



New
Knowledge

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Learn the latest! Source new products! Meet new suppliers!

Be there! At InfoComm Asia 2010 – Asia's largest technology event dedicated to pro Audio Visual, Information Communication and Systems Integration.

Valuable learning opportunities are offered via the InfoComm Asia 2010 Summit Program. For detailed technology update, attend the **Manufacturers' Presentations**, where exhibitors will discuss their latest innovations and clarify installation procedures. For technical skills and specialist knowledge upgrading, register for the **InfoComm Academy Seminars**, where industry experts will share their knowledge, observations and experiences on a wide range of specialist technology areas, from systems design to audio management and visual display, as well as market and industry trends. A two-day **SynAudCon Workshop** caters to sound professionals, providing in-depth training on the principles of audio and acoustics. For an appreciation of AV application issues, trade dealers, distributors and systems integrators can join the **Industry-focussed Conferences** targeted at specific vertical markets, plus a **Technical Site Visit** to an actual AV installation for a behind-the-scenes look. See full program on pages 2 to 4.

Find out what's new and what sells on the exhibition floor! There are many pro AV products being shown for the first time in Asia at InfoComm Asia 2010. Among these are Crestron's first complete HD AV distribution system; Cayin's new fanless (web-based/zone-type) digital signage multimedia players; Da-Lite's latest additions to its family of motorized projection screens for large venue applications; DPI's low latency warp and blend solutions; Extron's multigraphic videowall processing system; Jupiter Systems' Fusion Catalyst display wall processor and PixelNet distributed display wall control systems; Taiden's high-end digital congress system; WolfVision's visualizers with touchscreen remote control feature; the first LED Cube by VTRON; and many more! Find out more on pages 5 to 7.

Make a date with existing brand leaders as well as emerging Asian manufacturers. **InfoComm Asia 2010 will see more than 60 'new' exhibitors among the 320 exhibiting companies from 27 countries** - all upbeat about growth prospects and business opportunities in Asia. Meet them and seal deals with them for distribution or representation of their interests in your market area. See who they are on pages 9 to 10.

Make InfoComm Asia 2010 **your source – for new knowledge, new products and new suppliers!**

To attend, register online at
www.infocomm-asia.com
See you there!



New
Products

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Class
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Visit and WIN at InfoComm Asia 2010

4 lucky persons will stand to win helicopter rides over Hong Kong. They will be able to invite one other friend to take the ride with them. Another 6 will stand to win the hot iPhone 4! This contest is open to all visitors to InfoComm Asia 2010. Register online now and plan your visit to the show!



Trade Promotion Competition Licence No: 34651

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New Knowledge...

Learning opportunities – to update, upgrade and grow!

No matter what your professional involvement in the world of AV, you'll find plenty of opportunities at InfoComm Asia 2010 Summit to update, upgrade and grow – by enhancing your AV knowledge, from technical skills and industry practices to technology developments and market trends.

15 Nov (Mon)	16 Nov (Tue)	17 Nov (Wed)	18 Nov (Thu)	19 Nov (Fri)
CTS Prep Course 09:00 - 17:30 Central Plaza, 18 Harbour Road, Wan Chai, Hong Kong InfoComm Members: US\$700 EduBucks: 25% Non-Members: US\$1,050				
		InfoComm Academy Seminars		
		10:00-17:30 Room N102-110, HKCEC FREE admission	10:00-17:30 Room N102-110, HKCEC FREE admission	10:00-11:30 Room N102-107, HKCEC FREE admission
		Industry Conferences		
		10:00-17:30 Room N102-110, HKCEC FREE admission	10:00-17:30 Room N102-110, HKCEC FREE admission	10:00-11:30 Room N102-107, HKCEC FREE admission
		Manufacturers' Presentations		
		10:00-17:30 Room N202-206, HKCEC FREE admission	10:00-17:30 Room N202-206, HKCEC FREE admission	10:00-17:30 Room N202-206, HKCEC FREE admission
		SynAudCon Workshop 10:00-17:30 Room N101B, HKCEC Fee: HK\$4,700* per delegate * Early bird - HK\$3,900 per delegate (Register and pay before 15 Oct) * Group Fee - HK\$3,200 per delegate (Register and pay for 3 or more delegates)		Technical Site Visit ALIVE, Science Park FREE admission, by invitation only
				

InfoComm Academy Seminars: Technical Developments in Specialty AV Areas

For Whom:

Systems integrators, consultants, AV technicians and engineers, dealers and distributors, IT professionals, Rental & Staging professionals

Registration:

www.infocomm-asia.com/summit-overview.php

Industry experts will instruct participants on practices in specialty AV areas such as HD-SDI, 3D Stereoscopic Imaging, AV/IT Transition, Integration Sales and Delivery Process, Live Events and AV Project Management, Digital Signals. Learn the latest and expand your knowledge and skills proficiency!

17 Nov (Wednesday)

10:00-11:30 Room N102-103

AV at the Speed of Light - Fibre Optics

Jay Rogina, CEO, Spinitar and InfoComm Past President

Fibre is the transmission medium of choice for today's high-end video systems. Fibre provides security, extremely long distance signal transmission capabilities, and signal integrity - benefits which far surpass those found in copper-based systems. This session will cover what fibre is, how it works, and the differences between single-mode and multi-mode fiber, the differences between copper-based AV and fiber-based AV, connectivity and the components required to test and utilize fiber in the AV environment. This course will help you incorporate fibre and provide efficient, high-quality solutions for your customers.

12:00-13:30 Room N102-103

Has Your Company Made the AV/IT Transition?

Jay Rogina, CEO, Spinitar and InfoComm Past President

If you have not begun your journey to the IT world, then this course will help provide some techniques and solutions for transitioning/developing your business. You will gain an understanding of a few ways to transition your company/staff while controlling the costs. You will also understand the IT training and certifications necessary to advance your business while creating additional revenue opportunities.

14:00-15:30 Room N102-103

What is HD-SDI and How Can You Use it to Your Advantage in Your AV Installations?

Neta Lempert, Project Engineer /Product Manager, Kramer Electronics, Ltd

HD-SDI is a digital video format commonly used in the broadcast market. It offers high image quality, embedded audio, long distance transmission and other features and benefits. In this session we will study the HD-SDI format structure to see how we can use its advantages in AV installations and how to overcome issues that may arise

when using together with common AV formats like VGA, HDMI and DVI. This seminar is approved to provide InfoComm certification renewal units: CTS: 1.5 CTS-D: 1.5 CTS-I: 1.5 Max: 1.5

14:00-15:30 Room N104-105

Professional 3D Projection Displays

Dermot Quinn, Product Development Director, Digital Projection International

This session opens with a description of the factors that are critical to the perception of stereoscopic 3D. The difference between passive and active approaches is explained, followed by a detailed comparison between the three active projection display technologies currently in use. The pros and cons of each of the approaches and their suitability to differing markets and venues are discussed. The recently released HDMI 1.4 3D standards are explained, and a description is provided of their relative merits and the requirements they place upon the projection display.

14:00-15:30 Room N109-110

Redefining the Sales and Delivery Process for Integration

Tom Stimson, President, The Stimson Group and InfoComm President

As the industry becomes more international, AV Integrators find themselves working for or with integrators from other regions. In addition, complex projects often involve outside design consultants, multiple contractors, and sub-contractors. The AV Integrator must respond to the schedules and plans of outsiders while at the same time juggling multiple projects of their own. This course will define a more fluid process flow that will help the integrator budget time, meet deadlines, forecast backlogs, and achieve 100% project completion, allowing the integrator to seamlessly manage projects across multiple offices and outsourced services, across time zones and continents.

16:00-17:30 Room N102-103

Solving Real-Life HDMI/DVI/DisplayPort Installation Problems

Neta Lempert, Project Engineer /Product Manager, Kramer Electronics, Ltd.

HDMI and DVI are digital video formats commonly used in home cinema, PC and AV installations. DisplayPort is an emerging digital format in the PC industry that will make its way into future AV installations. These formats offer extremely high video image quality and other advantages, but since they were mainly developed for one source to one display, they introduce limitations and problems in large-scale AV installations. Participants will learn how to convert between the formats, identify problems when using them together with analog formats, send the signals over distance and prevent and solve EDID related issues. This Seminar is approved to provide InfoComm certification renewal units: CTS: 1.5 CTS-D: 1.5 CTS-I: 1.5 Max: 1.5

16:00-17:30 Room N104-105

Designing for Speech Intelligibility

Zane Au, Director, Shen Milsom & Wilke Ltd.

To design a space in which speaking voice can be delivered to listeners with sufficient clarity requires a good understanding in architectural- and electro-acoustics. The

use of computers and DSP technologies in predicting intelligibility (modeling the physics of sound) and optimizing sound systems (for the psychology and physiology of human hearing) can help architects and engineers to "tame" acoustically difficult space.

16:00-17:30 Room N109-110

Management Lessons for International Live Events

Tom Stimson, President, The Stimson Group and InfoComm President

This session will present real challenges and applied solutions for rental & staging companies. It will start with financial metric analysis, weigh the pros and cons of organizational structures, and show how key processes affect profit. The presenter will explain the pros and cons of the North American business model as it relates to working across borders.

18 Nov (Thursday)

10:00-11:30 Room N102-103

Intro to Green AV Design

Zane Au, Director, Shen Milsom & Wilke Ltd

The usual "green" aspects of eco-friendliness, energy efficiency, sustainability etc apply just as well as to audiovisual as with other building services trades. On the other hand, because of the nature of audiovisual systems, it is essential for green AV design to focus on end-user AV applications, both in terms of direct energy saving and indirect benefits to the environment.

14:00-15:30 Room N107

Project Management for AV

Ranjit Singh Thaliwal, Consultant/Trainer, RST Alliance Pte. Ltd

This session would touch on the following topics

- Factors to be considered while executing an AV project
- Approaches to an AV project viz. AV projects which are part of a bigger project and AV projects which are stand alone projects
- Importance of Statement of Work, and the knowledge of man hour
- Ways to handle logistics related issues
- Understanding bottle necks in a project
- Identifying critical paths and bottlenecks
- Basic method of information sharing for project related jobs

16:00-17:30 Room N104-105

Loudspeaker Power Ratings - Facts vs. Myths

Pat and Brenda Brown, SynAudCon

Loudspeaker power ratings have evolved into marketing tools rather than serving as a useful engineering tool. Many ratings are exaggerated to the point of being useless. This class will demonstrate how the power rating is determined, and then how to use it to select an amplifier that is appropriate for the loudspeaker. This will allow the maximum safe SPL to be achieved without thermal damage to the loudspeaker, and without wasting money on an amplifier that is too large or too small. Methods for monitoring the signal driving the loudspeaker will be demonstrated, so that one can know in advance that they are approaching the loudspeaker's limits.

SynAudCon Workshop: Professional Sound System Design

For Whom:

Systems integrators, consultants, AV technicians and engineers, dealers and distributors, IT professionals, R&S professionals

Registration:

www.infocomm-asia.com/summit-overview.php

Presenters:

Pat and Brenda Brown, SynAudCon

This first-in-Asia workshop titled Professional Sound System Design: A Practical Approach will help participants to gain more confidence in the systems they design by learning the most critical elements of the design process.

Topics to be covered include: Loudspeaker sensitivity, headroom considerations, device selection and placement, arrays, acoustic interference, the room impulse response (RIR).

The 2-day workshop is organized by SynAudCon (www.synaudcon.com), an audio training resource organization dedicated to providing practical, in-depth training on the principles of audio and acoustics.

How to deal with the changing worldwide RF spectrum?

16:00-17:30 Room N107

Digital Video System Designs: Answering the Challenge

Idham Aljaroo, Training Supervisor, Extron Asia

What problems and pitfalls should I be thinking about so that I don't over promise and under deliver? We'll take a look at DVI, HDMI, HDCP, EDID, DisplayPort and other digital video transmission technologies. We will discuss the many digital formats and provide solutions to the challenge of implementing them into today's AV systems designs.

16:00-17:30 Room N109-110

3D Stereoscopic Imaging

David Aleksandersen, CPS and Training Programme Manager, projectiondesign as

Participants will be treated to an in-depth introduction to today's stereoscopic 3-D visualization technologies and explore a wide range of audio-visual applications. Highlights of the education session include a history of 3-D, active versus passive stereoscopic imaging, enabling technologies such as IR and DLP Link™ LCD shutter glasses, INFITEC wavelength multiplex imaging, ColourCode3D and polarization as well as several other emerging 3-D technologies. This seminar is approved to provide InfoComm certification renewal units: CTS-1.5 CTS-D: 1.5 CTS-I: 1.5 Max: 1.5

19 Nov (Friday)

10:00-11:30 Room N104-105

Distributed Audio Systems: Best Practice and New Standards

Ranjit Singh Thaliwal, Consultant/Trainer, RST Alliance Pte. Ltd

This session would discuss on the following topics

- The prevalent ANSI standards for sound reinforcement
- Importance and benefits of sound reinforcement
- The efficient way of doing sound reinforcement
- There are no first class seats
- Speech re-enforcement should be pleasant and be intelligible

10:00-11:30 Room N107

Remote Light Source Projection Technology – Introducing a Whole New Way of Integrating Projection Displays in AV

David Aleksandersen, CPS and Training Programme Manager, projectiondesign as

This session provides an overview of Remote Light Source technology, and how it benefits the user, integrator, and service provider in both simple and complex installations. Remote Light Source technology removes the projector illumination from the projection head, up to 30m (100 feet) away, and does away with all traditional concerns such as noise and heat management, installation orientation, lamp replacement and maintenance scheduling.

Key user benefits include greatly reduced maintenance costs, improved image performance, and better predictability of projector performance.

Real-world examples of applications where RLS technology is a key enabler in AV integration will be highlighted.

Industry Conferences: Market Trends and Applications

For Whom:

Vertical market end-users, e.g. corporate AV/IT managers and engineers, architects, building developers, retail and mall managers, facility managers, hotel and event venue owners.

Registration:

www.infocomm-asia.com/summit-overview.php

Market and industry specialists will share their knowledge and experiences in the application of AV technologies in various sectors such as transportation, security, government, building, retail, corporate and hospitality. Gain deeper insights and new perspectives on how you can use AV technology to your advantage!

17 Nov (Wednesday)

10:00-11:30 Room N107

Dealing with the Changing Worldwide RF Spectrum

Presenter: Gordon Moore, Vice President, Sales, Lectrosionics, Inc.

Industry: Building, Corporate, Telecommunications, Broadcasting

The RF spectrum is in demand for new media and communications systems now like never before. AV integrators and users are faced with difficult decisions as wireless requirements come from control systems, wireless microphones, digital television, Wi-Fi, bluetooth, data and metadata transport and the cell industry. Pressure to make more efficient use of the spectrum is leading to major changes worldwide in allocations of spectrum for many countries. Governments worldwide are making changes to their spectrum allocations. In this seminar we will discuss leading US, European and Asian spectrum allocations and the upcoming challenges to the AV user. We will cover way to cope with the changes and plan for the future.

12:00-13:00 Room N104-105

Co-organized with the Hong Kong Institution of Engineers - CAD

A Technological Briefing of Control, Automation and Instrumentation in Buildings

Presenter: Siu-Lam Li, Director of External Relations, Johnson Controls Asia, Building Efficiency

Industry: Building, Command & Control, Architects

How to Construct an Efficient Underground Utility Monitoring System for Better Safety and Higher Living Standard

Presenter: King Wong, Deputy Chairman, Hong Kong Institution of Engineers - CAD

Industry: Building, Architects

12:00-13:30 Room N107

Projection Screen Applications

Presenter: Wendy Long, Vice President of Marketing, Da-Lite Screen Company, Inc.

Industry: All Sectors

Projection screens are a misunderstood and confusing part of a projection system. If you have ever questioned which model, fabric and screen gain to use for a projection application, this is a course for you. Covered topics include: screen sizing, aspect ratio, fabric selection, frames and rear versus front projection.

14:00-15:30 Room N107

Understanding the AV Carbon Footprint

Presenter: Michael Gopal, Director of Market Development – AMX North Asia and Japan

Industry: All Sectors

In today's world collaborative AV technologies are not a luxury; they are an expected norm but we seem to ignore them when it comes to our carbon footprint. We evaluate server rooms, HVAC systems, glazing and other major building systems; we never seem to stop to consider the LED /HD Displays, the video conference equipment or the humble projector.

In this session we will walk you through several different scenarios showing you just what impact these technologies can have on our environment - taking into account the placement, the power usage and secondary impact on interiors of the environment they are installed in.

16:00-17:30 Room N107

Open Standards in Digital Signage: SMIL vs SVG

Presenter: Francesco Ziliani, Chief Operation Officer, Spinetix

Industry: Retail, Advertising/Digital Media, Building, Corporate, Transportation

As technologies develop, standards are required to foster industry growth simplifying interoperability between different products and services and reducing costs. The digital signage industry covers the needs of heterogeneous vertical applications such as digital-out-of-home-advertising, education, hospitality, etc. The challenge is to adopt standards that do not limit application requirements and that will maximize the technology convergence and reusability.

Existing WEB standards have inspired the industry. The SMIL syntax from W3C is adopted by few software vendors to describe basic scenarios. SMIL appears limited to provide the flexibility required; its natural extension, the SVG standard, is progressively introduced to fill these gaps.

18 Nov (Thursday)

10:00-11:30 Room N104-105

Designing for 2030: Integrated Building Technology

Presenter: Jason Tirado, Director, International Sales, Crestron Electronics Inc.

Industry: Building, Integrated Building Systems, Architects

This presentation is intended to empower project and design teams to integrate building systems. Architects, electrical engineers, mechanical engineers, lighting designers, low voltage technology consultants as well as owners and developers will find the content informative and useful.

10:00-11:30 Room N107

AV Survival Guide for Facility Managers

Presenter: Ian D. Harris, Managing Director, ihD Ltd.

Industry: Building

An introduction to the most pressing Audio-Visual issues encountered by those involved in facility-management. Need-to-know base-information to enable evaluation of AV scenarios and judgement of others' AV proposals. A fast-track introduction to acoustic issues which directly impact the success of an AV installation.

10:00-11:30 Room N109-110

Touch-Based Interactive Digital Signage; Attention, Retention and Motivation - Prospects for the Future

Presenter: Chaki Ng, MIT Media Lab

Industry: Retail, Advertising/Digital Media

Learn how interactive digital display technology can change the way we engage, communicate, promote and market to our target audience. This seminar will cover the technical possibilities and design considerations for successful implementation. The presenter will discuss the use of touchscreens, RFID, and mobile devices to enhance the interactive nature of digital signage.

12:00-13:30 Room N102-103

Co-organized with the Institution of Engineering and Technology Hong Kong

Challenges of 3D Videos: Coding and Applications

Presenter: Wan-Chi Siu, Chair Professor, Director, Centre for Multimedia Signal Processing, Dept of Electronic and Information Engineering, The Hong Kong Polytechnic University

Industry: All Sectors

3D, 4D and Panorama Media Shows for Large Venue at Expo 2010 Pavilion

Presenter: Percy Fung, Production Director, Digital Magic/Film Magic/f-Magic, Hong Kong

Industry: Entertainment

3D / 4D stereoscopic movie shows and panorama screen shows are used in many of the Shanghai Expo 2010 Pavilions. Hong Kong has taken an active part into these new media productions. An overall review to the creative, design, filming, graphics animation, post-production, installations, skills and work flows will be discussed.

12:00-13:30 Room N104-105

AV Design Primer for Architects

Presenter: Zane Au, Director, Shen Milsom & Wilke Ltd.

Industry: Building, Architects

Audiovisual (AV) systems can be confusing for non-engineers, not just because new AV equipment comes to the market every so often, but also because they require proper accommodation in architectural and interior designs in order for them to work. It is also important to consider the human factors both for the intended audience as well as the system/facility operator.

12:00-13:30 Room N107

Terrorism Risks in Asia + Corporate Risk Mitigation

Presenter: Steve Vickers, President & CEO, FTI-International Risk, Ltd

Industry: Building, Defence, Transportation, Hospitality, Government, Finance/Banking

This session will address the actual risks of doing business across Asia; this based on Steve's extensive experience in handling corporate crises, corruption issues and sudden or radical political changes or "U-turns" in government policies. It will discuss how these factors can actually impact the business climate and also cover current trends in terrorism in both South East Asia and the Indian Subcontinent and how these may affect international companies.

12:00-13:30 Room N109-110
Real World Applications for 3D Stereographic Applications - Understanding 3D and its Benefits and Highlighting Real-world Uses

Presenter: David Aleksandersen, CPS and Training Programme Manager, projectiondesign as

Industry: Retail, Advertising/Digital Media, Education, Entertainment, Leisure

An introductory course to 3D stereographic imaging, the session covers business topics including how to implement 3D with user interactivity, computer aided and virtual environments, and highlights practical uses in educational and enhanced learning experiences, simulation and medical imaging.

Key elements include how to sell and promote 3D stereographic solutions, what the gains and benefits are for the end user, and planning by AV professional before installation commences.

The session also includes an update on available 3D stereographic display technologies and solutions, and a whole host of available installation examples.

14:00-15:30 Room N102-103
LED Technologies: Toward Sustained Uniformity, Stability, and High Reliability for Mission-critical Video Wall Systems and Applications

Presenter: Michael Jiang, R&D General Manager, VTRON

Industry: All Sectors

Sustained uniformity and high reliability have been major challenges for many mission-critical video wall systems and applications. As a video wall consists of multiple display cubes, the brightness, contrast, color, and viewing angle of each cube can lead to various uniformity issues that are challenging to solve. Another aspect is the reliability of video walls. That failure of any single cube will lead to undesirable behavior of the video wall system and the possibility of system failure increases with respect to the increase of cubes. How to ensure the sustained uniformity and high reliability of video walls has become a major requirement of today's video wall systems. This session will discuss the combination of LED technologies, reliability techniques, and intelligent monitoring and control technologies to improve uniformity and reliability of video wall systems. Field trials and industry applications will also be presented.

14:00-15:30 Room N104-105
AVB or IEEE 802.1 Audio/Video Bridging (AVB): The Future of Standards-based A/V Networking

Presenter: John McMahon, Executive Director, Digital Products, Meyer Sound

Industry: IT

This presentation will explore the role of the IEEE 802.1 Audio/Video Bridging [AVB] standards in the professional AV industry, and will include an in-depth explanation of AVB and related IEEE standards. Advantages of an open-source, non-proprietary networking technology will be discussed, as well as the role of silicon makers to ensure a cost-effective solution and the critical role a compliance program will play to ensure interoperability of AVB devices.

14:00-15:30 Room N109-110
Projection Brightness and Contrast

Presenter: Ian D. Harris, Managing Director, ihD Ltd.

Industry: All Sectors

A compact, yet surprising and revealing exploration into the topic, with practical hands-on measurement of actual brightness and contrast ratio. Learn whether DLP can outperform LCD projection, and why a white screen can be black. Simple calculations enable the student to learn where projection can, and importantly, cannot be used.

SMIL vs SVG - open standards in digital signage

19 Nov (Friday)

10:00-11:30 Room N102-103
AV Standards and Their Effects on the Building Industry

Presenter: Scott Wills, Director of International Education, InfoComm International Pte. Ltd

Industry: Building, Architects

InfoComm is an ANSI/ISO Standards Development Organization (SDO). As such, InfoComm is at the forefront of the development of standards of performance for audiovisual systems. Standards provide the entire professional building community with precise, measurable outcomes for a project. This session will introduce the current ANSI standards as well as outline ones that are in the planning stages and their affect on the building industry.

Manufacturers' Presentations: Latest Technology & Product Information

For Whom:

Systems integrators, consultants, AV technicians and engineers, dealers and distributors, IT professionals, R&S professionals

Registration:

www.infocomm-asia.com/summit-overview.php

Manufacturers at InfoComm Asia 2010 will supplement their product displays with detailed discussion of the product features, benefits and installation technicalities at the Summit Presentations. Come and get answers to any query you may have, and obtain a greater understanding of the AV products and technology.

17, 18, 19 November (Wed- Fri)

Room N202-203

10:00-10:30

Architectural Audio Pte Ltd

14:00-14:30

Peavey MediaMatrix - Solutions for

16:00-16:30

Hotels, Casinos and Convention

Centers

17, 18 November (Wed- Thu)

Room N206

10:00-17:30

Christie Digital

Look out for updates to the Manufacturers' Presentations at www.infocomm-asia.com



Designing for 2030 - Integrated Building Technology

Technical Site Visit: Behind-the-scene Insights of AV installations

For Whom:

Vertical market end-users, AV/IT professionals

Registration:

www.infocomm-asia.com/summit-overview.php

This is organized to give participants a first-hand appreciation of AV applications.

A visit to the ALiVE exhibition at the Hong Kong Science Park has been arranged. An acronym for Applied Laboratory for Interactive Visualization and Embodiment, the ALiVE exhibition offers a unique occasion to experience nine spectacular immersive environments at the frontiers of art and science. It features ground-breaking innovations in panoramic 3D cinema, embodied architecture, games and animation, digital humanities, distributed media, interactive visualization and simulation.

Beyond entertainment, 3D visualization is also useful in many other industries e.g. security, military, medicine, education, and manufacturing. For example, with 3D air space simulators, airport controllers can view the activity of an airplane in 3D and help prevent airplanes from overshooting their landing area.

ALiVE is City University of Hong Kong's imaginative new research incubator and showcase for innovations in creative media, building on world famous research achievements that have been made over recent years at the ZKM Centre for Art and Media in Karlsruhe, the UNSW iCinema Research Centre in Sydney and Museum Victoria in Melbourne. More information about ALiVE can be found at www.cityu.edu.hk/scm/alive.



GEN112 CTS Prep Course: Skills Upgrading and Certification

Course Leader:

Scott Wills, CTS-D; CTS-I
 Director of International Education,
 InfoComm International Pte. Ltd

For Whom:

Anyone considering taking the CTS exam and CTS holders intending to acquire Renewal Units for their Certification renewal.

CTS Renewal Units:

CTS: 24 CTS-D: 24 CTS-I: 24 Max: 24

Registration:

Please contact Andy Tan, InfoComm International® 65-62386478 or email atan@infocomm.org

To help InfoComm members and non-members in their preparation for InfoComm's Certified Technology Specialist (CTS®) credential, InfoComm will conduct a prep course to explore the exam format and work collaboratively, studying the exam content areas with the help of facilitators.

In addition to an overview of the testing process and student-led delivery of selected topics, the course will also provide tips on how to assess your learning style to enhance the effectiveness of your study skills, and collaborative work with peer groups.

Students will also receive a copy of InfoComm's publications, Audiovisual Best Practices: The Design and Integration Process for the AV and Construction Industry and AV Setup Guide for Events, Meetings, Conferences and Classrooms.

Important Note: Attendance in this program in no way guarantees that you will pass the exam. This program does not necessarily cover all of the topics listed in the CTS content outline found at www.infocomm.org/cts

New Products

First shown in Asia

InfoComm Asia has been the chosen launching pad for new products into the Asian market for many AV manufacturers. Visit InfoComm Asia 2010 to see Asian debut of AV innovations, some of which are described below.

ATEN's new HDMI Matrix Switch



ATEN's VMo404H Matrix Switch

Simultaneous access to multiple HDMI A/V sources has become a prevalent need and HDMI devices are becoming more popular in environments such as home theatres, businesses, entertainment and education. The **VMo404H** from ATEN's VanCryst™ Professional A/V Solutions allows users to easily connect up to four HDMI devices such as HD Camcorders, Satellite Receivers, Blu-ray Players, Home Theater PCs, Streaming Media Players, or Gaming Consoles. The four inputs can then be switched to any combination of up to four HDMI monitors, displays, projectors or TVs simultaneously. The Matrix Switch can be cascaded with other VMo404Hs in order to provide up to 64 HDMI sources/displays for, as an example, digital signage systems.

The new HDMI Matrix Switch provides both superior quality audio and high-resolution video. It fully supports HDTV resolutions of 480p, 720p, 1080i, 1080p and also video protocols including VGA, SVGA, SXGA, UXGA, and WUXGA. It also fully supports Dolby True HD and DTS HD Master Audio compliant devices. With the audio enabled function, there is no requirement for a separate set of speakers for each source. Another user-friendly feature is power on detection, which allows the VMo404H to automatically switch to the other powered-on computer when one is shut down.

Fanless web-based Digital Signage Player from Cayin

Flexibility is a major highlight of Cayin's new fanless **SMP-WEB4**. A web-based digital signage player, it presents multimedia content created in web languages, such as HTML, JavaScript and Flash. It can also integrate with database and web servers, such as CAYIN xPost, which is tailored for diversified applications e.g. at a hotel's reception to display room rates, exchange rates and hotel promotions; at meeting rooms for seminar/event/ wedding information; and in lobbies for floor plans and/or other way-finding information.

Creating interactive digital signage system is easy with SMP-WEB4. The new player can be integrated with a HID-compliant touch panel, widening the selection and hastening the deployment of interactive public display network. Web designers can also utilize their own familiar web-editing tools, such as Dreamweaver™, to create HTML pages with the greatest flexibility. Live feed information, such as weather and news, can also be included to enrich digital signage content.

As with all CAYIN SMP digital signage players, SMP-WEB4 enables the user to edit the playlist and playback schedule directly on each player. For large-scale projects, CAYIN CMS server comes in handy for administrators to update content and schedule playlists of all players centrally into groups, ensuring efficient management. The CAYIN SMP player is also equipped with a remote control function to adjust volume and turn on/off screens manually or on a pre-set schedule.



Cayin's new fanless SMP-WEB4

Crestron Asia brings 5 new products

HDMI is the new standard for interfacing high-definition AV equipment, but despite its many benefits, it wasn't developed with multi-room distribution in mind. So, as the leader in HDMI and control system technologies, Crestron has developed DigitalMedia, the first complete HD AV distribution system that takes HDMI to a higher level, and allows virtually any mix of AV sources to be distributed throughout the home from a centralized rack location.

Crestron's **DM-MD32X32** affords low-latency switching and pure, lossless distribution of HDMI™ and other signals to support the latest Blu-ray Disc™ players, HDTV receivers, digital media servers, computers, and all other AV devices. The DM-MD32X32 is field-configurable to handle up to 32 AV sources of virtually any type. The outputs are also field-configurable to provide up to 32 DM room outputs and/or HDMI outputs in a single chassis, with expansion capability possible for up to 160 outputs using multiple chassis.

Crestron's **HD-TX3-F** and **HD-RX3-F** transmitter/ receiver pair provides a simple, reliable solution to extend uncompressed HDMI, analog audio, Ethernet, USB HID and control signals up to 1000 feet over single multimode fiber. The pair supports HDMI 1.3a with Deep Color and 7.1 channel lossless audio; manages EDID and HDCP, handles resolutions up to 1920x1200 and 1080p60, and are compatible with both DVI and DisplayPort Multimode.



HD-RX3-F and HD-TX3-F transmitter/receiver pair

The HD-TX3-F and HD-RX3-F extend networking and control signals for a complete one-wire AV interface solution, and high-speed LAN connectivity enables system integration with Crestron RoomView® asset management and help desk software. With the USB HID port, a keyboard and mouse located at the podium by the display device, for example, can control a computer in the equipment room with the transmitter. Additional IR and bidirectional RS-232 control signals may also be routed to control a display device and other equipment.

In audio technology, Crestron's PROCISE™ sets a new standard for professional-grade, Multi-Channel Audio Processing for HD home theaters and corporate boardrooms.



PROCISE™ PSPHD audio processor and PROAMP-7X400 amplifier

The **PROCISE™ PSPHD** professional 7.3 HD surround sound audio processor and **PROAMP-7X400** 7-channel amplifier is a completely immersive audio experience. Three independent subwoofer outputs deliver noticeably improved and evenly distributed bass. Audyssey MultEQ XT, Dynamic Volume and Dynamic EQ technologies make adjustments for room acoustics, small speakers and inconsistent volume levels. Balanced connectivity enables the use of long cables and produces pristine, noise-free audio.

Using a simple Ethernet connection, the PSPHD processor and PROAMP amplifier automatically pair. This enables seamless control and monitoring of the amplifier through the PSPHD front panel. The PROAMP's 3-channel line input mixer supports direct interface with mic mixers, teleconferencing codecs and paging systems.

Balanced and unbalanced outputs are included to feed additional listening zones or recording equipment. Mono and stereo outputs independently deliver an unprocessed mix of the entire surround sound signal. Professional AES/EBU digital audio inputs enable connectivity to very high-end studio and broadcast equipment.

Screens for large venue applications, easy install

The **Studio Electrol®** is the latest addition to Da-Lite's extensive line of motorized projection screens. With an aluminum extruded case, a grey finish and screen sizes up to 32" in width, the Studio Electrol® is ideal for large screen applications including auditoriums, stages, arenas and multi-purpose rooms. For ease of operation, the Studio Electrol® includes a radio frequency remote control and a three position wall switch. Thanks to adjustable mounting brackets, wall or ceiling installation of the Studio Electrol® is straightforward.

Another large venue screen application that Da-Lite will be showing is the new **JKP Affinity Screen**, designed for use in combination with high lumen output HD projectors. This new series now features three specific fabrics that can be used to address any market segment that demands the absolute best reproduction in a low ambient light installation, HD Progressive 0.6, 0.9 and 1.1, with unmatched uniformity, clarity, contrast and picture fidelity. The new HD Progressive projection screens are available in seamless heights up to 16 feet and in fixed frame or electric screen versions.



Studio Electrol®

Da-Lite is also introducing the **Easy Install Manual** with CSR as a new addition to its manual screen offering. It has an attractive satin finish aluminum extruded case design, with innovative, flexible mounting brackets that allow for simple wall or ceiling mount installation. The Easy Install Manual with CSR features Da-Lite's controlled screen return mechanism, which ensures the quiet controlled return of the screen into the case providing optimal performance and smooth, consistent operation. The Easy Install Manual with CSR is available in video, HDTV and square format sizes with Matte White fabric.

Ez-Cinema X large floor projection screen



Ez-Cinema X projection screen from Elite Screens

Elite Screens' newly launched **EZ-Cinema X** series of large free-standing projection screens is great for community presentations and rental & staging applications. Its free-standing "pull up" model combines portability with a fast setup of mere seconds. It eclipses the normal half-hour assembly time needed to put up a folding frame projection screen. It can be carried with ease and is ideal for any large indoor or temporary outdoor presentation. This is especially useful when time is of the essence and cannot be spared for anything but the presentation.

This new large sized format comes in diagonal sizes ranging from 120, 135 and 150 inches with options of either a 4:3 or 16:9 aspect ratios. It has an amazingly light weight for its size at only 35-45 lbs. The heavy-duty telescoping support booms allow variable height settings for versatility in the presentation setup. For added stability, the EZ-Cinema X uses heavy-duty pivoting supports that come out from under the case to provide a firm foundation, with built-in adjustable cleats for use on soft surfaces such as thick carpet or an outdoor lawn. The screen goes back down into its casing just as easily and is packed away in seconds.

The flame-retardant matte white screen is durable and easy to clean. It has a wide diffusion uniformity providing all of its viewers with an equally bright presentation. Each EZ-Cinema includes a durable fabric carrying case for added protection in travel and storage.



Fusion Catalyst 4000 by Jupiter

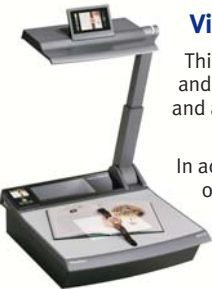
Jupiter Systems' cutting edge display wall processors

The **Fusion Catalyst** family of display wall processors ushers in a new era of performance and flexibility for collaborative visualization applications. Employing cutting edge, second generation PCI Express technology, Fusion Catalyst processors offer up to an astonishing 192 Gbps of bandwidth. That's enough bandwidth to carry multiple ultra-high resolution video signals at a full 60 frames per second, drive ultra-high resolution monitors at a full 32 bits per pixel, and support virtually any configuration requirement.

The new Fusion Catalyst family of display wall processors provides more expandability, faster graphics, real time SD/DVI/RGB/HD frame rates, and better overall system performance, regardless of configuration size. It utilizes the most advanced graphics GPU architecture found in a display wall processor today, capable of driving two displays at up to 2560x1600 (Dual-Link DVI) digital, or up to 2048x1536 analog. With 11 GB/s of internal bandwidth and 256 MB of GDDR3 memory per card, the Fusion Catalyst can render complex application data while displaying multiple video or computer inputs simultaneously.

Both the **Fusion Catalyst 1000 and 4000** can blend seamlessly into installations such as Network Operation Centers (NOC), Public Utility Control Centers, Intelligent Traffic Management Centers, Process Control, Civil and Military Surveillance Systems, Call Centers, Financial Management Control Rooms, Boardrooms, and Video Conference Rooms.

Jupiter Systems will also be showcasing **PixelNet**, a revolutionary product for display wall processing. It owns incomparable advantages compared with any of the traditional integrative products. The design of distributed nodes makes PixelNet flexible and smart in configuration and maintenance. You can scale the systems or exchange any of the nodes at will, without impacting the running of the whole display wall. The pure digital transmission via CAT6 cable results in very high-quality pictures almost without pixel loss from DVI/HD/3G-SDI signals. The ubiquitous net cable can not only spare expenses in transmission, compared with the expensive DVI cable, but also extend the distance from the source to the display to zoom. Now you can put your source far from the display and not worry about signal attenuation.



WolfVision's VZ-P18 Visualizer

Visualizers with touchscreen remote control...

This is the outstanding new feature of WolfVision's latest visualizer models **VZ-P18** and **VZ-P38** - a touch screen remote control with integrated live image preview monitor, and a "digital laser pointer" which can be adapted in size and color.

In addition to the remote control, a second LCD monitor can be found on the top mirror of the VZ-P18 and VZ-P38. This monitor is mainly designed as a preview monitor for live image display. However, in case the remote control is unavailable, it can also be used as a touch screen monitor for controlling purposes. For ease of use, the operational concept and functionality of this monitor is identical to the touch screen monitor of the remote control.

Both new Visualizers offer native SXGA, WXGA and 720p resolution with 30 frames per second and sRGB colour precision. The VZ-P18 achieves perfect picture quality with a 1-CCD camera, while the VZ-P38 is equipped with a 3-CCD camera. The advantages of the 3-CCD camera are even more lifelike colors and higher resolution with very detailed colored objects.

Other new features include: high brightness LED-light with low power consumption; USB-host connectors for USB sticks; authentication and streaming in singlecast and multicast; extended RS232/LAN/USB-protocol for compatibility with modern room control systems.

Now in the 22nd year of its success story, WolfVision's Professional Visualizer series has been constantly improved over the last 20 years, with a total of 18 different models having been released. The two latest models have a completely redesigned housing adapted to the "look and feel" of the new decade.



VZ-P18 comes with a touch screen remote control

Fleetwood's Reply® Activa and Reply® Mini

Reply® Activa is a highly advanced radio frequency audience (RF) voting keypad that employs a full color, configurable touch screen to deliver a multitude of input options including Multi-Digit, Multi-Character, QWERTY and SMS Text, Prioritization, Multiple Choice, Moment-to-Moment and more! This system is powerful, scalable, and considered the smart choice for audience response professionals.

Reply® Mini Model CRS5000 is a miniaturized version of the popular Reply® (Worldwide) keypad. The CRS5000 is being used in interactive meetings, special events, and other feedback activities that the audio-visual industry commonly classifies as 'audience response', 'group response', or 'interactive voting'. Together CRS5000 wireless audience response keypads and a Reply® base station comprise a versatile two-way interactive voting system that includes these features:

- Slim case with soft touch elastomeric keyboard and LED indicators.
- Smaller than credit card size, weighing less than an ounce. Fits easily in the palm and may be comfortably worn with an optional lanyard.
- Two-way spread spectrum radio employing an advanced communications protocol.
- Frequency hopping, delivering high immunity to interference plus signal security to allow the system to operate in the presence of other wireless devices.

Smart Home and Central control units

ITAV has two newly developed central control systems - Smart Home Control Main Unit **ITPE** and Open Modularized Central Control Unit **ICPE**.

ITPE Smart Home Control Main Unit is designed specifically for home convenience. It is installed onto the wall. All the control equipment are integrated into one small case. There is no need for a special cabinet. All the function models are detachable and can be separately ordered to satisfy the various requirements of different homes.

ICPE is the totally new central control unit from ITAV in 2010. The traditional fixed control connectors have been removed. All the control connectors are individually installed in the form of model cards. The functions and numbers of these connectors can be modified to suit the need of customers to the highest degree and maximize the price-performance ratio.

Smart one-touch digital mixer

With just the touch of a button, TOA's **M-633D**

automatically eliminates unpleasant reverberation and feedback to deliver clear, highly articulate sound. It provides automatic audio adjustment with push-button ease. You don't have to be a sound technician to operate the M-633D, and there's no need for complex PC settings. It features an Automatic Resonance Control function, a Feedback Suppression function, and an Automatic Clippguard function for enhanced sound intelligibility. Plus, all the necessary functions are packed in a compact 1U size!



TOA's M-633D digital mixer

TOA will also be presenting its new M-9000M2 Pre-Amplifier, designed to be used in conjunction with optional modules and can be configured for up to 8 inputs and 8 outputs. It is equipped with signal processing and control functions necessary for sound reinforcement, permitting all parameters to be set at the mixer. Settings data can be stored inside the unit and called up using the keys on the front panel.

The First LED Cube by VTRON and VMeeting Conferencing Software



VTRON's LED series

VTRON announces **LED cube** - a revolutionary new species of DLP video wall display. Integrating Long-life, Environmental friendly and Durability with low cost of

operations, the LED series is designed for continuous operations with minimal hazardous impact to the environment. It satisfies modern control centers' 24/7 critical information display, monitoring, and control operations in Traffic Control, Military Command Centers, Telecom, Power Control, Production Line Control, Entertainment, Flood Control, etc.

The Auto Brightness/Color management system minimizes the torment of Color and Brightness set up. No replacement of consumable components is needed. End users can enjoy the lowest cost of system maintenance and operations. With LED light technology, the **Visionpro® CH3 LED Series** guarantees breakthrough image quality, best color saturation and high brightness on display of SXGA+ (1,400 x 1,050) resolution. With a wide selection of VTRON's Screens - XPS, BUCS, GUCS and Black-beaded screen - VTRON provides a flexible, reliable and stable display solution to the control room that best fits customers' needs.

VTRON is also exhibiting its revolutionary multi-point conferencing software - **VMeeting**. Together with IDB's touch sensitive screen and handwriting recognition, VMeeting is regarded as 'the most user-friendly collaborating platform'. It can be connected to several users to share desktops, applications and presentations during a video conference, for example. It also allows participants to annotate, highlight, and even make changes to the presentation whether he/she is the host or the conference attendee. VMeeting supports a maximum of 32 participants (4 participants for demo version) and a desktop resolution of up to 1920x1080 (Full HD). It also supports the transmission of several document formats including Windows™ Word, Excel, PowerPoint, HTML; all outputs will be converted to images in JPG, BMP format.

Fiber optic AV distribution platform

Magenta's **Voyager** Fiber Optic Signal Distribution Platform is an interoperable set of transmitters, receivers, distribution amplifiers and matrix switchers. When combined together, these components enable any end-to-end configuration for distribution of uncompressed video, audio, RS-232, IR and USB signals over fiber. Designed to deliver exceptional high resolution image quality and 24/7 reliability, the Voyager series offers advanced functionality and usability for digital signage and ProAV systems integration.

Benefit features include:

- Mix and match numerous video formats with auto format conversion.
- Integrate multiple signal types including video, audio, serial, USB and IR.
- Configure, interchange or upgrade video & auxiliary signal types in the field.
- Cost effectively extend all signals over industry standard fiber.
- Mix and "manage" protected vs unprotected content (HDCP).
- Adapt AV performance on a per source and per display basis.

DPI's low latency warp and blend solutions, powerful 3-chip projectors

Digital Projection will be showing its newly launched near zero latency warp, blend and network control solutions. The **FUSION MD**, **Fusion 3D** and **FusionNet** solutions provide the most advanced single and multi-channel warp and blend processing available for critical real-time applications needing low latency. All three products can be employed with DPI's iVision, dVision, TITAN and LIGHTNING projector lines, ensuring that no matter what level of projector performance or resolution an application requires, DPI can provide a fully integrated, FUSION-powered warp and blend solution with near zero video latency.

FUSION MD (Minimum Delay) provides warp and blend for sources with resolution up to WUXGA (1920 x 1200) at 60 Hz, and outputs to projectors with native resolution up to WUXGA as well. This makes FUSION MD the perfect warp and blend solution to match nearly any of DPI's projectors with native resolution of WUXGA or less.



FUSION MD by Digital Projection

FUSION 3D provides warp and blend for sources with resolution up to WQXGA (2560 x 1600) at 60 Hz, and outputs to projectors with native resolution up to WQXGA as well. FUSION 3D is thus a perfect solution to match DPI's recently-launched dVision 35-WQXGA. Alternatively, the FUSION 3D can provide near-zero latency warp and blend for sources up to WUXGA resolution at 120 Hz, enabling it to support warp and blend for projectors being employed in the highest resolution high frame rate and 3D applications. Hence, it is also a perfect solution with any of DPI's iVision, TITAN or LIGHTNING 3D displays.

FusionNet seamlessly integrates the operation of the FUSION processors and the DPI projectors they serve, thus ensuring large projector arrays can be expertly aligned on complex-geometry projection surfaces by technicians or projectionists with a simple understanding of the FusionNet application.

DPI will also present its new **HIGHlite Cine 1080p-260** and **HIGHlite Cine 1080p-260 HC** projectors. The new HIGHlite Cine series delivers brilliant image fidelity through DPI's expert implementation of Texas Instruments' 3-chip DLP® technology, for commercial applications with medium-sized screens, at a price point more akin to the top end of DPI's single-chip product line.

TAIDEN's high-end digital congress system

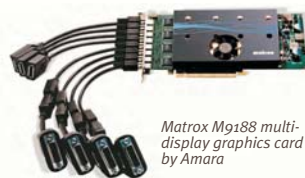
TAIDEN **HCS-8300 Series Digital Congress System** is specially designed for high-end meetings, such as summits, congresses, parliaments and city councils. Based on its patented CongressMatrix™ technology, the system enables connection to a multi channel independent PA system (up to 8 channels). Each channel can get a user-defined audio signal, which can be routed to any speaker. When the microphone in one area is turned on, its audio signal is routed to all areas except to its own. There will be no acoustic feedback (howl) if audio transmission gain is increased.



HCS-8307 series congress unit by Taiden

The system also features "Closed Loop - Daisy Chain" connection technology, to connect all congress units and simplifying installation, as well as dual connection backup. Supporting 48 kHz audio sampling rate, all 64 channels feature perfect sound quality with a frequency response of 30 Hz ~ 20 kHz.

The **HCS-8307** system comes with an intelligent terminal, equipped with a 7" high-resolution LCD touch screen and an integrated high-resolution camera offering multi-media functions, e.g. conference control & management (speaking, voting, simultaneous interpretation), speech text guidance, video display during recessing, photo taking, delegate photo acknowledgement and recording, call service, wired/wireless internet access, etc. The Series is also equipped with optical fiber interface to combine several mutually distant conference rooms to form one unique coherent system.



Matrox M9188 multi-display graphics card by Amara

reliable performance for 24/7/365 environments.

Amara's multi-display graphics card for 24/7/365 environments

The latest in its M series of graphics cards, Amara's **Matrox M9188** PCIe x16 multi-display Octal graphics card supports 8 high resolution monitors and delivers advanced desktop management features to drive energy, transportation, process control, financial trading and other monitoring environments. With space-saving single card slot and 2GB of memory, the Matrox M9188 provides flexible, stable and

3D holographic displays with Leovation's Dreamoc™

Dreamoc™, presented by Leovation, is a unique 3D display unit that conveys compelling product messages that consumers just cannot ignore.

It delivers a convincing mix of fiction and reality experience, with a dazzling combination of holographic-like and free floating video images in the display of a physical product. The visual and audio effects can be fully customized to fit the product or corporate branding and color.



Dreamoc™ by Leovation

This is a powerful medium for retailers to use the physical and public space as a scene for holographic video illusions to differentiate themselves in the competitive market.

There are more new products at InfoComm Asia 2010. Check them out at these stands:

- Beijing CuanBo JiYe Electronic • DSP4YOU • Fitness Audio • Guangzhou Ymiao Electronic Technology • MuxLab • Raylink Technology • Shenzhen Infiled Electronics • Tri-Net Electronics • Uchida Yoko Co • And more...

New World Class Technologies

Latest products from world brand leaders

In addition to the new AV products introduced to the Asian market, many top brands will also be bringing their newest technologies to InfoComm Asia 2010. Among these are AMX, Beyerdynamic, Christie Digital, Crestron, Da-Lite, Dehao (representing Barco and Orion), Digital Projection, dnp, Extron, Harman, Jupiter Systems, Kramer, Lighthouse Technologies, projectiondesign, Sennheiser, Stewart Filmscreen, Taiden, Verrex, Vtron, and Wolfvision. Some of these are featured below.



Christie's MicroTiles™ - the new digital canvas

Christie's MicroTiles™ take display technology into a new frontier. Built on proven DLP® technology and specifically designed for maximum image quality in high ambient light environments, The MicroTiles produce a virtually seamless canvas with only a 1mm gap between the tiles, and an unlimited number of super-fine pixels.

Leveraging the strengths of both rear projection and Light Emitting Diode (LED) technology, Christie MicroTiles™ offer substantially brighter images and a much wider color palette than conventional LCD and plasma displays. The MicroTiles produce a virtually seamless canvas with only a 1mm gap between the tiles, and an unlimited number of super-fine pixels.

Christie engineers designed the MicroTiles to be fully and easily serviced from the front. The tiles are "self-aware" meaning that time-consuming and costly color calibration needed to keep conventional "video walls" looking uniform, is automatically completed by the sensors built into the MicroTiles.

Sennheiser's newest audio and conference products

The DECT headset from Sennheiser gives natural high definition sound for superior voice clarity. The design places a premium on comfort and effectiveness, allowing the user to move freely around without any wires to hold you back. With its long distance wireless range, DW office gives true comfort and safe calls, with protected hearing ActiveGard™ technology against acoustic shock and sudden sound surges. The headset provides full workday talk time – 8 hours in wideband sound mode and 12 hours in narrowband sound mode. DW Office connects to both desk phone and softphone, and a one-touch on the base station allows the user to select the channel to call from.



Another product that Sennheiser will be displaying is the K-Array Redline KR200s series of PA/stage monitor systems, ideal for Concert Halls, Theatre, Houses of Worship and AV presentations. The KR200 is a high tech ultra-light powered system for theatrical sound reinforcement, and cinema and special effects. Sennheiser is the appointed distributor for Canada, China and the UK of K-Array, the Florence based high technology PA manufacturer.

Also on display are Sennheiser's WiCOS – a wireless conference system that avoids sources of interference; and the TourGuide/ Guideport: TourGuide - a revolutionary new digital tourguide and information system for both indoor and outdoor use.



Revolutionary projectors from projectiondesign

Hailed by users, integrators, contractors, consultants and media alike as the most exciting projector innovation in recent times, projectiondesign's FR12 is a compact, ruggedized, and virtually maintenance-free projector that combines superb image quality with unmatched installation flexibility and near silent operation. Users benefit from simplified installation requirements owing to the removal of heat and noise, as well as orientation challenges, while lamp maintenance is reduced to the simple task of replacing it from a rack enclosure.

Also on display is its F35 series, the world's highest resolution DLP® projector at 2560 x 1600 pixel resolution and with ultra precise colors through projectiondesign's unique RealColor™ colour management suite. Complex, multi-channel installations can be reduced to simpler setups while retaining the desired quality. Additionally, graphics-intensive applications benefit from the high resolution and accuracy, with improved efficiencies in data analysis and simulation.

Quantum™ multigraphic videowall processing system from Extron

Extron Electronics is exhibiting the Quantum™ line of multi-graphic videowall processing systems which feature highly scalable input, output, and windowing capabilities, plus high performance image scaling technology. The Quantum™ Elite is designed for large videowalls up to 28 screens and larger, while the Quantum™ Connect is ideal for small to medium-sized videowalls up to 14 screens.

The Quantum Connect™ features eight slots and can accommodate up to 84 video inputs or 14 DVI/RGB inputs on up to 14 outputs, depending on the input and output card configuration. The Quantum™ Elite is available in 15-slot and eight-slot models. The 15-slot version supports up to 168 video or 28 DVI/RGB inputs, and up to 28 outputs. The Quantum™ Elite can be expanded by adding input and output cards, and by cascading multiple card frames to accommodate display arrays of more than 28 screens.

These high performance, highly versatile multi-graphic videowall processing systems will offer new opportunities for systems integrators to design and integrate A/V systems in command and control centers, network operation centers, and many other public display environments.



Harman's Crown Audio – redefining amplifier technology



Harman Technology recently announced ComTech™ series amplifiers into its Crown Audio's product family. The new line – consisting of four models – are all one rack, convection cooled, ultra-energy efficient amplifiers.

Offering up to eight channels and 150 watts per channel in a one-unit chassis without a fan, the ComTech DriveCore™ amplifiers are the ultimate solution for a range of fixed installation environments, from video conferencing in boardrooms to luxury suites in stadiums. The new line offers greater than 90 percent efficiency with no compromise in performance boasting a signal-to-noise ratio of 110dB. Each of the four amplifiers in the series weighs only 10lbs.

Harman will also present its Crown XLS Series of power amplifiers which offer portability with unmatched performance, flexibility, and affordability. Generating chest-thumping lows and crystal clear highs, the four models in the series – the XLS1000, XLS1500, XLS2000, and XLS2500 – are engineered to meet any demanding audio requirements – reliably and within budget.

DuoLED – dual mode – by Lighthouse

Lighthouse's DuoLED can be used as a mesh screen but, with the simple flick of a switch, can also be used as a standard display panel. The second mode is achieved by a revolutionary set of shutters, which close behind the mesh and give the panels a solid appearance.



Lighthouse's new creative product – DuoLED – is ideal for large format indoor or outdoor displays, available in 12mm and 18mm pixel pitch versions. Each panel of both types measures 576mm square, is less than 150mm deep and weighs less than 9 kg, making DuoLED screens of any size easy and fast to build. The dual use of the panels means that rental companies no longer need to stock both mesh and standard panels, offering not only flexibility but also cost savings in warehousing.

AMX unveils Modero Page Transition user interface



AMX's all-new MVP-9000i redefines touch panel control offering both wireless and wired functionality, new user interface capabilities like gestures and page transitions, a stunning 9" widescreen 24-bit color display, full digital duplex telephone or intercom interface and built-in 802.11a/b/g Wi-Fi card with antenna diversity. Seven new page transition options are available. The MVP-9000i switches seamlessly to wireless mode when removed from the PoE docking station.

The MV-9000i is ideal for a wide variety of residential and commercial control and automation applications where flexibility of docked or mobile 802.11a/b/g functionality and extended battery life is desired e.g. in extremely noisy wireless environments like MDUs and applications that require telephone/intercom functionality.

New Exhibitors

Expand your network of AV manufacturers. Make contact with these 'new' suppliers and manufacturers who are using InfoComm Asia 2010 to increase their presence in the Asian market.



◀ Aboutshow Color Light

LED display systems - transparent, ultra-thin, lightweight, portable, reliable, easy setup and dismantling.

▶ Apantac

Conference Connect signal processing solutions - allows up to 120 VGA inputs (e.g. laptops) to share a single projector or display within a 1,000 foot (300 meter) range; Universal Multiviewers - simultaneously display and monitor a variety of HDMI, DVI, VGA, YPbPr, YC, Composite, and SDI video sources on a single screen.



Aten International

HDMI solutions / video switches / video splitters / video extenders



◀ Avedia System (Shenzhen)

Digital signage management software and solutions for various industries, media players.



◀ Beijing CuanBo JiYe Electronic

High-definition modular mixing matrix; high-definition signal fiber optic transmission system. Mixing matrix supports all kinds of video signals input, converting into high-definition signals, and outputs from any input channel to any output channel. Fiber optic transmission products adopt mini-modular design which simplify the installation. Customers can freely choose single or multimode optical fiber.



◀ GestureTek

The Cube, a portable, plug & play interactive floor; GestTable, an HD LCD multi-touch surface computing table.

Guangzhou Samplex Electronic Technology

DID LCD Display System - high brightness, high contrast, high definition, with perfect display even under direct sunlight, patchwork ultra-narrow (7.3mm).



◀ Beijing Jincan Shixun Technology

JS Interconnect Panel - hidden or installed on tabletop, providing a conference connection solution. Also exhibiting CE compliant Switcher for video & audio unbalanced/balanced signals.



▶ Beijing Kensence Technology Development

KENSENCE H-Mix digital matrix system and analog matrix switcher, video splitters, video conversions, extension kits; Robot 1G integrated videoconferencing system.



◀ Beijing Liguu Electronic Technology

DVI, HDMI Signal matrix switcher (max 32x32), splitter and fiber products.



▶ Beijing Twinflag Century Technology

46-inch ultra-slim narrow video wall, Coolfile Digital Signage System, 52-inch all-in-one ad machine, Touch and Search all-in-one machine, CCD multi-touch display solution.



▶ BrightSign

BrightSign solid state digital sign and kiosk controllers with a wide-range of interactive applications including button, bar code scanners, touch screens, RFID sensors and more with its GPIO, USB and Serial ports, and a wide range of connectivity options.



▶ CES Audio

PA/VA/Marine Loudspeakers - BS5839, ASTM, IP67, Patented.



Coolux China

Coolux Pandoras Box - media server for events, shows, exhibitions with interactive interface.

CY Communications

wowVEOS, a wireless presentation solution; Coneq, sound measurement technology; and V2 video conference system.

▶ Hebei Haijie Modern Educational Equipment

Multimedia digital lecterns for presentation.

IML Asia

Audience voting technology including Question Wizard which allows the presenter to design interactive slides; and Question Wizard which lets audience give instant feedback.

ITAV

Smart Home Control Main Unit ITPE and Open Modularized Central Control Unit ICPE, 10.1' wireless WIFI touch panel, ITVF10X and the conference systems NT8000, NT8100.

▶ Jetronic Technology

Texas Instruments DLP Technology & LED projectors, including DLP 3D Ready Projectors & DLP Pico Projector.



Jiangsu CLP Lamp

Projector, projector lamp, projector lamp burner.

Julong Educational Technology

Interactive Whiteboard and accessories for complete hi-tech educational conference solutions.

Kunshan Hongjie Electronics

AV peripheral integrated install equipment.

◀ **Lightware Visual Engineering**



DVI and HDMI routers; hybrid router technology, Advanced EDID management.

Meyer Sound Laboratories

Sound reinforcement and recording systems.

◀ **ONELAN China**



ONELAN's NTB products - NTB 5100 and NTB510 - cost effective, digital signage solution-in-a-box.

Oray

Projection screens of all type (motorized, manual, frame, portable).

Penandfree

Innovative MMI solution for more natural interaction between humans and computer e.g. digital pen, portable interactive whiteboard system.

Putron Electronics

A wide range of matrix switchers, converters, amplifiers, selection switchers and twisted pairs with various signal-processing functions, such as HDMI, DVI, VGA, S-video, C-video, Component Video, TV turner, USB etc.

◀ **SAE**



high-end transformer amplifier-7000 series; integrated LCD display screen; connectors, filter capacitors and full-copper-feet metal film resistors specially designed for professional audio products.

Shanghai Pallas Electronic

Large-size, narrow and super-narrow frame Multi-LCD panels.

Shenzhen Bao Ye Heng Industrial Development

AudioNet; digital amplifier; active line array; mixer; for networking, digital signal processing transmission.

Shenzhen Createk Electronic

High-definition graphics and image processor, high definition large screen display solutions, pure hardware interactive whiteboard.

Shenzhen CreateLED Electronics

Products include soft edge blending and big screen mosaic controllers and processors.

Shenzhen Infiled Electronics

P12 S M D Curtain - lightweight (18kg for one tile 1152X576mm) front service LED strip.

▶ **Shenzhen Liantronics**

LED display and LED lighting products, including rental service for concerts, shows, celebrations, meetings, etc.

Shenzhen Unilumin Technology

P3 module P4 LED display with small pixel pitch, low weight and high brightness.



◀ **SUIRICH ESAT HK**

Large LED screens for indoor and outdoor applications.

Tacko Solutions

Specialist in total solutions and services on Audio/Visual system, video and audio-conferencing systems, conference Room presentation units, CCTV system, computer room solutions.

▶ **Treasure Business Technology Development**

Digital signage System, interactive information kiosk, waterproof IDTV.



◀ **Vation China (Beijing) Technology & Development**

Products include DLP display wall unit, DID display wall unit, display wall software, multi-screen image processor, matrix switch, line drive.

Verrex Corporation

Design, installation and managed services, including demonstrations of VNOC Symphony software.

▶ **Xiamen Elex Electronics Technology & Development**

Interactive whiteboard, LCD whiteboard integration, infrared touch frame, electronic eraser.



Zhejiang Lianda Science and Technology

Tubular motors, motorization solution for project screens.

▶ **ZTE**

Video conferencing system.



Other companies exhibiting for the first time include:

- Amara • Australian Monitor • Beijing Zhitengfeida Science & Technology • DSP4YOU • Fitness Audio
- Guangzhou Ymiao Electron Technology • Headstart Integration Asia • Leovation • Muxlab • Raylink Technology
- Shanghai Fioerx Electronics Technology • Shenzhen Lite-Magic Technologies • Sino Brilliant • Tri-Net Electronics
- TOA China • VUTEC Corporation • Zhuhai Yuxun Coaxial Cable

Exhibiting Companies



- 3wired Sdn Bhd
 A&S Asia
 Aboutshow Color Light Co., Ltd.
 Amara International Ltd.
 AMX Asia
 Analog Way
 Anyware Computer Accessories
 Apantac
 APO International Co., Ltd.
 Architectural Audio Pte Ltd.
 Arclite Optronics Corp.
 Ateis Far East Corp
 Ateis SE Pte Ltd.
 Ateis Trading Corp.
 Aten International Co., Ltd.
 Audio Visual Technique
 audio160.com
 Audio-Visual Station (AVSHK)
 Australian Monitor
 AV Consultant (Int'l) Ltd.
 AVA Electronics Co., Ltd.
 Avedia System Inc. (Shenzhen)
 Barco
 Barix AG
 Beijing Century Revitalization of Electronic Technology
 Beijing CuanBo JiYe Electronic Co., Ltd.
 Beijing HiteVision Digital Media Technology Co., Ltd.
 Beijing Jincan Shixun Technology Co., Ltd.
 Beijing KaiTong Communication Technology Co., Ltd.
 Beijing Kensence Technology Development Co., Ltd.
 Beijing Liguao Electronic Technology Co., Ltd.
 Beijing Star & Moon Electronic Technology Ltd.
 Beijing Twinflag Century Technology Co.,Ltd.
 Beijing Union Control Technology Co., Ltd.
 Beijing Wincomn Technology
 Beijing Zhitengfeida Science & Technology Co., Ltd.
 Beyerdynamic GmbH & Co., KG
 Brahler ICS Group
 BrightSign
 Broadcast & Production
 Building Electrical & Intelligent System
 BXB Electronics Co., Ltd.
 Cayin Technology Co., Ltd.
 CCPG.GOV
 CES Audio Inc
 China Multi-media Communications
 Chinavut Marketing Co., Ltd.
 Christie Digital Systems, USA Inc (Beijing)
 Christie Digital Systems, USA Inc (Korea)
 Christie Digital Systems, USA Inc (Shanghai)
 Christie Digital Systems, USA Inc.
 Clearone Communications, Inc.
 Clockaudio Pte Ltd.
 Comm Products Technologies Pte Ltd.
 Communications Specialties, Pte Ltd.
 ComputerWorld Hong Kong
 ComTech Corporation
 Coolux China Ltd.
 Cosmo Pro-AV Co., Ltd.
 Creator Australia
 Creator Corporation (China)
 Creator SG Pte Ltd.
 Creator USA
 Crestron Asia (Beijing) Technology Ltd.
 Crestron Asia (Guangzhou) Technology Ltd.
 Crestron Asia (Shanghai) Technology Ltd.
 Crestron Asia Ltd.
 Cuanbo Shanghai Office
 Cubix Micro System
 CY Communications Ltd.
 Cyber World Creations (HK) Ltd.
 Da-Lite Screen Company, Inc.
 Danish Interpretation Systems
 Dataton AB
 Datumstruct (S) Pte Ltd.
 Davinfo
 Deco 2000, Ltd.
 Dehao Electronics Technology Ltd.
 DigiHouse
 Digital Community & SmartHome
 Digital Projection Ltd.
 DISE Asia Ltd.
 dnp denmark as
 Dooya Ltd.
 Draper Inc.,
 DSP4YOU Ltd.
 DT Research, Inc
 Dynamic Services international
 Eduserve International
 Elite Screens
 Entertainment Technology Asia
 ES Technology Ltd.
 EverBest Technology
 Extron Electronics
 Fitness Audio
 Fleetwood Group, Inc.
 Gefen
 GestureTek
 Global Communications Ltd.
 Grandview Crystal Screen Co., Ltd.
 Grotech (S) Pte Ltd.
 Guangzhou Samplex Electronic Technology Co., Ltd.
 Guangzhou WeiZhi Electronic Science and Technology
 Coltdchnology Co.,Ltd.
 Guangzhou Ymioo Electron Technology Co., Ltd.
 Hangzhou Wistar Mechanical & Electric Technology Co., Ltd.
 Hangzhou Xianrui Digital Technology Co., Ltd.
 Harman Technology (Shenzhen) Co., Ltd.
 HC360 -AV & Lighting
 Headstart Integration Asia Pte Ltd.
 Hebei Haijie Modern Educational Equipment Co., Ltd.
 Herma
 i-Control (China) Ltd.
 IML Asia
 InfoAV China
 Intelligent Building Branch of Chian Construction Industry
 Association
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 ITAV
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 Jetronic Technology Ltd.
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 Jiangsu CLP Lamp Optoelectronic Co. Ltd.
 Jiangsu Redleaf Audio & Visual Equipment Co., Ltd.
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 Lighthouse Technologies Ltd.
 Lightware Visual Engineering
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 Luminus Devices, Inc.
 Magenta Research (Asia) Ltd.
 Marshall Cavendish
 Matrox Graphics
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 Meyer Sound Laboratories, Inc.
 Muxlab Inc.,
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 Ningbo Haiyu Electromechanical Technology Co., Ltd.
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 Orion PDP Co., Ltd
 Oskareen (UK) Ltd.
 P.H.G Enterprise Sen. Bhd.
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 Penton Korea
 Pixord Corporation
 PJ Times
 PlayBox Technology (Asia Pacific) Sdn Bhd
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 Pro-United Technology & Engineering Ltd.
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 Qiaodeng Video & Audio Equipments Co., Ltd.
 Quadra Technic ICS Ltd.
 Quadra Technic ICS Ltd. - Beijing Branch
 Quadra Technic ICS Ltd.- Guangzhou Branch
 Quadra Technic ICS Ltd.- Shanghai Branch
 Raylink Technology Inc.
 Real Sound Lab SIA
 Renoys
 RGB Spectrum
 RTI Systems Asia
 SAE Co., Ltd.
 Sams Avtech International Ltd.
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 SEH MYUNG Sound Multimedia Group Co., Ltd.
 Sennheiser Hong Kong Ltd.
 Shandong Vation Information & Technology Co., Ltd.
 Shanghai Fioerx Electronics Technology Development
 Co., Ltd.
 Shanghai Pallas Electronic Co., Ltd.
 Shenzhen A-OK Technology Grand Development Co., Ltd.
 Shenzhen Aoto Electronics Co., Ltd.
 Shenzhen Bao Ye Heng Industrial Development Co., Ltd.
 Shenzhen Creattek Electronic Co., Ltd.
 Shenzhen CreateLED Electronics Co., Ltd.
 Shenzhen Infiled Electronics Co., Ltd.
 Shenzhen Liantronics Co., Ltd.
 Shenzhen Lite-Magic Technologies Co., Ltd.
 Shenzhen Mansion Electronic Co., Ltd.
 Shenzhen Reach Software Technology Co., Ltd.
 Shenzhen Unilumin Technology Co., Ltd.
 Shenzhen WinCom Technology Development Co., Ltd.
 Shenzhen ZaiDe Optoelectric Technology Development
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 Silicon Electronics Sdn Bhd
 Sinew Technology Co., Ltd.
 Sino Brilliant Ltd.
 Skyware Technologies Ltd.
 SMB World
 Sound Solutions
 SP Controls Inc.,
 Spinetix
 Stewart Filmscreen Corporation (S) Pte Ltd.
 Sui Rich East HK Co., Ltd.
 Sure Well Consultants Ltd.
 Systems Integration Asia
 Tacko Solutions Ltd.
 Taiden Industrial Co., Ltd.
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 Texas Instruments
 The Sound Room
 TOA China Ltd.
 Tom Lee Music Co., Ltd.
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 Tri-Net Electronics Co., Ltd.
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 TV One Ltd.
 TV One UK
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 Uchida Yoko Co., Ltd.
 Uchida Yoko Furniture (Shanghai) Co., Ltd.
 V2 Technology, Inc.
 Value Networking Technology Ltd.
 VAR India
 Vation (Beijing) Technology & Development Co., Ltd.
 Vation (Suzhou) Digital & Technology Co., Ltd.
 Vation China (Beijing) Technology & Development Co., Ltd.
 Verrex Corporation
 Vertex Supply Co., Ltd.
 Vewell (China) Co., Ltd.
 Vity Technology
 VTRON Beijing Office
 VTRON Hongkong Office
 VTRON Shanghai Office
 VTRON Technologies Ltd.
 VUTEC Corporation
 Waltop International Corp
 WaveTech Computers
 Winsted Corporation
 WolfVision Asia
 WolfVision GmbH
 World AV
 WOW Vision Pte Ltd.
 Xiamen Elex Electronics Technology & Development
 Co., Ltd.
 Xian Beiguang Optoelectronic Technology Co., Ltd.
 XLT Systems Pte Ltd.
 XVD Corporation
 Zhangjiagang Jiangbin Industry Co., Ltd.
 Zhejiang Lianda Science And Technology Ltd.
 Zhuhai Yuxun Coaxial Cable Co., Ltd.
 ZHE
 (as of 25 August 2010)

General Information



Technology Highlights

- Digital Signage
- AV Conference Systems
- Education & Training
- 3D Technology
- Audio Technology

InfoComm Asia 2010 Summit

- CTS Prep Course (15-17 Nov)
- SynAudCon Workshop (16 & 17 Nov)
- InfoComm Academy Seminars (17-19 Nov)
- Industry-focused Conferences (17-19 Nov)
- Manufacturers' Presentations (17-19 Nov)
- Technical Site Visit (19 Nov)



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- The exhibition is strictly open to professional trade and business visitors only.
- General public and minors below the age of 16 years will not be permitted entry.
- Visitors need to register for a InfoComm Asia 2010 visitor badge and use this badge to gain entry into the exhibition. For security purpose, visitor badges are non-transferable.

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Register online @ www.infocomm-asia.com before 11 November 2010. Present your online registration confirmation email, together with a copy of your business card at the Pre-Registration Counter outside Hall 1 (Level 1) of the Hong Kong Convention & Exhibition Centre during show hours to collect your visitor badge.

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- Those in shorts, bermudas, singlet, slippers and sports sandals will not be allowed entry into the exhibition halls.
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Enquiries

Exhibition: enquiry_ifshow@e21mm.com
 Summit: summit_ifshow@e21mm.com
 Travel: enquiries@orient-explorer.com

Show Dates & Opening Hours

Wed 17 November - 10am to 5pm
 Thu 18 November - 10am to 5pm
 Fri 19 November - 10am to 4pm

Venue

Halls 1 B, C, D & E, Level 1
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 Hong Kong

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	16-17 November 2010		17-18 November 2010		18-19 November 2010	
	Single	Twin	Single	Twin	Single	Twin
Harbour Grand Hotel (5-Star)	187	205	187	205	187	205
Harbour Plaza North Point (4-Star)	124	135	124	135	124	135
Nikko Hotel (5-Star)	243	261	243	261	243	261
L-Hotel Island South (4-Star)	126	126	126	126	126	126
Luk Kwok Hotel (4-Star)	188	199	188	199	188	199
Y-Loft Hostel (3-Star)	97	103	97	103	97	103
Casa Hotel (3-Star)	99	99	99	99	99	99

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