

map" of where special features are accessed. With the help of their custom installers and the PSX-2, users can more easily exploit all of the iPod's features, including some obscure and rarely used ones, with the touch of a single button. It's easy to create playlists on the fly, shuffle music, create favorites, and sort music using a variety of parameters -- all with far fewer button presses than would be required with the standard iPod interface -- OK, I buy that one.

But, in good ole' "let's overcomplicate the user-interface experience fashion," the PSX-2 actually provides hundreds (yes, hundreds) of discrete IR codes that cover virtually every iPod function, and even functions that aren't available on the iPod itself (therefore, ones never actually used by consumers), such as commands for each of the iPod's EQ settings and the ability to perform alpha searches. Through the remote and a connected TV, custom installers can now completely overcomplicate the use of the industry's easiest to use consumer component ever with the PSX-2.

To learn how you can overcomplicate the iPod (and maybe make money doing it), go to:
http://www.universalremote.com/product_detail.php?model=159

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Displays

Mitsubishi Launches Next Generation of Wall-Cubes

Mitsubishi Electric officially launched its next generation of display wall cubes at ISE 2009. After their experience with more than 35,000 units installed worldwide, Mitsubishi says the new display wall cubes, called the Seventy Series, makes it easier to create sophisticated display walls in control room, corporate or broadcast applications.



The new displays are customizable, with components such as cabinet type, projection engine and input cards all individually selectable to match a customer's exact requirements. Screen sizes available include 50", 60", 67" and 80", in both rear and genuine 100% front-access versions. Screen options include black bead and Mitsubishi's proprietary "black-stripe" anti-glare screen designed for use in control room applications.

A big claim is that the Seventy Series cube can switch to a replacement lamp in 1 second, which is 90 percent faster than previous versions. The new cube can cycle lamps automatically at preset intervals reducing maintenance needs.

Mitsubishi also says that they built in "intelligence" into the Seventy Series cubes so the display is, to a large extent, self-regulating. Built-in RGB sensors monitor the individual red, green and blue outputs of each cube, sharing data with its neighbors and adjusting performance automatically to maintain an accurate color balance across the entire display. The auto-adjustment system is managed within the cubes themselves using their own built-in communication and intelligence (no external computer needed).

For more sophisticated installations, the Seventy Series cubes integrate with Mitsubishi's 3000 Series processor/controllers and D-Wall software suite to create a powerful turnkey display solution. Using this system architecture, virtually all aspects of the display wall can be managed directly through software, including routing, input switching, lamp management and display performance.

To learn more, go to: <http://www.mitsubishidisplayengineering.com>

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Digital Signage

The Coolest Crowd Grabber at ISE

At ISE, an eye-catcher was the I2F MediaWheel that spins when it has an audience. The creative content (made by a film director) and the spinning metal-construction (made by Inter2Face) were designed to attract an audience to their stand. But the main message they wanted to convey was: here's what you can accomplish with their software, I2F Media Products.

Their core software, I2F MediaBrick is a high definition media server that handles standard formats of still or moving images and sound, including URL, live camera images, applications such as Google Earth or Flash, and any other executable provided it can run on the chosen hardware.



This package controls all kinds of peripheral devices. They use their knowledge of hardware to squeeze all it has to offer out of a standard motherboard to let it control lights, sound, cameras, projectors, motors, doors, etc, and to allow for interactive applications. They use the information we take from the content to synchronize a frame or sound fragment on the one hand and an action or event (i.e., lights) on the other.

Like their I2F Media Wheel, it is all a matter of finding the right load balance between the hardware chosen and the desired content, as well as using industrial protocols creatively and effectively. They can make a totally unmanned set-up from just one box and an affordable software license. By employ sensors on a large scale to display content only when and where somebody can listen and watch.

To read more about Inter2Face, go to: http://www.inter2face.com/english/index_eng.htm

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That's It!

For all you REGULAR readers of rAVe ProAV Edition out there, hopefully you enjoyed another opinion-packed issue!

For those of you NEW to rAVe, you just read how we are -- we are 100% opinionated. We not only report the news and new product stories of the ProAV industry, but we stuff the articles full of our opinions. That may include (but is not limited to) whether or not the product is even worth looking at, challenging the manufacturers on their specifications, calling a marketing-spec bluff and suggesting ways integrators market their products better. But, one thing is for sure, we are NOT a trade publication that gets paid for running editorial or product stories. Traditional trade publications get paid to run product stories -- that's why you see what you see in most of the pubs out there. We are different: we run what we want to run and NO ONE is going to pay us to write anything good (or bad).

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To send me feedback, don't reply to this newsletter - instead, write directly to me at gary@ravepubs.com or for editorial ideas: Editor-in-Chief Sara Abrons at sara@ravepubs.com

A little about me: I graduated from Journalism School at the University of North Carolina at Chapel Hill (where I am adjunct faculty). I've been in the AV-industry since 1987 where I started with Extron and eventually moved to AMX. So, I guess I am an industry veteran (although I don't think I am that old). I have been an opinionated columnist for a number of industry publications and in the late 1990s I started the widely read KNews eNewsletter (the first in the AV market) and also created the model for and was co-founder of AV Avenue - which is now known as InfoComm IQ. rAVe Publications has been around since 2003, when we launched our original newsletter, rAVe ProAV Edition.

Everything we publish is Opt-in -- we spam NO ONE! [rAVe ProAV Edition](#) is our flagship publication with what we believe is a reach of virtually everyone in the ProAV market. [rAVe HomeAV Edition](#), co-published with CEDIA, launched in February, 2004 and is, by far, the largest ePub in the HomeAV market. [rAVe Rental \[and Staging\]](#) launched in November 2007. [rAVe ED \[Education\]](#) launched in May 2008.

To read more about my background, our team, and what we do, go to <http://www.ravepubs.com>

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