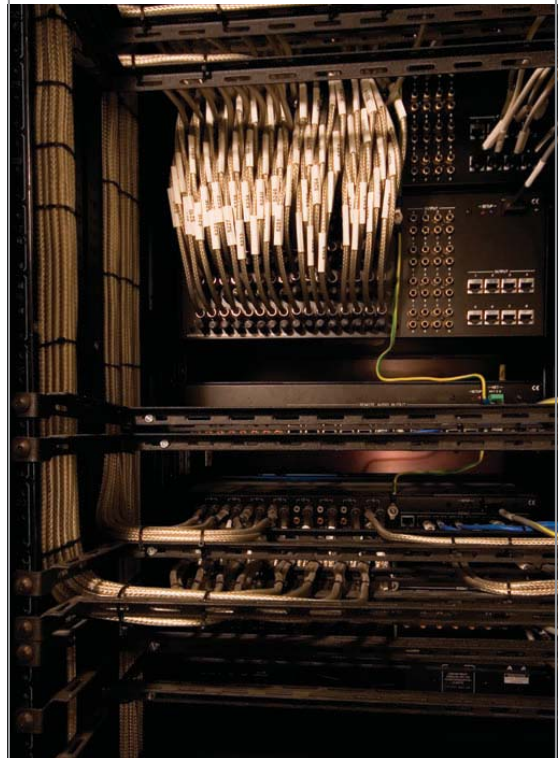
**WINNER:**

**T&T Automation, West London Family Mansion (UK)**

Described as *"picture perfect"* by the judges, the two-rack approach taken by T&T Automation on this project allows for future expansion of the system, correct air circulation and thermal management and an easy-to-see, neat and tensionless installation of cables and equipment.

**FINALISTS:**

Hometech Integration, Scottish Family Home (UK)  
Sensory International, Uber Interiors (UK)



## BEST MARINE

**WINNER:**

**Sensory International, Slipstream (UK)**

Designed for luxury charter vessel Slipstream and a client who demanded easy-to-operate and reliable on-board entertainment systems.



## BEST TRADE SUPPLIER AND BEST TRAINING INITIATIVE

**AWE EUROPE**

*"The whole team at AWE is delighted to have won both 'Best Trade Supplier' and 'Best Training' at the 2010 CEDIA Awards," said AWE's MD, Stuart Tickle. "It's a wonderful feeling to have our efforts rewarded by CEDIA members, and I would like to thank all those who voted for AWE, as well as all our other customers and manufacturer contacts alike."*





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and home  
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broad range  
of solutions  
employing the  
simple, refined  
lines of modern  
design. ”**



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extended depth active cooling (optional accessories)



media tray (optional accessories)



tv mount (optional accessories)



active cooling (optional accessories)

For details on becoming a Salamander stockist please contact Atacama Audio on:

**01455 283 251**

| [www.atacama-audio.co.uk](http://www.atacama-audio.co.uk)

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Impact Screen Solutions are the sole UK Distributor for NEOD TV products and are currently looking for partners to strengthen our dealer network. If you are interested in becoming a NEOD Dealer or would like a demonstration, please contact us to arrange an appointment.



# INSIDE CI

**DSE's DAVE SLATER might have fallen foul of the ash-filled skies over Britain, but the show goes on up north...**



**We're now into spring, and I've noticed a big difference to last year. Normally, January and February are slow, but by the time it gets to March we are turning a profit. Not this year – here we are in April and people are still not committing to finishing the big jobs.** The election being just around the corner is having an effect on people spending money on the luxury items, and whilst we have plenty of jobs on our books, all of them have long lead-ins to their start dates – and, as you know, until you are paid that all important deposit, there is nothing guaranteeing the job actually going ahead.

## it's show time

If you read my column every month you'll know that I'm not one to sit on my laurels, so with business slow, I sat down with the team and looked at ways to get out and promote our services to the public. In the end, we signed-up to do a local trade show called *Living North Live* and contacted some trusted suppliers, such as Control4 and Meridian, to ask for some support. After taking delivery of some awesome new kit, we ended up with two days in which to create a room-set that looked amazing, so we had our entire squad mob the event, resulting in six DSE vans parked up outside the event premises. I was so proud that our crew managed to pull off what was a big ask; it reminded me of *Challenge Anneka*, and it was great fun. I know these events cost major money, but we love to put on a great show.

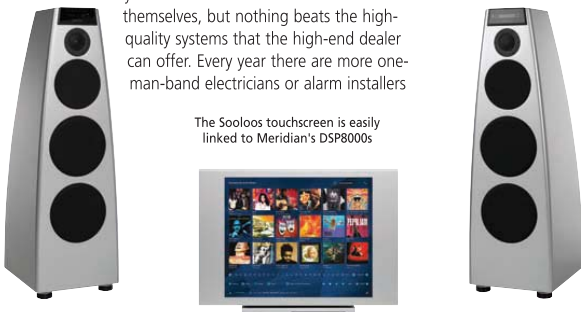
It was a great set-up and attracted a lot of interest – which wasn't surprising, as the sound quality was out of this world. On show we had Meridian's flagship DSP8000 speakers, which are described as, "*The ultimate expression of the art and science of loudspeaker design*". The DSP8000 is one of the few loudspeakers in the world that can accurately reproduce both the power and subtlety of a concert grand piano, and it features innovative SpeakerLink technology, making installation with CAT5 cable simple. Hooked-up to the speakers we had a Control 10, which connects to other Meridian Sooloos devices via an Ethernet link and features a stunning 17-inch touch-panel interface, as well as S/PDIF digital and Meridian SpeakerLink audio outputs.

We also had some great gadgets on show; one thing that went down well, other than the free chocolate muffins, was the great HD gaming delivered by the PS3 we brought along – it looked awesome on the Sharp LCD that AWE supplied us with. This is what I love about the CI industry – the good guys stick together and help each other out.

All in all, it was a great show, though the cookies and muffins did cause me to put on a couple of pounds that I'll need to work hard at getting rid of. Like most shows, it will take a couple of months to see if we get any business from it. But even if it doesn't bring in any business, we had some great fun, and the room sounded great – when we played the James Bond theme, the whole building was rocking, and everybody stopped to see what it was all about.

This is what's great about this business: we have the toys to impress, and it still gives me that buzz. We all love technology and, if you are like me, love to see quality products still being produced. Yes, there are cheap systems about which consumers can install themselves, but nothing beats the high-quality systems that the high-end dealer can offer. Every year there are more one-man-band electricians or alarm installers

The Sooloos touchscreen is easily linked to Meridian's DSP8000s



*Living North Live gets the DSE treatment*



*The Control 10 gives intuitive access to home entertainment*

trying to jump on the CI bandwagon – and don't get me wrong, I have nothing against a quality electrician trying to crack this game – but my experience is that a lot of homeowners out there are getting sub-standard work carried out by people with no training in CI. Thank god the likes of Meridian and Bowers & Wilkins can be only purchased by quality dealers...

## Dave versus the volcano

So, with an Icelandic volcano creating havoc in British airspace, and all flights to the South being cancelled, my trip to the *CEDIA Awards* is off – which is a great shame, as it's always a good show. We at DSE have never been lucky enough to win a CEDIA award, but hey, Tom Cruise has never won an Oscar and just look at some of the great movies he has been in – *Rain Man*, *Born on The 4th of July* and *The Colour of Money* to name but three. We will continue turning out high-quality installs, and at least our clients will get the benefit of our expertise.

And it's not all doom and gloom, as we are up for a *Home Cinema Choice* award – Best Home Cinema 2010 – which means another trip to London on Friday 23rd April. Here's hoping there's no problem with floating ash by the time I board my BA flight to Heathrow.

## still to come...

Looking to the future, there's not long to go before us UK CI guys get our hands on the iPad. I see that all the major players have got working apps out now, and it's got to be said they are looking slick and sexy. There have been the usual teething problems you get with advanced pieces of kit, but all the tech guys are rushing out patches to fix the problems.

What else is new this month? Well, I have just got back into watching movies in the multiplex, and following a visit to the new Odeon on my doorstep, I have to say I'm surprisingly impressed. After dragging my daughter along to watch *How To Train Your Dragon* in 3D, I am itching to install a 3D home cinema in my house. 3D has come a long way in the cinema, and these computer generated cartoons are just awesome. I had to pick my jaw up off the floor after the 90 minutes or so of pure entertainment...

**Dave Slater is MD of DSE Group incorporating DSE DIGITAL. His article was submitted on 16/04/10.**

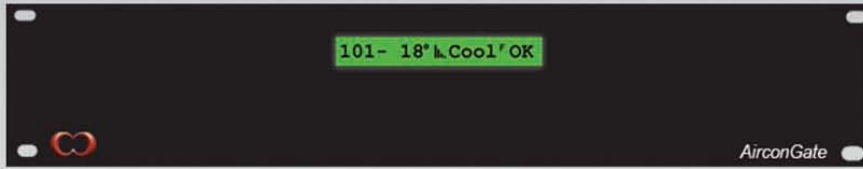
**FOR FURTHER INFORMATION CONTACT:**

+44 (0)1914 914 141 | [dave@dsegroup.co.uk](mailto:dave@dsegroup.co.uk) | [www.dsegroup.co.uk](http://www.dsegroup.co.uk)



# AirconGate

## Air Conditioning Systems Universal Gateway

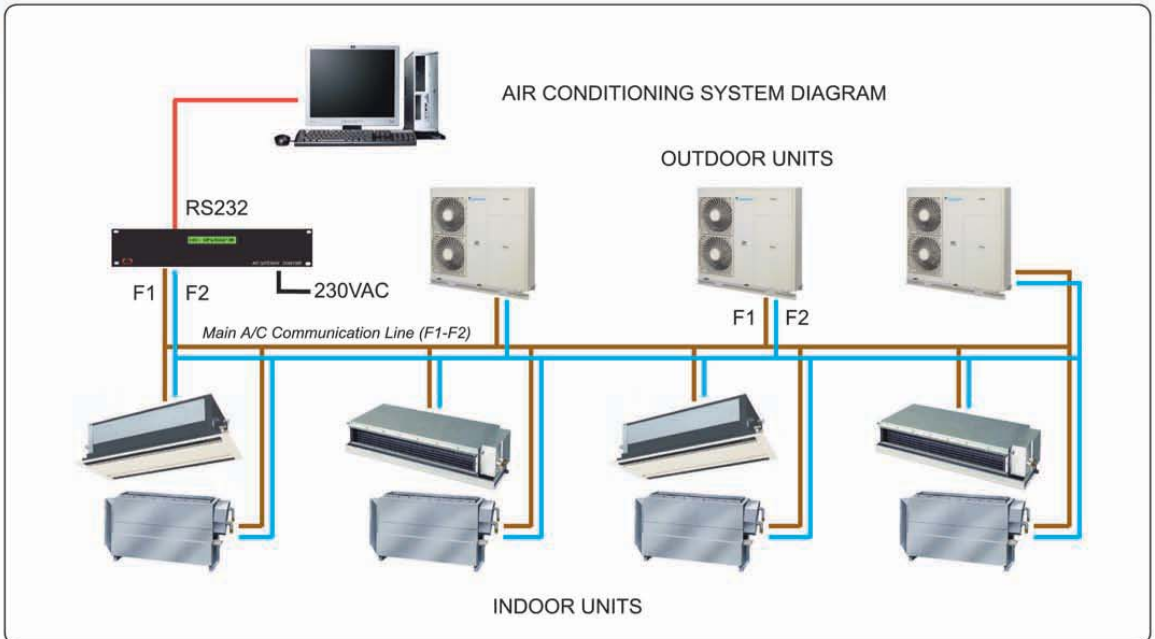


The AirconGate is a universal RS232 interface enabling the user to communicate with any VRV / VRF Air Conditioning system using a PC, BMS or any home automation system like Crestron, Amx, Philips Pronto, etc...  
 The unit connects to the air conditioning communication line, providing full control and monitoring of the system using simplified, standardised RS232 Bi-directional commands across the range.  
 The same commands used for Daikin A/C work with Sanyo, Toshiba, and Mitsubishi Electric without the need for any additional interfaces, BACnet or other...

- 2 Ru, 19" rack mountable, 48mm deep
- D9 serial connection, Bi-directional RS232
- 2 core terminal for native communication with A/C system
- 230vac power supply
- Built-in display providing system, indoor / outdoor status, temp, heat, cool mode etc...
- ON/OFF (single unit or Group)
- Cool / Heat / Fan / Dry Mode selection
- Set Temperature
- Room Temperature
- Fan Speed Control
- Outdoor Temperature
- Optional system diagnostic for advanced users

### Available Models

- AirconGate I (Daikin VRV)
- AirconGate II (Sanyo VRF)
- AirconGate III (Toshiba VRF)
- AirconGate IV (Mitsubishi VRF)



For more information please contact us at:



10 Windsor Park, 50 Windsor Avenue, Wimbledon, London SW19 2TJ

Tel: +44 (0)20 8544 2600 Fax: +44 (0)20 8544 2601 Email: sales@chimercontrols.co.uk

[www.chimercontrols.co.uk](http://www.chimercontrols.co.uk)



# EVENTS 2010: It's Show Time!

## MAY 2010

6	Connected Home	Living Tomorrow, Brussels	<a href="http://www.tmabevents.be">www.tmabevents.be</a>
6-9	High End 2010	M.O.C., Munich	<a href="http://www.highendsociety.de">www.highendsociety.de</a>
17	Connected Home	Van Nelle Ontwerpfabriek, Rotterdam	<a href="http://www.connectedhomeevent.eu">www.connectedhomeevent.eu</a>
20-23	PALM Expo & Install China	China International Exhibition Centre, Beijing	<a href="http://www.palmexpo.net">www.palmexpo.net</a>



The finest in AV will be on show in Munich come May

## JUNE 2010

8-10	CONNECTIONS: The Digital Living Conference & Showcase	Santa Clara, CA, USA	<a href="http://www.connectionsconference.com">www.connectionsconference.com</a>
9-11	InfoComm 2010	Las Vegas, USA	<a href="http://www.infocommshow.org">www.infocommshow.org</a>
15-17	The Home Technology Event in association with CEDIA	ExCel, London	<a href="http://www.cedia.co.uk">www.cedia.co.uk</a>
23-25	CEDIA Expo Asia Pacific	Melbourne, Australia	<a href="http://www.cedia.com.au">www.cedia.com.au</a>



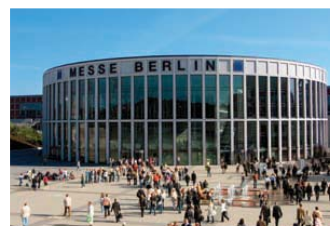
CEDIA Expo will be back at ExCel in June

## JULY 2010

22-24	PALME & Install Vietnam	Ho Chi Minh City, Vietnam	<a href="http://www.install-vietnam.com">www.install-vietnam.com</a>
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## SEPTEMBER 2010

3-8	IFA 2010	Berlin, Germany	<a href="http://www.ifa-berlin.com">www.ifa-berlin.com</a>
23-26	CEDIA US Expo	Georgia World Congress Centre, Atlanta	<a href="http://www.cedia.org/expo">www.cedia.org/expo</a>



Berlin will go Consumer Electronics crazy in September

## OCTOBER 2010

16-17	Sound & Vision Manchester	Renaissance Hotel, Manchester	<a href="http://www.manchestershow.co.uk">www.manchestershow.co.uk</a>
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## NOVEMBER 2010

16-17	The Beurs Domotica & Slim Wonen (Domotics & Smart Living Fair)	Eindhoven, The Netherlands	<a href="http://www.beursdomoticaenslimwonen.nl">www.beursdomoticaenslimwonen.nl</a>
17-19	ICT For Sustainable Homes	Méridien Hotel, Nice	<a href="http://www.ict-sustainablehomes.org">www.ict-sustainablehomes.org</a>

## FEBRUARY 2011

1-3	Integrated Systems Europe	RAI, Amsterdam	<a href="http://www.iseurope.org">www.iseurope.org</a>
25-27	Sound & Vision Bristol	Marriott City Centre Hotel, Bristol	<a href="http://www.bristolshow.co.uk">www.bristolshow.co.uk</a>



Manchester welcomes Sound & Vision in October

## MAY 2011

19-22	High End 2011	M.O.C., Munich	<a href="http://www.highendsociety.de">www.highendsociety.de</a>
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ICC London ExCeL  
15 – 17 June 2010

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To register visit  
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# Movers & Shakers

Do you need to have your finger on the pulse of who's who and what's what? Check out the latest contact details, training dates and recruitment opportunities right here...

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E: info@aca-apex.co.uk  
www.aca-apex.co.uk

**TRAINING:** The one-day CRIS installation courses include a product overview, system design, installation practices, termination techniques, audio distribution systems and mood lighting. Training is free for 2010, and is held at the Leighton Buzzard office.

**CRIS Training Day:** 06/05/10, 11/05/10, 10/06/10, 08/07/10, 13/07/10, 05/08/10, 10/08/10, 09/09/10, 14/09/10



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E: jason@aldoussystem.co.uk  
www.aldoussystem.co.uk  
**TRAINING:** The Aldous Systems Installer Training course provides hands-on training for telephone, computer, video, CCTV and multi-room audio system design and implementation.  
26/05/10, 28/07/10, 25/08/10, 29/09/10

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AMX Europe Headquarters  
Auster Road, Clifton Moor  
York YO30 4GD  
T +44 (0)1904 343100  
E: sales@amxeurope.com  
www.amx.com/eu  
**TRAINING:** AMX training courses are held in London (L) and York (Y), are available to all, and are free for dealers. Full details of the Training and Course Schedule for 2010 can be found at www.amx.com/training. The AMX Training Calendar is fully interactive – just select a course to access a full description. For more details call AMX on +44 (0)1904 343 100.

**Control Programmer I:**  
03–07/05/10 (L)  
**Control Programmer II:**  
17–21/05/10 (Y)  
**Control Programmer III:**  
04–06/10/10 (Y)  
Novara/Solecis/SM3: 13/05/10 (L)  
**RMS Configuration & Programming:** 10–12/05/10 (Y)  
**Control System Designer:**  
07–08/06/10 (L)  
**Control System Installer:**  
09–11/06/10 (L)  
**Graphical UI Design:**  
26–27/07/10 (Y)



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www.awe-europe.co.uk  
**TRAINING:** Training will be offered at AWE's HQ in Epsom, Surrey, unless otherwise stated...  
**Philips Pronto Level 2 Certification:**  
05/05/10  
**DF Solutions Media Server Training:**  
06/05/10  
**Philips Pronto Level 2 Certification:**  
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**DF Solutions Media Server Training:**  
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**TRAINING:** BADA's range of courses can be booked by contacting Ian Galloway on 07850 705009 / 01442 399548 or ian@icgconsultancy.co.uk; or Phil Hansen on 07813 893525 / 020 8150 6741 or phil@bada.co.uk  
Visioncraft: 05/05/10, 17/05/10  
Salescraft: 10/05/10, 24/05/10  
Marketing for Retailers: 12/05/10, 16/06/10



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**TRAINING:** Unless otherwise stated, these courses are held at CEDIA's dedicated facilities at its St Neots HQ...  
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**IP Networking Theory & Practice:** 11/05/10  
**IP Networking Package:** 11-13/05/10  
**Advanced IP Networking:** 12/05/10  
**Wireless Networking Workshop:** 13/05/10  
**Technical School & EST 2 Exam:** 24-28/05/10  
**CEDIA Technician EST 1 Boot Camp:** 02-04/06/10  
**Intro to Residential CI & Integration:** 06/07/10



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**Crestron (UK) Ltd**  
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T: +44 (0)845 873 8787  
E: petra@crestron.co.uk  
www.crestron.co.uk

**TRAINING:** Automation pioneer Crestron hosts regular training courses at its Cobham (C) and Doncaster (D) offices...  
**Foundation:** (D) 04-05/05/10  
**A+:** (C) 10-11/05/10  
**A\*:** (C) 12-14/05/10  
**Lighting Specifier Training:** (C) 14/07/10  
**D3Pro Programming:** (C) 15/07/10  
**Essentials Programming:** (D) 22-24/06/10  
**Intermediate Programming:** (D) 27-29/07/10  
**Advanced Programming:** (C) 25-27/05/10  
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# Big in JAPAN?

**Sick of hearing about the iPad? Tough luck. HAMISH McNAIR-WILSON weighs up Apple's chances of cracking Japan and reveals why, if it does, the real winners will be in South Korea...**



**Is the iPad merely a fancy way to warm your thighs, or does it represent the future of home electronics?** Is it the convergence of all we need in one handy, portable package or just a gimmick to keep the Apple-holics happy while the R'n'D department come up with something truly revolutionary? For many the jury is still out. What

can't be denied, though, is the stir Apple's great white hope has caused. It has racked up enough column inches to give it A-list celebrity status, and were it to sprout legs and wander into town, it would be up to its neck in glamour models' phone numbers in less time than it takes to say "Dean Gaffney's ex". But for all of its instant fame and fortune, will the iPad prove a stayer? Or, will it wilt and die like the career of a talentless, type-cast soap star, once they get the chop?

Well, if the early running in America is anything to go on, it should prove more of a Ross Kemp than a Shaun 'Barry' Williamson. Despite its hefty \$499 price tag, the iPad shifted over half-a-million units in its first week in the US, having finally been unleashed on the populace on April 3rd. With orders on the forthcoming 3G model also flying in and online sales going live in May, Apple's position looks as well-padded as its average buyer's waistline... and a whole lot more healthy to boot.

Whether the big rush was motivated by the grace and performance of the product, rather than the 'I-need-it-because-it's-new' mentality that grips the world's most glutinous consumer culture, remains to be seen, of course. Regardless, one nation's gain has proved another's loss, as Japan's own band of somewhat more muted Apple fans have been forced to endure an extra month before its release. Yes, up-to-speed



Tokyoites will now have to wait until the end of May to get their mitts on a mighty 9.7-inch touchscreen (*At least it's not just us!* – Ed.).

## the nouveau niche

This won't be the first time Apple has made a slow start in the Far East. It wasn't until last summer and the release of its 3GS model that the iPhone phenomenon really began to shake things up in Japan. Why? Because many of the features the West found so awe-inspiring were already commonplace in this part of the world – and, what's more, many of the boons of the locally-produced handsets could not be matched by Apple. You see, in Japan any mobile phone worth its salt includes a terrestrial TV tuner and a communication technology called Felica, which allows users to pay for anything from their train tickets to their groceries at a touch, on the go, barely breaking stride as they do so. Yet, while the phone market was already saturated with cutting edge options equipped to compete with the iPhone, in the iPad Steve Jobs and co. are looking to carve out their own niche. And in this, they could very well succeed.

One feature that Apple is hoping will allow the iPad to power through, is its capacity to function as an e-reader. With e-book sales in Japan around four times those of the US, driven in no small part by the nation's love of manga, there is undoubtedly great potential here. Hitherto, however, e-reader sales have failed to take off, thanks once again to the multifaceted nature of Japan's mobile phones, which have long included this facility. The one dimensional e-reader, it seems, is not befitting of the discerning Japanese consumer. Dynamic products like the iPad, on the other hand, are. With Japan's conventional publishing market in something of a recession, hampered by the price fixing of its publishers, at the moment there is little financial incentive driving consumers towards e-books. It is convenience alone that has allowed them to flourish. However, the coming of the iPad has the all-too-controlling publishing fraternity quaking in its boots, fearing that authors will learn to cut out the middleman – them – in a bid to shift more units and improve their cut. A revolution is afoot...

## core of the Apple

While the iPad has many ingredients sure to appeal to a people keen on slick applications, innovative media management and modish looks, some sections of the Japanese community already have cause to feel shunned by Apple – and not just because it let the release date slide. When, in 2007, the iPhone burst onto the scene, more than 90% of the touch-panels behind the screen were the product of Japanese firms. Within three years, however, they had been usurped by Taiwan's Wintek, and when it came to building the iPad, again those lucrative contracts seem to have given Japan the slip. South Korea's LG Display accounts for the single most expensive part of product, the LCD screen. Fellow countrymen Samsung knock up the essential NAND flash memory and dynamic random access memory (DRAM). Once the undeniable dominatrix of the component market, Japan's stranglehold is beginning to loosen. Previously, even American-skinned kit like Apple's invariably boasted a Japanese core; today it's an open market, and the rest of Asia is on the rise. The iPad is coming and, should it prove a success, old rival South Korea will score a significant victory over Japan, on its home turf...



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