



ADVANCED NOTICE

NEWS, REVIEWS AND PREVIEWS FROM ADVANCED PRESENTATION SOLUTIONS

ISSUE #6 MAY-07

In This Issue

CONVERGENCE SOLUTIONS PROVIDER: The Integration of AV & IT

1

LIFESIZE HD VIDEO CONFERENCING INVENTS TELEPRESENCE

1

TECH REVIEW BLU-RAY VS. HD DVD

2

VIDEO SIGNAL TRANSMISSION

3

ADVANCED RENTALS

4

UNDERSTANDING DYNAMIC DIGITAL SIGNAGE

5

NOTES FROM PROJECTORLAMP EXPERTS.COM

5

WE'VE BEEN WORKING WITH ...

6

NATIONAL SCOPE OF AXIS KEY FOR FINANCIAL INSTITUTION

6

QUESTIONS & ANSWERS SMART BOARD INTERACTIVE WHITEBOARDS

7

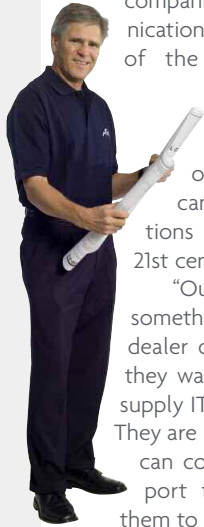
PRODUCT REVIEW

8



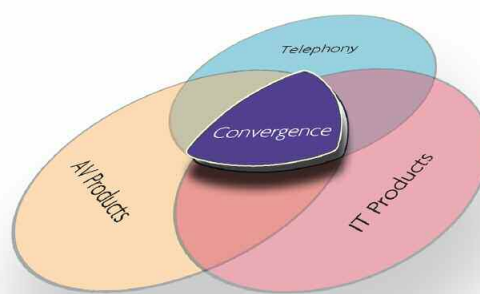
Convergence Solutions Provider: The integration of AV & IT

A new business model is emerging in response to the changing ways in which companies use information communications technology. It is the advent of the AV/IT integrator, whose knowledge and services go beyond traditional functions. This new breed of experts can play a significant role in helping organizations meet the challenges of the 21st century.



"Our customers are looking for something more from their ProAV dealer or IT supplier. No longer do they want someone who can either supply IT or AV product and services. They are looking for an integrator who can combine technologies to support their operations and allow them to enhance their business mod-

Telephony, AV and IT Technology Converge ...



- VOIP
- Media Streaming
- Desktop Video
- HD Conferencing
- Control & Maintenance of Digital Assets

... creating tremendous opportunities

els" says Wayne Derby, Vice President of Engineering at Advanced Presentation Solutions. Companies are looking for partners that listen to what they are trying to achieve and assist them to reach these goals. "Our role is to work with our customers to make sense of the complex array of technologies on the market and craft innovative solutions that meet their individual needs," adds Derby.

Ryerson leads the way

At Ryerson University the convergence of technologies is a central theme in the planning and implementation of new learning environments. In-class pres-

entation technology is required to communicate across the IT infrastructure. Innovative conferencing applications, like LifeSize high definition video communications, are being considered to facilitate access to world-class resources and supplement curriculum. And the ability to remotely monitor [See Advanced on page 2](#)

Is it Live or is it ... Telepresence?

For those unfamiliar with the phenomenon of telepresence, it is (as defined by Wikipedia) a set of technologies which allow a person to feel as if they were present at a location other than their true location. Telepresence is when you need to remind yourself that the other members of your virtual meeting are in reality not in the room.

Sound like science fiction? With the development of broadband connectivity, large format high definition video displays, high quality audio and intuitive user controls, telepresence is a reality, with custom solutions already emerging within corporate environments, universities, hospitals and other leading institutions.

LifeSize Video Communications

One of the prominent technologies



High Definition video resolution of 1,280 x 720 pixels at 30 frames per second creates unbelievable realism for your meetings.

driving telepresence is the revolutionary and highly-praised LifeSize high definition video communication system. Featuring a complete suite of applications, LifeSize runs in true high definition and gives amazing context to video communications. Imagine the impact of seeing sweat moisten your adversary's brow during sensitive negotiations. In [See Telepresence on page 3](#)

President's NOTE



Welcome to the latest edition of **ADVANCED NOTICE**. The theme of this issue is convergence - AV & IT technologies working seamlessly together ... to improve our customers' business. When considering the convergence of technologies, there are two important factors to consider:

- Convergence goes beyond products and services. It integrates elements of both into a customized solution that takes productivity and ROI to another level.
- Technology is driving the move forward, so technological expertise and broad-based experience are key factors to success.

Please enjoy this edition of **ADVANCED NOTICE**. I hope you find it interesting and enlightening and are as excited as we are at the opportunities created by the convergence of AV & IT technologies.

Regards,
Mark Mulford
PRESIDENT & CEO



Specialists In

AV PRODUCTS INCLUDING:

- PROJECTORS
-
- PLASMA/LCD MONITORS
-
- INTERACTIVE WHITEBOARDS
-
- VIDEO CONFERENCING
-
- CONTROL & SOUND SYSTEMS
-
- M-PDP PLASMA WALL
-
- MEDIASITE PRESENTATION RECORDERS
-
- AV SERVICES INCLUDING:**
- INSTALLATION
-
- CONSULTING
-
- PREVENTATIVE MAINTENANCE
-
- AND MORE!
-
- FOR:**
- LECTURE HALLS
-
- CLASSROOMS
-
- BOARDROOMS
-
- MEETING ROOMS
-
- AND MORE!



TECHNOLOGY REVIEW - OPTICAL STORAGE

Blu-Ray vs. HD DVD



One of the most recognized areas where the digital world of IT crosses over into the analog world of AV is the area of optical storage of video data, via the ubiquitous DVD. Currently there is a fierce battle going on between rival optical storage technologies Blu-Ray and HD DVD to succeed DVD (the "Digital Versatile Disc"). This battle is, in many ways, reminiscent of the format war between VHS and Beta in the 1980s.

With the introduction of high-definition TV (HDTV), DVD storage capacity has proven to be insufficient. While DVD supports a resolution up to 720x480 pixels, HDTV works with resolutions as high as 1,920x1,080 pixels. The increased data is substantial, as two hours of high-definition video requires 22 GB of storage space. The maximum capacity of a DVD is less than 10 GB.

So a new higher capacity storage medium is required to support high-definition content and two DVD successor candidates have emerged: Blu-Ray and HD-DVD.

Competing consortiums

Blu-Ray technology was developed in 2002 to be DVD's successor by a consortium made up of companies including Apple, Dell, Hitachi, HP, JVC, LG, Mitsubishi, Panasonic, Pioneer, Philips, Samsung, Sharp, Sony, TDK and Thomson. HD DVD on the other hand was created by Toshiba and recently received

support from Microsoft, HP and Intel.

Blu-Ray and HD DVD discs are the same size as DVD discs (and CDs), with a diameter of 12 cm (around 4") and use a blue-purple laser to read and write data from the disc. This is where they differ from current DVD technology, as this

laser has a smaller wavelength compared to the red laser used by DVD players, allowing a higher recording density.

The main difference between Blu-Ray and HD DVD is storage capacity. A single-layer Blu-Ray disc can hold up to 25 GB, while a single-layer HD DVD disc holds up to 15 GB. A dual-layer Blu-Ray disc can store up to 54 GB and a dual-layer HD DVD can store up to 30 GB. The increased capacity on Blu-Ray discs comes with a higher cost of production since manufacturing facilities need specialized equipment for Blu-Ray. Also, a Blu-Ray disc has a thinner lacquer layer which requires more careful handling as scratches can have a devastating impact on these discs.

It is still unclear which format will be

Feature	Blu-Ray	HD DVD
Capacity	25 GB (single layer) 54 GB (dual layer)	15 GB (single layer) 30 GB (dual layer)
Laser	Blue-violet (0.40 µm)	Blue-violet (0.40 µm)
Pit width	0.13 µm	0.20 µm
Distance between tracks	0.32 µm	0.40 µm
Distance between the recording layer and the lacquer layer	0.1 mm	0.6 mm
Supported codecs	MPEG-2 MPEG-4 AVC VC-1	MPEG-2 MPEG-4 AVC VC-1a



DVD's successor. On the storage side Blu-Ray has an advantage over HD DVD, while on the cost side HD DVD is the winner. For now DVD discs will continue their successful run. But stay tuned, because soon Blu-Ray or HD DVD will be coming to your home theatre.

Advanced leads convergence trend

Continued from page 1

and control presentation assets improves efficiency and ultimately drives down the cost of technology.

York implements distance learning

At York University, lectures are now automatically recorded and instantaneously webcast across the internet via Mediasite presentation recorders from Sonic Foundry. This innovative solution has instantly created a distance learning

platform that York will leverage for the next decade. It is this sort of extension of presentation technology into the business model that will ultimately add value for an organization in the future.

The Advanced technical promise

At Advanced, we take the convergence of AV and IT technologies very seriously. We have the largest team of Gold Certified AV and IT systems engineers in Ontario. We understand how convergence of the network layer, the applica-

tion layer and the people layer can lead to much improved communication, collaboration and a better bottom line.

From a product perspective we have assembled a range of leading edge products that coupled with our technical knowledge of both AV and IT allows us to provide the tools and skill to develop customized solutions - unique for every organization.



Specialists In

AV PRODUCTS INCLUDING:

- PROJECTORS
-
- PLASMA/LCD MONITORS
-
- INTERACTIVE WHITEBOARDS
-
- VIDEO CONFERENCING
-
- CONTROL & SOUND SYSTEMS
-
- M-PDP PLASMA WALL
-
- MEDIASITE PRESENTATION RECORDERS
-
- AV SERVICES INCLUDING:**
- INSTALLATION
-
- CONSULTING
-
- PREVENTATIVE MAINTENANCE
-
- AND MORE!

FOR:

- LECTURE HALLS
-
- CLASSROOMS
-
- BOARDROOMS
-
- MEETING ROOMS
-
- AND MORE!



Video signal transmission: AV signals over unshielded twisted pair (UTP)

There are many applications where long run video signal transmission using conventional coaxial cable can give problems with AV signal degradation (digital signage applications in entertainment venues, retail locations and airports are good examples). In any AV installation – be it classroom, courtroom or boardroom – cost, convenience, ease of installation, and aesthetics are always factors.

At Advanced we will always give serious consideration to the use of UTP (over coaxial) as wiring for AV signals. Depending on the application, there can be substantial benefits to using UTP.

The benefits of UTP for video signals

- UTP cabling can accommodate long distance signal transmission (up to 1,000') for some configurations while maintaining performance comparable to RGB coaxial cabling
- UTP cabling infrastructure is often already present (the ubiquitous CAT5, CAT5e and CAT6) – although note that the AV signal cannot co-exist with data – separate cable runs must be made
- UTP is thinner than Coax and can be useful in situations where conduit space is limited or aesthetics are important
- UTP can carry composite, component, S-video and analogue video signals, as well as DVI and HDMI (high definition) digital video signals
- Cost effective solution (depending on use)



The basics of AV over twisted pair

In the simplest system a twisted pair transmitter and receiver are required at either end of the UTP cable run. The RGB video signal is formatted by the transmitter, transmitted over the UTP and then converted back into conventional video for display by the receiver. In more complex systems where multiple transmitters and receivers are to be employed, signal routing and distribution will be necessary. Specialized twisted pair switchers, distribution amplifiers and matrix switchers will be needed – just as they would be needed in a conventional coax based AV system.

Extron Electronics supplies a comprehensive range of UTP transmission and distribution equipment. The Extron DVI 201 Tx/Rx is a transmitter and receiver set for sending DVI and HDMI signals over 200 feet of UTP cable. The MTP T CV transmitter and the MTP R CV receiver are a similar set for sending conventional analogue video over 1,000 ft.

Contact Wayne Derby at 905-502-1110 for more information on using UTP for the transmission of AV signals.

LifeSize HD video communications

Continued from page 1

addition to impressive video, audio is also improved, with integrated super wide-band audio up to 16kHz. LifeSize can adapt easily within most environments as it runs on existing IT infrastructures and can be customized for individual applications. Users will find it extremely intuitive and easy to use, thus increasing its value within the organization.

Use existing IP, no worries on security

In the past IT directors viewed video conferencing systems as “bandwidth hogs” and invariably configured them on separate networks (often ISDN) to avoid wholesale system degradation. No longer. LifeSize video communications operate flawlessly at speeds

as low as 1Mb, and can now co-exist happily on legacy IP networks, with all the cost & convenience benefits that this implies.

In addition, LifeSize video communications has addressed the issue of security with LifeSize Transit, a complete firewall and NAT traversal solution that enables people to make video calls within and across enterprises and organizations by securely traversing firewalls.

The features of LifeSize Transit include:

- Simple to use, enterprise-class firewall and NAT traversal
- High performance and scalable - make calls up to 5Mbps
- Plug and play appliance solution with pre-installed software
- Works with virtually any SIP client and any firewall/NAT device

Upcoming EVENTS

April 16 - May 31

SMART Day Seminars

Join Advanced Presentation Solutions for an information seminar that focuses on using SMART Board™ interactive whiteboards to enhance corporate training and presentations.

DATES & LOCATIONS:

April 16 St. Catharines	May 15 Kingston
April 18 Peterborough	May 16 Ottawa
April 26 Sudbury	May 17 Pembroke
April 27 North Bay	May 23 Oshawa
May 1 London	May 29 Mississauga
May 2 Oakville	May 30 Kitchener
May 9 Barrie	May 31 Windsor

WIN A SMART BOARD INTERACTIVE WHITEBOARD

Register and attend any SMART day for your opportunity to enter a draw and win SMART Board interactive whiteboard for your organization.

FOR MORE INFORMATION:

Call 905-502-1110 and ask for Karen. To register online go to: www.advanced-inc.com/SMART





Specialists In

AV PRODUCTS INCLUDING:

- PROJECTORS
-
- PLASMA/LCD MONITORS
-
- INTERACTIVE WHITEBOARDS
-
- VIDEO CONFERENCING
-
- CONTROL & SOUND SYSTEMS
-
- M-PDP PLASMA WALL
-
- MEDIASITE PRESENTATION RECORDERS

Advanced Rentals take off with the amazing Infinite Plasma

The Advanced Rental department has been incredibly busy over the last few weeks as demand for the revolutionary M-PDP Infinite Plasma has hit the roof.

Event and show organizers and a variety of companies looking for that "wow" factor have been using the high resolution bezel-less plasma displays in a variety of shapes, sizes and configurations – comprehensively demonstrating the flexibility of the units (any shape can be built), the ease of use, and the maximum visibility in minimum space that the Infinite Plasma delivers.

Infinite across Canada

Infinite Plasma walls have been unveiled in Toronto at (among others) The Fashion Schmooze Show, The Investment awards, The Bridal Show, The One Goal Hockey Show, The Auto Show, The Canadian Special

Events and Meeting Exhibition, The Cottage Life/Muskoka Woods Rental event and The National Home Show. At the Bizbash Show the Infinite Plasmas took centre stage with an eye-catching 4 x 5 (20 screens) seamless display. Walls have also been shown in Calgary (we expect exciting things at the Stampedel!), and Montreal.

Future challenges

Looking forward expect these impact displays to be seen in a National Cinema chain and consumer electronics chain. You might even glimpse one as a backdrop in Party political broadcasts!

"THE WALL"

Advanced AV engineers are currently deep in discussion with their structural counterparts as we face our largest Infinite



The 4x5 Infinite Plasma wall - eye-catching centrepiece at the 2007 BizBash awards show

Plasma challenge yet ... a one day rental in May for an 8 x 8 video plasma wall! The wall will be amazing - 24' by 13' - the largest plasma wall ever built in Canada. Currently the discussion is whether to "fly" the wall (i.e. suspend it) or make it floor standing --- either way it will be impressive!

"The Wall" is being used at a private event - so it is "invited guests only" - but watch for a full report (and pictures) in the next newsletter.

For more information on rental or sales of Infinite Plasma or other innovative rental products, contact Advanced Products Group at 905-502-1110 or visit www.advanced-inc.com/APG.

Teams today need to interact and collaborate to get the job done. With the SMART Board interactive whiteboard, your team can brainstorm, write notes, open multimedia files, visit websites, refine ideas and save decisions – with the files and information they need at their fingertips.

But big business benefits don't have to come with a steep learning curve. If you can use a computer, you can use a SMART Board interactive whiteboard.

Find out more about the world's leading interactive whiteboard, and leverage the intelligence of your team.



Share your ideas. **Intelligently.**

With the SMART Board™ 600 series interactive whiteboard



Advanced Presentation Solutions
59 - 450 Matheson Boulevard East
Mississauga, Ontario, Canada L4Z 1R5
905-502-1110 • 1-800-436-6239 • Fax: 905-502-0040
info@advanced-inc.com • www.advanced-inc.com





Specialists In

AV PRODUCTS INCLUDING:

- PROJECTORS
-
- PLASMA/LCD MONITORS
-
- INTERACTIVE WHITEBOARDS
-
- VIDEO CONFERENCING
-
- CONTROL & SOUND SYSTEMS
-
- M-PDP PLASMA WALL
-
- MEDIASITE PRESENTATION RECORDERS

AV SERVICES INCLUDING:

- INSTALLATION
-
- CONSULTING
-
- PREVENTATIVE MAINTENANCE
-
- AND MORE!

FOR:

- LECTURE HALLS
-
- CLASSROOMS
-
- BOARDROOMS
-
- MEETING ROOMS
-
- AND MORE!



Any content. Any display. Anywhere. Digital signage.

Loblaws leads the way

A recent article in Canadian Business Magazine entitled "Signs of the times - digital signage industry", relates that when Loblaws' retailer Dave Nichol rolled a TV set into the garden section of his grocery store to show taped commercials, sales of an advertised plant jumped substantially in one week! It was the early 1980's and he knew immediately he was on to something.

We have come a long way since then and now there are hundreds of players calling themselves digital signage experts and from every expert you will get a different story. At Advanced, we approach digital signage from both an AV and IT perspective ... from the medium to the message to the delivery of the message. So what is digital signage?

Modern digital signage

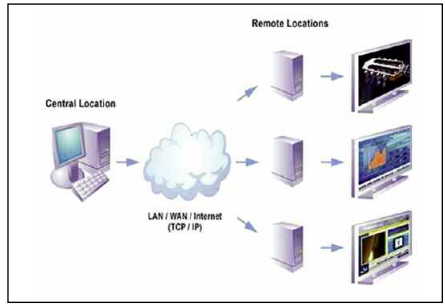
Digital signage is simply a term used to describe the display of information on devices such as plasma screens, LCD panels, and projectors. Other popular terms are narrowcasting, electronic billboards, digital messaging and place-based media.

There are three key components: a computer/media player, the display and the content. It can be as uncomplicated as a single local computer connected to a display in a single location or ... a complete digital signage network, broadcasting common or unique messages to any number of displays anywhere.

Sales growth enabled

Falling prices on large plasma and LCD displays coupled with wide availability of Internet connectivity have caused digital signage deployments to gain in popularity. Displays can now be found in locations such as retail outlets, transit hubs (like airports or bus stations), doctors' offices, fast food restaurants and even gas stations.

Digital signage is very effective in aiding customer recall and retention of marketing information. A recent digital signage study conducted by InfoTrends polled consumers and found that digital signage displays have a 47.7% effectiveness on brand awareness, increase the average purchase amount by 29.5%, create a 31.8% upswing in overall sales volumes, generate a 32.8%



growth in repeat buyers and generate 32.8% more in-store traffic.

Killer applications

There is some mystique that digital signage is all about generating ad revenues and an immediate ROI, however that is not necessarily the case. Digital signage is actually used for many different purposes, for example:

- General information including flight information in airports and wait-times in train stations
- Corporate messaging – companies share timely information with a their workforce in office or plant environments
- In-store promotional ads designed to increase sales in a retail establishment
- Third party advertising networks such as restaurant chains that sell advertising to local merchants/service providers and national advertisers
- Enhancing customer experience, for example in financial institution waiting

See Digital Signage on page 8

Does size really matter?

At ProjectorLampExperts.com, the newest service for replacement projector lamps from Advanced Presentation Solutions, we are always eager to pass on the latest innovations in the projector industry from around the world.



Superportable projector

Unveiled this month in Germany at CeBIT: the NEC NPI, an LCD projector of such minute proportions it can fit inside a shirt pocket. Weighing less than half a pound, the NPI uses low energy-consuming LEDs which illuminate three transparent LCDs in the primary colors of red, green and blue. These LEDs emit less heat than other projector lamps and last up to 10,000 hours – around five times the life of metal halide lamps found in modern projectors. Whilst we could certainly be seeing super cool LED projector lamps as a standard in a few years, for the time being the familiar metal halide projector lamp is the norm, and here at Advanced we have been excited look-

ing at developments in compatible lamps.

APO Branded Compatible Replacement Lamps

One company that has its fingers on the pulse of the projector technology sector is APO – the world's largest manufacturer of branded compatible lamps.



Branded compatible lamps rival original projector lamps for quality and reliability and provide an attractive option for the cost-conscious. ProjectorLampExperts.com has scoured the world and found that APO was by far the best manufacturer of quality branded compatible lamps, with prices that are still substantially lower than their original counterparts.

ProjectorLampExperts.com is proud to offer Canada's largest selection of APO Branded Compatible Lamps, as well as a unique APO Peace of Mind Warranty which protects the projector against any unlikely damage caused by an APO Lamp.

REPLACEMENT PROJECTOR LAMPS

One stop shopping for all your lamp needs.



- Thousands of lamps in stock, all at brilliant prices
- Over 20 years of international PRO AV experience
- Free Next-Day shipping on 2 or more lamps (conditions apply)
- Canada-wide delivery
- Specialist technical lamp knowledge
- Find a value alternative APO lamp for your projector

www.projectorlampexperts.com



Projector Lamp Experts.com

SPECIALISTS IN REPLACEMENT LAMPS



Specialists In

AV PRODUCTS INCLUDING:

- PROJECTORS
- PLASMA/LCD MONITORS

INTERACTIVE WHITEBOARDS

VIDEO CONFERENCING

CONTROL & SOUND SYSTEMS

M-PDP PLASMA WALL

MEDIASITE PRESENTATION RECORDERS

AV SERVICES INCLUDING:

INSTALLATION

CONSULTING

PREVENTATIVE MAINTENANCE

AND MORE!

FOR:

LECTURE HALLS

CLASSROOMS

BOARDROOMS

MEETING ROOMS

AND MORE!



We've been working with ...

Who: **Centre for Health & Safety Innovation**

Location: **Mississauga**

Completed: **2006**

Design Co.: **HOK and Engineering Harmonics**



About CHSI:

The focus of the Centre, which opened to the public in May 2006, is to provide a meeting place for the exchange of knowledge between health and safety organizations, the research community, and business, as well as for learning and innovation in prevention.

The Centre replaces the head offices of 6 formerly separate accident prevention organizations. CHSI is a focal point for innovation and applied learning in the prevention and elimination of workplace injuries and illness.

Advanced Presentation Solutions was responsible for the AV installation of all presentation and conference rooms in the building. The reception area was well equipped with 2 flat screens. Advanced also installed in the Centre a divided presentation space composed of two rooms that could be used separately or com-



combined with Crestron control system, matrix switching, DSP (digital sound processor), wireless microphones, hearing assist and much more. The main boardroom was equipped with Crestron control system, teleconferencing devices, DSP and wireless microphones. The project was completed in 4 weeks.

National scope of Axis Group key for global financial institution

Axis Group Presentation Specialists, together with Omnivex Corporation a global software provider, has delivered a full digital signage implementation to TD Waterhouse.



"TD Waterhouse was looking for a national service provider to deliver digital signage for its branch network," says Mark McPherson, of Advanced Presentation Products. "Axis Group was the perfect choice as we have excellent technical support in every province across the country"



The digital signage solution

The turn-key solution included display hardware, PCs, integration services as well as digital content via Omnivex software. On the hardware side, the systems used ceiling mounted projectors, recessed motorized screens, plasma display panels, LCD TV's, matrix switched distribution systems and more.

Content is managed by the central marketing group in Toronto and distributed to the various branches over their internal network. "We worked with TD Waterhouse marketing to create and test out the content", adds McPherson.

The system is now narrowcasting customized digital content into 33 branches across the country.

Q&A SMART Board Interactive Whiteboards

Q: I have seen many articles lately about the growth of SMART Board™ interactive whiteboards. Can you tell me if they are being used by the corporate sector and if so, how?
A.M., Brampton

A: In the corporate environment, the trend towards the adoption of SMART Board™ interactive whiteboards for use in boardrooms, meeting rooms and training facilities is accelerating. SMART's interactive products are designed to facilitate collaboration and training. In a corporate setting, they provide an interactive focal point for group discussion and a catalyst for brainstorming. Globally, the demand for SMART's products to collaborate, train, present, share data, desktops and participate in video conferencing is increasing in both the corporate, military and government sectors.

Biogen Idec

Companies like Biogen Idec have installed SMART Boards in their training rooms for software training. The abil-

ity to do visual annotations to get the message across was the driving factor. Price was also a factor for Biogen. They found there was not a big difference in cost between installing a projector and SMART Board versus a typical projector and screen scenario. When considering the additional functionality of the SMART Board and its interactive features, it was an easy decision.

Intel

Organizations like Intel have been using SMART Board interactive whiteboards and sharing their vision of distance collaboration for many years. In 1992, SMART formed a strategic alliance with U.S. computer giant Intel®. This alliance has resulted in joint product development, joint marketing efforts and Intel's equity ownership in SMART.



 **build**
power into the system.

Visual Systems is a division of NEC Solutions (America), Inc. ©2006, NEC 110511

Don't be limited by your installation projector.

Finally, all of the power of an installation projector without the limitations. Go ahead. Place the NP at a crazy off-angle. Vertical and horizontal lens shift and 3D Reform with geometry correction give you placement options like never before. A comprehensive input panel including DVI with HDCP ensures compatibility with cutting-edge devices of today and tomorrow. The NPs have brightness to spare. With 3500 and 4000 lumens respectively, the NP1000 and NP2000 deliver powerful images bright enough for most any application.

Visit www.necvisualsystems.com to get connected with NEC projectors.



NP1000 & NP2000
digital installation projectors

- Wireless and/or wired network projector
- Optional bayonet style lenses
- Manual horizontal and vertical lens shift
- Lamp saver technologies

Because It's your Image

NEC

Empowered by Innovation



Specialists In

AV PRODUCTS INCLUDING:

- PROJECTORS
-
- PLASMA/LCD MONITORS
-
- INTERACTIVE WHITEBOARDS
-
- VIDEO CONFERENCING
-
- CONTROL & SOUND SYSTEMS
-
- M-PDP PLASMA WALL
-
- MEDIASITE PRESENTATION RECORDERS

AV SERVICES INCLUDING:

- INSTALLATION
-
- CONSULTING
-
- PREVENTATIVE MAINTENANCE
-
- AND MORE!

FOR:

- LECTURE HALLS
-
- CLASSROOMS
-
- BOARDROOMS
-
- MEETING ROOMS
-
- AND MORE!



PRODUCT REVIEW: Crestron DVPHD-PRO High-definition Digital Video Processor

The new Crestron DVPHD-PRO high-definition digital video processor accepts up to eight source signals and displays them in up to eight scalable video windows simultaneously. Featuring input and output resolutions up to 1920 x 1200 for RGB and DVI signals, and supports 1080i and 1080p HDTV, the DVPHD-PRO is perfect for Network Operation Centers, Command and Control Centers and large entertainment venues. The DVPHD-PRO also handles HDMI with external adaptors. The DVPHD-PRO is available in several models including multiple output versions for video wall applications.

The DVPHD-PRO offers the best value in the industry delivering the lowest cost per channel among digital video processors. True 10-bit video processing and the latest generation of high-definition scaling and de-interlacing ensures the highest quality video images. The DVPHD-PRO also pro-

vides the same vibrant and extensive graphics capabilities featured in the latest Crestron touchpanels, such as 24-bit color, dynamic graphics, dynamic text, full-motion animation and translucent objects. Dynamic text displays customized labels to automatically identify cameras, locations or sources. Further enhancing the aesthetic of professional presentations, the DVPHD-PRO features a full set of dynamic transitions. Video windows do not merely "pop" on and off the display. Choose among a variety of effects such as fades, pans, reveals, slides and scales.

Offering stand-alone capabilities and out-of-the-box functionality, the DVPHD-PRO does not require an external control system for configuration or operation. Daily operation and system set-up may be achieved directly from the front panel LCD or using built-in web pages displayed on any computer.



The DVPHD-PRO also features sophisticated sync sensing capabilities. The DVPHD-PRO can not only detect the presence of a sync signal and automatically display the source, but it can also identify the type of video signal and dynamically scale the signal to the appropriate resolution. The high-performance digital video scalers and de-interlacers ensure optimal, seamless presentation displays.

For enhanced control, the built-in touchpanel interface (TPI) can transform any third-party touch screen into a full-featured Crestron Isys® touchpanel including annotation functionality. Native TPI and annotation capabilities significantly improve communication and collaboration by enabling presenters to use just a fingertip to write or draw on the display or over video signals.

Digital Signage

Continued from page 5

- areas to reduce perceived wait-time
- Brand building – examples include retailers using digital signage in video form used as a part of the store décor.

The importance of the display

Plasma and LCD displays are the most common means of displaying digital signage information, but newer technology such as Infinite Plasma (see page 4) has greater 'wow factor' on consumers and is growing in popularity as a result.

Content is king

The other key component is content and how it is delivered. Content scheduling and playback is generally controlled by some form of software program. As an example, Advanced has recently joined forces with Capital Networks Ltd. a leading signage software provider to deliver a complete solution to clients. Capital Networks' early experience in this industry stems from a background in broadcasting, delivering the content for the likes of CP24 and the Rogers TV guide. This experience is a perfect fit for digital signage since many



organizations approach it as if they are creating their own 'mini television channels'. Through this partnership, we are able to assist with key items such as content creation, content management and scheduling and of course broadcasting. The strengths of both organizations mean that, for prospective digital signage clients, all the important elements of a digital signage project can be addressed and implemented right across the country.

Keep it simple

Implementing effective digital signage solutions does not need to be complicated. It begins with a clear understanding of overall communications objectives. Whatever direction you take, ensure you deal with a provider who understands each of the components and has proven it time and time again.

ADVANCED NOTICE

is a publication of
Advanced Presentation Solutions

Mark Mulford
President & CEO

Editor
Laila Kibel

Contributors
Wayne Derby
Victor Janzen
Mark McPherson
Steve Rawlins
John Weatherhead

For additional copies contact:

Advanced Presentation Solutions
59 - 450 Matheson Blvd. East
Mississauga, ON Canada L4Z 1R5
905-502-1110 • 1 800 436-6239
info@advanced-inc.com

www.advanced-inc.com



Project Management, Design & Copy
Gawenda and Company

All rights reserved. E. & O. E. April 2007