

The Power of AV



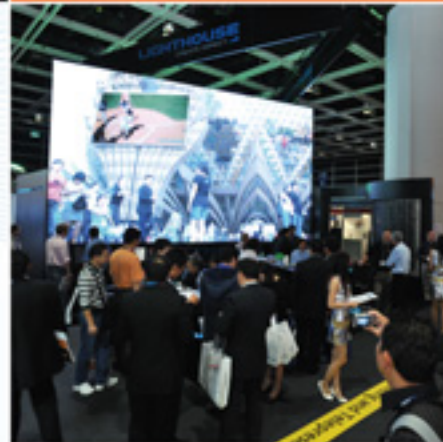
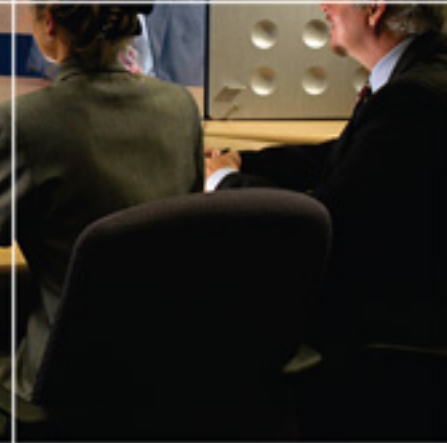
Engage Your Stakeholders



Increase Productivity



Enhance Asset Values



infoComm
asia2010

2010년 11월 16일 ~ 17일
홍콩 전시컨벤션센터

2010 인포컴 아시아를 방문하시면 행운의 경품이 와르르!



추첨을 통해 4분께는
동반 1인과 함께 헬리콥터를 타고
홍콩 시내를 관망할 수 있는
기회를 드리며, 6분께는
최신 아이폰 4를 드립니다.

지금 바로 신청하세요!

Trade Promotion Competition Licence No: 34651

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소매업, 교육, 건설, 수송, 엔터테인먼트, 보안, 기업 분야 등 관련 산업 분야 관계자와의 적절한 커뮤니케이션은 성공적인 사업을 위한 중요한 요소입니다.

첨단 AV 기술은 그 응용범위가 더욱 확대되고 있습니다. 교육, 훈련, 기업 분야에서의 고급 프리젠테이션 및 협업 툴을 비롯하여, 관제실과 보안 운영을 위한 24시간 모니터링 시스템에서부터 상점의 디지털 사이니지, 엔터테인먼트 분야에 적용되는 사용자들 사로잡는 음향과 조명, 시각 효과에 이르기까지 그 적용 범위가 방대합니다.

아시아 최대 규모의 프로 AV 전문 행사인 InfoComm Asia 2010에 방문하시어 귀사의 비즈니스 확대를 위한 최신 AV 기술을 만나시기 바랍니다. 오는 11월 17일에서 19일까지 홍콩에서 열리는 본 행사에는 전세계 27개국 320개사가 참가하여 다양한 AV 기술 및 솔루션을 선보일 예정입니다.

또한 AV 업계에 대한 심도 있는 이해를 도모하고자 전시 기간 중 열리는 'InfoComm Asia 2010 서밋' 프로그램은 참가자들에게 AV 기술 동향을 접할 수 있는 기회를 제공합니다. 본 서밋 프로그램은 참가자의 AV 산업 관련 정도와 관계없이 모든 기업이 참여할 수 있습니다. **제조업체 프레젠테이션**은 제조업체가 직접 최신기술 동향 및 신제품을 상세히 소개하는 자리로, 새로운 AV기술, 제품 및 혁신적인 기술 솔루션에 대해 논의가 이루어질 예정입니다. InfoComm Asia International® 에서 주관하는 **인포컴 아카데미 세미나**는 시스템 설계에서 오디오 관리, 비주얼 디스플레이까지 산업별 전략과 최신 동향을 제시하며, 업계 전문가들의 AV 지식 및 경험을 공유할 수 있는 기회를 제공합니다. 2일 일정으로 진행되는 **SynAudCon 워크샵**은 음향 전문가를 대상으로 오디오와 음향학에 관련된 주제에 대해 심도 있는 교육 훈련의 기회를 제공할 예정이며, 그 외 다양한 산업 시장별 활용이 두드러지는 AV 응용기술을 선보이는 **산업 컨퍼런스**, 홍콩 사이언스 파크에 위치한 ALIVE 전시장과 같이 AV 시스템을 광범위하게 설치해 운영하고 있는 현장시설을 직접 둘러보는 **기술현장 방문 프로그램**이 진행됩니다.

Be there! 본 페이지에 있는 행사 정보를 확인하시고 방문을 계획해 보시기 바랍니다. InfoComm Asia 2010는 새로운 지식, 최신 제품, 성공적인 비즈니스 기회 확보를 위한 최고의 행사입니다.

온라인 참가 등록 신청
www.infocomm-asia.com
인포컴아시아에서 만나요!

Improve corporate efficiency, increase productivity

AV Technologies for Information Communications



Many corporations have come to realize the important role Audio Visual communication systems play in enhancing operational efficiency and employee productivity. The scope for AV use in corporate operations has widened as AV Technology advances and increasingly integrates with Information Technology.

From creating a conducive work environment with sound and security systems, facilitating information flow with digital signage solutions and presentation tools, and empowering employees with collaborative conferencing set-ups, and systems integration and control hardware and software, an AV-enhanced corporate infrastructure is now considered a necessity especially as the world is increasingly operating on a 24/7 mode.

Isn't it time you evaluate how you too can benefit from an AV-enhanced infrastructure. Let these companies help you.

Sennheiser's headset offers protected hearing

DW Office is a singlesided DECT headset, which 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. Also on display is Sennheiser's WiCOS – a wireless conference system that avoids sources of interference.



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AMX's all-new MVP-9000i is ideal for a wide variety of commercial and residential control and automation applications e.g. in extremely noisy wireless environments like MDUs and applications that require telephone/intercom functionality. It 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. Transfer touch panel pages, upgrade the firmware or display photo files using the USB or mini-SD card slot. The MVP-9000i also features a capacitive navigation pad, 4 programmable buttons, over 1 GB of useable flash memory and supports six hours of continuous use/three days of standby time.



60 years providing conferencing, collaboration and presentation technologies

Verrex is a global design-build integrator, providing telepresence, video-conferencing, audio conferencing, digital signage, presentation, video and audio systems in boardrooms, conference rooms, training facilities, auditoriums and other corporate spaces. The company has a long experience. In the 1950s, Verrex supplied and serviced distributed background music systems. In the 1960s the company expanded into two-way radio, school intercom and sound and CCTV systems. During the 1970s and 1980s the company focused predominantly on large venue sound systems. In the 1990s Verrex broadened its offerings to include corporate audiovisual and videoconferencing system design, installation and service. Verrex continues to grow its capabilities and multi-application expertise with the launch of GMS™ (Global Managed Services), solutions designed to facilitate the usage and management of audiovisual systems.



Multi-point conferencing from VTRON

VTRON is 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.

Digital Signage solutions from ONELAN China

Digital Signage is becoming commonplace in the corporate world as a means to communicate to both internal and external staff as well as visitors and customers. Staff-facing screens can inform about call statistics in a call centre, sales targets in a business, or provide relevant news information to visitors in the office lobby or on the trading floor of a bank. ONELAN's Millennium NTB5500/5/8 is ideal for use as a Network Publisher/Server or as a High End Player for demanding content such as multi-video displays or complex interactive flash applications. The units in this series now include all the capabilities of the latest software releases, with preferred display language capability and the drag & drop design tool as standard. ONELAN will also exhibit Century NTB510 series, designed to provide superior playback features including transparency, real time media rotation and video cropping at an affordable price. The NTB510 is ideally suited to environments which need multiple channels and screens, such as in retail or schools.



Powerful projectors from DPI

Digital Projection International is presenting 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. The compact and ultra quiet HIGHlite Cine displays boast 1080p resolution, integrated electronics and straightforward user interface, rendering them perfect and precise solutions for installations where simplicity and imaging quality are paramount.



Other exhibiting companies serving the corporate market include Analog Way, AVA, Beijing HitVision, Beijing Kensee, beyerdynamic, CES Audio, Creston, Da-lite, Fleetwood, Media-Go, MuxLab, PTN, Treasure Business, Uchida Yoko, WolfVision and ZTE.

Summit Highlights

Terrorism Risks in Asia + Corporate Risk Mitigation

What are the current trends of terrorism in Southeast Asia and the Indian sub-continent? How do these risks impact the business climate, operations of international corporations across Asia? Hear what Steve Vickers, President & CEO, FTI-International Risk, Ltd has to say.

Has Your Company Made the AV/IT Transition?

If you have not begun your journey to the IT world, then this session will help provide some techniques and solutions for transitioning/developing your business. Let Jay Rogina, CEO of Spinitar and InfoComm Past President, show you how.

Check Summit schedule and registration details on pages 9-10.

Lessons come alive with AV aids

AV Technologies for Effective Education



For both the learner and the trainer, AV technology can greatly enhance the information exchange process, whether it is in a formal instruction environment or self-directed learning. The convergence of video, voice and data communication technologies open up new possibilities, unleashing new audiovisual aids to excite, involve and inspire learners, and at the same time facilitating trainers in their lesson preparation and presentation. Collaborative and distance learning can also be facilitated.

Schools and institutions of higher learning in Asia are increasingly creating digital classrooms/lecture halls, incorporating e-boards, visualizers, multi-media lecterns, DLP projectors, projector screens, interactive touchscreens, audience response systems and central control hardware and software.

Educationists and IT/AV technology managers from schools and institutions will be able to discover exciting tools to liven their lessons at InfoComm Asia 2010. Check these out.

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 colour. In addition to the remote control, a second LCD

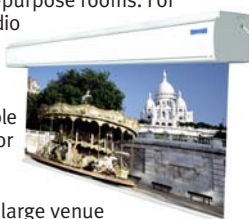
monitor can be found on the top mirror of the VZ-P18 and VZ-P38.

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. 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 colours and higher resolution with very detailed coloured objects.



Easy install, large venue applications screens

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.

Campus Control

Crestron provides state-of-the-art AV distribution systems, multi-window display processors, KVM distribution, camera control, and multimedia presentation systems. Control is always at your fingertips from easy-to-use touchpanels, handheld remotes and custom keypads. With the digital age upon us, practically every device that plugs into a display has an HDMI port; the latest MacBooks already provide DisplayPort outputs; laptops now include built-in Blu-ray players; and the latest video conferencing systems feature HDMI/DVI outputs exclusively. 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 or campus from a centralized rack location. Crestron DigitalMedia is the only solution for the digital age, distributing all analog and uncompressed HD digital signals, and managing embedded data such as HDCP, EDID and CEC.



Hey presto! Convert normal whiteboard or flat surface to interactive medium

PenandFree has developed an innovative device that converts a normal whiteboard or any vertical flat surface into an interactive teaching medium in a second. The uBoard is a portable gadget that can be attached to any flat vertical surface using magnet or

a station holder, and this instantaneously creates a 120-inch interactive writing screen. Slim, stylish and ultra lightweight, the uBoard features easy access buttons on the station, rechargeable pen and intuitive board software, providing smooth writing quality and stable performance. With dedicated ACIS chipset and "state-of-the-art" noise filtering algorithm, this portable interactive whiteboard is little affected by temperature changes and noisy environment. The company also has a unique wireless digital pen mouse - DUO. This is a convergence product that combines pen and mouse functions into one gadget which, when used with any laptop or desktop computer, transforms it into a functional tablet computer. You can write any script or annotation on laptop screen directly with full features of a touch screen. By combining digital presentation pen with uBoard, you can easily build bi-directional interactive learning environment at the most attractive price. And, there's no need to install or learn complicated software!



Improve attentiveness with audience response system

We all know that learning is enhanced by active participation. Studies have proven that meetings are more productive, and classroom training or interactive distance learning are more effective, when participants have the opportunity to answer questions, provide feedback, and feel like an active contributor to the discussion. But not everyone knows that with Reply® wireless audience response technology, you can add interaction in a way that's proven to encourage participation, improve comprehension, and increase retention. Fleetwood Group is exhibiting two audience response devices. Reply® Ativa - its newest product - 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! Reply® Mini Model CRS5000 is a miniaturized version of the popular Reply® (Worldwide) keypad.



Other exhibiting companies with AV applications for the education sector include Audio Visual Station, AVA, Beijing HiteVision, Cayin, CY Communications, Fleetwood, Grandview Crystal Screen, Jetronic Technology, JK Jingke Education System, Julong Educational Technology, PCM, Sinew Technology, SpinetiX, Tranzendia, Vity, Waltop, WolfVision and Zhangjiagang Jiangbin.

Summit Highlights

Behind-the-scenes at ALiVE

An acronym for Applied Laboratory for Interactive Visualization and Embodiment, the ALiVE exhibition at the Hong Kong Science Park offers a unique occasion to experience nine spectacular immersive environments at the frontiers of art and science. 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 is available at www.cityu.edu.hk/scm/alive.

Check Summit schedule and registration details on pages 9-10.

Add Value with smart buildings

AV Technologies for Smart Homes and Buildings



Architects and developers of real estate such as hotels, resorts, commercial as well as residential buildings are no longer content to just build aesthetic brick-and-mortar 'shells'. Increasingly, the trend is to create entire internal and external environments where people can thrive and soar. Audio-visual systems, integrated into the hotel facilities and building management structure, can add style, efficiency, and ultimately value to the establishment. Further, an AV-enhanced building management system also contributes to the productivity and well-being of its occupants.

Enhancements like command and control rooms that allow instantaneous or even automated response to security, lighting and temperature conditions; digital signage systems in lobbies or elevators that provide useful information; advanced multimedia and sound systems that can create desired mood and ambience in selected areas; large display systems that offer impact and presence, as well as advertising revenue source; and, with distributed AV or videoconferencing networks, especially in hotels and commercial properties, guests or tenants will be greatly inconvenienced.

Hotel resort and real estate developers, building consultants, architects, interior designers, facility managers can check out the possibilities at InfoComm Asia 2010.

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Web-based digital signage

Cayin's new fanless SMP-WEB4 is 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.



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. ICPE 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 a totally new central control unit introduced this year. The traditional fixed control connectors have been removed. These are now individually installed in the form of model cards. The functions and numbers of these connectors can be modified to suit the need of customers.



TAIDEN high-end digital congress system

TAIDEN's 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. 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 fibre interface to combine several mutually distant conference rooms to form one unique coherent system.

Quantum™ multigraphic videowall processing system from Extron

Extron manufactures computer-video interfaces, switchers, configurable control systems, distribution amplifiers, computer-video scan converters, scalars, signal processing equipment, and high resolution cables. These products are used to integrate computer, video, and audio into presentation displays for a variety of applications. Its Quantum™ line of multi-graphic videowall processing systems features 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. These high performance, highly versatile multi-graphic videowall processing systems will offer new opportunities to design and integrate A/V systems in public display environments as well as command and control centers and network operation centers.



Other exhibiting companies providing AV systems for the building and hospitality sectors include AMX, Beijing JS Technology, DSP4YOU, Hangzhou Wistar, Lighthouse, Magenta Research, NEXCOM, Ningbo Haiyu, ONELAN, Shenzhen A-OK, Shenzhen Bao Ye Heng, Shenzhen Lite-Magic, TOA, Treasure Business, Tri-Net, Uchida Yoko, Verrex, Vity and Winsted.

Summit Highlights:

Intro to Green AV Design

The usual "green" aspects of eco-friendliness, energy efficiency, sustainability, etc, apply just as well as to audiovisual as with other building services trades. Zane Au, Director, Shen Milsom & Wilke Ltd discusses the implications.

Designing for 2030: Integrated Building Technology

Jason Tirado, Director of International Sales, Crestron Electronics offers insights to empower project and design teams - architects, electrical engineers, mechanical engineers, lighting designers, low voltage technology consultants as well as owners and developers - to integrate building systems.

AV Survival Guide for Facility Managers

Ian D Harris, Managing Director, iHD Ltd presents need-to-know base-information to enable evaluation of AV scenarios and AV proposals. A fast-track introduction to acoustic issues which directly impact the success of an AV installation.

AV Design Primer for 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. Zane Au, Director, Shen Milsom & Wilke Ltd throws some light.

Engage your customers, enhance their shopping experience

AV Technologies for DOOH Advertising & Customer Engagement



The marketplace is getting more crowded and competitive. Retailers and mall developers are increasingly finding it necessary to stand out in the crowd and be proactive in drawing customers into their stores. Many have begun to realize the power of appealing visuals using AV solutions to attract customers and influence their purchase decision.

Beyond audio systems providing ambient music in stores or malls, AV applications in today's retail sector include surveillance equipment for security, LED displays and DOOH media for image building and advertising, digital signage systems for in-store merchandising, interactive touchscreen for store directories or way-finding in malls, or entertainment videos streamed to keep the shoppers in the store or mall longer. In-store media can also be linked to inventory and ordering so that out-of-stock items can be detected and relayed instantly. The entire store AV systems can be integrated, with control at a central location, to allow the functions to be automated and the systems operated at low cost or maintenance with minimum human intervention.

Mall managers, retailers and media owners can check out these solutions and more at InfoComm Asia 2010. Products below are just a sampling...



Christie's MicroTiles™ - the new digital canvas

Christie MicroTiles™ produce a virtually seamless canvas with only a 1mm gap between the tiles, and an unlimited number of super-fine pixels. They offer substantially brighter images and a much wider color palette than conventional LCD and plasma displays. The

Microtiles are ideal for a wide range of demanding applications, including architectural elements for buildings, out-of-home advertising, command and control video walls, and event production. 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; and are fully and easily serviced from the front.

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. 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.

Inject interactivity in your digital signs



Engage your customers with interactivity using BrightSign solid state digital sign and kiosk controllers that come 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, as well as a wide range of connectivity options. Interactive playlists are simply created using the free software application. BrightSign digital sign controllers deliver high reliability due to its solid state media player platform and its slim, robust operating system designed specifically for digital signs - not a set of PC applications. They are perfect for driving any stand-alone or networked display.

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



Grab your customers' attention with The Cube

GestureTek introduces The Cube - a compact, turnkey, 'plug and play' interactive display unit that brings the power of gesture control to a variety of display spaces. Project the interactive 80" diagonal display with entertaining games and head-turning special effects onto almost any floor, wall, table or counter for branding, advertising, entertainment and product promotion. The Cube will engage customers, command attention and drive business results. The Cube is incredibly simple to use. You don't need a technician to install it and it requires no special configuration. Just put The Cube on the floor or against a wall, and it instantly creates an engaging 64" x 48" interactive display that visitors can control with simple gestures.



Advertising LED display

Shenzhen AOTO has 15 years of experience supplying professional advertising LED display solution all over the world. It applies cutting-edge pixel by pixel technology in its advertising LED display, so that the LED screen achieves the best color and brightness consistency, and four times the resolution with the same quantity of LED lamps. Even after years of wear, if some modules need to be replaced, the new ones can be easily calibrated. The unique water-resistant and salt-resistant cabinet mechanical design gives the cabinet an IP65 ingress protection level, and allows it to be installed directly outdoors. With thinner and light-weight cabinet design, its display screens are easier to install. It can be installed in different climate areas all over the world, from a low temperature of -20°C to a high temperature of +60°C, without AC for cooling, thus saving the cost of AC and power. With AOTO Intelligent Environment Controller (ATIEC), full screen brightness can be automatically adjusted to the environmental condition.

Other exhibiting companies with AV applications for the retail and DOOH sectors include Aboutshow Color Light, APO, Audio Visual Station, beyerdynamic, BrightSign, Cayin, DISE Asia, Elite Screens, Lighthouse, Raylink, Shenzhen CreateLED, Shenzhen Infiled, Shenzhen Unilumin, Tri-Net and Waltop.

Summit Highlights

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

Learn how interactive digital display technology can change the way we engage, communicate, promote and market to our target audience. Chaki Ng of MIT Media Lab discusses the use of touchscreens, RFID, and mobile devices to enhance the interactive nature of digital signage.

Open Standards in Digital Signage: SMIL vs SVG

The digital signage industry covers the needs of heterogeneous vertical applications such as digital-out-of-home-advertising, education, hospitality... the challenge is to adopt standards that do not limit application requirements and that will maximize the technology convergence and reusability. Let Francesco Ziliani, Chief Operation Officer of SpinetiX tell you why he thinks the SMIL syntax from W3C appears limited to provide the flexibility required; its natural extension and the SVG standard is progressively introduced to fill these gaps.

Adding the 'WOW' element in Entertainment

AV Technologies for Entertainment, Leisure & Hospitality Industries



In today's 3D era, audiences have become more demanding, expecting more sensual experiences instead of one-dimensional entertainment. With rapid strides in AV technology and its increasing integration with IT technology, entertainment providers and installation specialists – whether for a staged production or fixed venue such as auditorium, cinema, theme park or for the home – can avail themselves to exciting new hardware and software to add a WOW dimension in their programs.

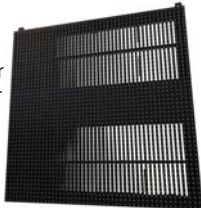
From lighting and sound systems to visual display solutions e.g. DLP projectors, digital media, touchscreen and other revolutionary screen technologies, special effects and AV systems management, integration and control, the entertainment producer can source it all at InfoComm Asia 2010, to create interactive and immersive audience experiences.

Fast and easy on-the-fly show control

Coolux offers versatile tools for interactive media control. Pandoras Box Media Manager is a timeline-based show control solution, allowing fast and easy on-the-fly programming and show setup. Watch changes to every effect's parameter or switch between several sources, clips or effects and do not waste precious time waiting for images to be re-rendered. The Pandoras Box Media Playback System renders in real-time, so any changes concerning the content, the design or data from external files, applications or controlling systems will be executed immediately and thereby are directly visible. No matter if rear or front projection is required, Pandoras Box offers the most flexibility in projector setups for 360° screens. 3D rendering of 2D content as well as stereo playback can also be realized with Pandoras Box Media Servers. Pandoras Box interfaces with the multi-channel audioplayer that integrates up to 24 independent channels of synchronized audio. One of its key features is the sweet spot free acoustic environment. This allows stereo 5.1 or 7.1 mixes to be experienced in every seat of the venue. Due to the very fast setup process, the systems are being specified for a variety of applications ranging from fix installations to touring productions like the Cirque du Soleil Delirium Tour.

Duo mode LED screen

Lighthouse's new creative product – DuoLED - is ideal for large format indoor or outdoor displays, available in 12mm and 18mm pixel pitch versions. It 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. 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. With Lighthouse's industry-leading contrast and color uniformity, the images produced by DuoLED, in either mode, are sharp and lifelike, with a brightness of 5,000 nits, accurate reproduction of 281 trillion colors and IP65 ingress protection rating.



PA/stage monitor system

Sennheiser will be displaying the K-Array Redline KR200s series of PA/stage monitor systems, ideal for Concert Halls, Theatre, and AV presentations. The KR200 is a high tech ultra-light powered system for theatrical sound reinforcement, and cinema and special effects. It comprises 2 x two meters stainless steel chassis each containing 32 x 2" neodymium transducers, hinged together for focusing and easier transport. It reproduces the full vocal frequency range with clear intelligibility and excellent phase coherent 120° x 7° coverage. Sennheiser is the appointed distributor for Canada, China and the UK of K-Array, the Florence based high technology PA manufacturer.

Near zero latency warp and blend solution

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.



Eliminate unpleasant reverberation automatically

TOA's M-633D Digital Stereo Mixer 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 Clipping function for enhanced sound intelligibility. Plus, all the necessary functions are packed in a compact 1U size!



Simultaneous access with HDMI matrix switch

Simultaneous access to multiple HDMI A/V sources has become a prevalent need as HDMI devices are becoming more popular in environments such as

home theatres, businesses, entertainment and education. The VM0404H 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 new HDMI Matrix Switch provides both superior quality audio and high-resolution video. With the audio enabled function, there is no requirement for a separate set of speakers for each source.



Harman's Crown Audio – redefining amplifier technology

Providing sound integration professionals with high performance, energy efficient amplifier technology that will redefine the way amplifiers are designed and built, Crown Audio recently announced the launch of its ComTech DriveCore™ series of amplifiers which will be exhibited at InfoComm Asia 2010. 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, 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. 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.

Other exhibiting companies with AV applications for the entertainment and leisure sectors include AMX, Audio Visual Station, Beijing Zhitengfeida, Cayin, Creston, Fitness Audio, GestureTek, ITAV, JK Jingke Education System, Magenta Research, Oray, SAE, Shanghai Pallas, Skyware Communications, SpinetiX and Xi'an Beiguang.

Summit Highlights

Management Lessons for International Live Events

Tom Stimson, President, The Stimson Group and InfoComm President 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.

Distributed Audio Systems: Best Practice and New Standards

Explore the following topics with Ranjit Singh Thaliwal, Consultant/ Trainer, RST Alliance / RST Technologies:

- The prevalent ANSI standards for sound reinforcement
- Importance and benefits of sound reinforcement
- The efficient way of doing sound reinforcement
- Speech re-enforcement

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

Percy Fung of Digital Magic Hong Kong reviews the creative, design, filming, graphics animation, post-production, installations, skills and work flows behind the 3D/ 4D panorama screens used in many of the Shanghai Expo 2010 Pavilions.

Helping governments to improve lives

AV Technologies for Transport Operations, Defence and Public Sector Management



From emergency services and homeland security to utilities and public services such as air, sea and land transportation, healthcare and legal operations, AV systems play a growing role in the ability of governments to provide timely, efficient and quality services; to make well-informed decisions; and hence, to improve lives.

AV systems used in Command and Control Centers allow 24/7 monitoring and response capabilities for emergency and rescue, as well as military operations. Surveillance systems promote public security. Sophisticated video and computer graphics generation, distribution, and display technology in Traffic Operations Center offer real-time management of traffic flow. Digital signage and touch screen kiosks provide interactive convenience and access to public information. Computer communication and conferencing networks enable efficient information sharing within and between government agencies, enhancing collaboration.

Technology managers working for Government and Public Sector services such as Transport, Utilities, Health, Legal, National Defence and Homeland Security, can evaluate AV solutions to help enhance their service operations at InfoComm Asia 2010. The systems described below are just some examples.

Collaborative visualization

The new Fusion Catalyst family of display wall processors from Jupiter Systems ushers in a new era of performance and flexibility for collaborative visualization applications. The 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.

Plug and play digital signage

SpinetX HMP100 is the first networked Hyper Media Player that enriches digital signage projects with high quality video, audio, images, animations and text. All these media can be retrieved by the HMP100 from local or network resources, and can be combined and rendered on any type of digital displays following specific graphical layouts and time schedules. Connected to digital displays through HDMI and VGA, the HMP100 is capable of rendering combinations of media elements from a rich set of formats: audio, video, vector graphics, pictures and text. Distributing content from a central location onto a specific display is as easy as publishing a web page. As a network appliance HMP100 offers plug & play functionalities that simplifies installation, remote maintenance and

monitoring. From anywhere, your network of digital displays is under control.

DLP video wall display

VTRON presents the world's first 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. The Auto Brightness/Color management system minimizes the torment of Colour 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.



Optimal Sound – microphones, headsets and conference systems

The beyerdynamic product range comprises microphones and audio headsets, headsets for TV commentators and pilots as well as conference systems and interpreting facilities. The latest inventions of our engineers include products for 5.1 surround sound integrated in high-tech headphones, the worldwide unique wireless conferencing system Revolutio, high-end headsets with digital noise cancelling, individually manufactured headphones

for iPod fans and Premium Headphones with novel Tesla Technology. The REVOLUTO Line Array Microphones, STEGOS wireless boundary microphones, conference systems, headphones, microphones and wireless systems will be on display at InfoComm Asia 2010. The REVOLUTO features a unique line array microphone technology, which renders the gooseneck microphone unnecessary, and also facilitates a substantially greater voice zone.

Display Processing, recording and connectivity solutions

RGB Spectrum has established itself as a leading designer and manufacturer of cutting-edge videographic products for audio-visual, industrial, and military applications. RGB Spectrum's mission is to offer innovative solutions for the display, recording, and transmission of computer and video signals. Products include videowalls, video codecs, scan converters, video windowing systems, multi-input processors, keyers/overlayers, DVI switchers, video scalars, multi-screen displays, and high scan rate recording devices. Markets for these products are extremely diverse, and include traffic control systems, flight simulators, television stations, tactical operations centers, casinos, training centers, distance learning facilities, video conferencing rooms, boardrooms, network operations centers, and location-based entertainment facilities.

Other exhibiting companies offering AV applications for the government and public service sectors include Aten, Beijing CuanBo JiYe, Beijing Twinflag, Beijing Union Control, Beijing Zhitengfeida, beyerdynamic, CES Audio, Creator, DISE Asia, Elite Screens, Guangzhou Samplex, Guangzhou Ymioo, Jiangsu CLP Lamp, Media-Go, Magenta Research, Qiaodeng Video & Audio Equipment, Shenzhen Bao Ye Heng, Shenzhen Createk, Shenzhen Lite-Magic, Shenzhen Mansion Sinew Technology, Taiden, Vation, Verrex, Winsted and Zhangjiayang Jiangbin.

Summit Highlights

Dealing with the Changing Worldwide RF Spectrum

The RF spectrum is in demand for new media and communications systems now like never before. 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. Gordon Moore, Vice President of Sales, Lectrosomics Inc discusses leading US, European and Asian spectrum allocations and the upcoming challenges to the AV user, and suggests ways to cope with the changes and plan for the future.

Real World Applications for 3D Stereographic Applications - Understanding 3D and its benefits and highlighting realworld uses

David Aleksandersen, CPS and Training Programme Manager of projectiondesign presents an introduction to 3D stereographic imaging, including how to implement 3D with user interactivity, computer aided and virtual environments, highlighting practical uses in educational and enhanced learning experiences, simulation and medical imaging.

Terrorism Risks in Asia + Corporate Risk Mitigation

What are the current trends of terrorism in South East Asia and the Indian Subcontinent? How do these risks impact the business climate, operations of international corporations across Asia? Hear what Steve Vickers, President & CEO, FTI-International Risk, has to say.

Learning opportunities update, upgrade and grow!

InfoComm Asia 2010 Summit



No matter what your professional involvement in the world of AV, you'll find plenty of opportunities at InfoComm Asia 2010 Summit to update your knowledge, upgrade your skills and grow your business.

The InfoComm Asia Summit aims to educate not only the trade professionals involved in the sale and installation of AV systems but also end-users in the vertical market sectors. AV end-users working in the Building sector (e.g, architects, real estate developers, facility managers), in retail and digital OOH media, in entertainment and hospitality, transportation and security, will be able to benefit from the insights offered by the industry experts and market specialists at the Summit.



Digital Signage

Another high-demand technology is Digital Signage. Professionals in Retail, Hospitality, Corporate IT, may want to find out more from Chaki Ng whose latest project is a 3D-touchscreen system for the MIT Media Lab. His paper, **Touch-Based Interactive Digital Signage; Attention, Retention and Motivation - Prospects for the Future**, will cover the technical possibilities and design considerations for successful implementation and the use of touchscreens,

RFID, and mobile devices to enhance the interactive nature of digital signage. Learn how interactive digital display technology can change the way we engage, communicate, promote and market to our target audience. Francesco Ziliani, Chief Operation Officer of SpinetiX, explores **Open Standards in Digital Signage: SMIL vs SVG**. He proposes that SMIL appears limited to provide the flexibility required. Its natural extension, the SVG standard, is progressively introduced to maximize the technology convergence and reusability.



Building Sector

For the building market sector, several papers would be of interest. **AV Design Primer for Architects** by Zane Au, Director in Shen Milsom & Wilke Ltd, discusses how AV systems can be accommodated in architectural and interior designs in order for them to work, taking into consideration perspectives of the intended audience as well as the system or facility operator. Shen Milsom & Wilke is a worldwide acoustics and multimedia technology consultancy company. In **AV Survival Guide for Facility Managers**, Ian D Harris, Managing Director of ihD Ltd introduces the most pressing Audio-Visual issues encountered by those involved in facility-management, and presents need-to-know base-information to enable evaluation of AV scenarios and judgement of others' AV proposals. ihD is a Hong Kong registered company specializing in Audio-Visual, Acoustics, IT, Security, PBX System Design and Consultancy.

Yet another paper for the Building sector - **Designing for 2030: Integrated Building Technology** by Jason Tirado, International Sales Director of Crestron Electronics - seeks to empower project and design teams to integrate building systems, providing useful information for architects, electrical engineers, mechanical engineers, lighting designers, low voltage technology consultants as well as owners and developers.



3D Technology

With 3D technology grabbing the headlines recently, it is timely that more light be shed on the topic. Percy Fung, Production Director from Digital Magic offers an overall review of the creative, design, filming, graphics animation, post-production, and installation of **3D, 4D and Panorama Media Shows for Large Venue at Expo 2010**. 3D technology also has other applications in addition to the Entertainment field. David Aleksandersen, CPS and Training Programme Manager of projectiondesign as, gives an introductory course to **Real World Applications for 3D stereographic applications - Understanding 3D and its Benefits and Highlighting Real-world Uses** highlighting practical uses in educational and enhanced learning experiences, simulation and medical imaging. He will provide an update on available 3D stereographic display technologies and solutions, and a whole host of available installation examples.



Designing for 2030 - Integrated Building Technology

All Sectors



Two papers that should capture the interest of all market sectors are **Understanding the AV Carbon Footprint, and Terrorism Risks in Asia + Corporate Risk Mitigation**. In the first paper, Michael Gopal, AMX's Director of Market Development for North Asia and Japan, evaluates several different scenarios of impact AV 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 – as collaborative AV technologies are not a luxury but an expected norm in today's world. In the second paper, Steve Vickers of FTI-International Risk, Ltd addresses the actual risks of doing business across Asia, based on his extensive experience in handling corporate crises, corruption issues and sudden or radical political changes or "U-turns" in government policies. He will cover current trends in Terrorism in both Southeast Asia and the Indian Subcontinent, and how these actually impact the business climate.



Steve Vickers of FTI-International Risk, Ltd addresses the actual risks of doing business across Asia, based on his extensive experience in handling corporate crises, corruption issues and sudden or radical political changes or "U-turns" in government policies. He will cover current trends in Terrorism in both Southeast Asia and the Indian Subcontinent, and how these actually impact the business climate.



To Attend

Attendance in the Summit program is free except for the CTS Prep Course and SynAudCon Workshop. More information on the presentations and participation cost can be found at www.infocomm-asia.com/summit-overview.php. Register your interest online now.

Summit Overview

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
10:00-17:30 Room N102-110, 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
10:00-17:30 Room N102-110, HKCEC FREE admission			Manufacturers' Presentations	
10:00-17:30 Room N102-110, 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	

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, Lectrosonics, Inc
 Industry: Building, Corporate, Telecommunications, Broadcasting

12:00-13:30 Room N104-105

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

A Technological Briefing of Control, Automation and Instrumentation in Buildings

Presenter: Li Siu Lam, 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

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

16:00-17:30 Room N107

Open Standards in Digital Signage: SMIL vs SVG

Presenter: Francesco Ziliani, Chief Operation Officer, SpinetiX
 Industry: Retail, Advertising/DOOH Media, Building, Corporate, Transportation

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

10:00-11:30 Room N107

AV Survival Guide for Facility Managers

Presenter: Ian D Harris, Managing Director, ihD Ltd
 Industry: Building

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/DOOH Media

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, and 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

12:00-13:30 Room N104-105

AV Design Primer for Architects

Presenter: Zane Au, Director, Shen Milson & Wilke Ltd
 Industry: Building, Architects

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

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

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

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

14:00-15:30 N109-110

Projection Brightness and Contrast

Presenter: Ian D Harris, Managing Director, ihD Ltd
 Industry: All sectors

19 Nov (Friday)

10:00-11:30 Room N102-103

AV standards and their effect on the building industry

Presenter: Scott Wills, Director of International Education, InfoComm International
 Industry: Building, Architects



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 - Fiber Optics

Presenter: Idham Aljaroo, Training Supervisor, Extron Asia

12:00-13:30 Room N102-103

Has Your Company Made the AV/IT Transition?

Presenter: Jay Rogina, CEO, Spinitar and InfoComm Past President

14:00-15:30 Room N102-103

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

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

14:00-15:30 Room N104-105

Professional 3D Projection Displays

Presenter: Dermot Quinn, Product Development Director, Digital Projection International

14:00-15:30 Room N109-110

Redefining the Sales and Delivery Process for Integration

Presenter: Tom Stimson, President, The Stimson Group and InfoComm President

16:00-17:30 Room N102-103

Solving Real-Life HDMI/DVI/DisplayPort Installation Problems

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

16:00-17:30 Room N104-105

Designing for Speech Intelligibility

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

16:00-17:30 Room N109-110

Management Lessons for International Live Events

Presenter: Tom Stimson, President, The Stimson Group and InfoComm President



18 Nov (Thursday)

10:00-11:30 Room N102-103

Intro to Green AV Design

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

14:00-15:30 Room N107

Project Management for AV

Presenter: Ranjit Singh Thaliwal, Consultant/Trainer, RST Alliance Pte Ltd

16:00-17:30 Room N104-105

Loudspeaker Power Ratings - Facts vs. Myths

Presenter: Pat and Brenda Brown, SynAudCon

16:00-17:30 Room N107

Digital Video System Designs: Answering the Challenge

Presenter: Idham Aljaroo, Training Supervisor, Extron Asia

16:00-17:30 Room N109-110

3D Stereoscopic Imaging

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

19 Nov (Friday)

10:00-11:30 Room N104-105

Distributed Audio Systems: Best Practice and new Standards

Presenter: Ranjit Singh Thaliwal, Consultant/Trainer, RST Alliance Pte Ltd

10:00-11:30 Room N107

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

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



Interactive Digital Display Technology – Prospects For The Future

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 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.

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.



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

14:00-14:30

16:00-16:30

Architectural Audio Pte Ltd

Peavey MediaMatrix - Solutions for 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

- 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
 International Broadcast Information
 ITAV
 ITAV (Shanghai)
 ITAV (Guangzhou)
 itavcn
 Jetronic Technology Ltd.
 Jiangsu CLP Lamp
 Jiangsu CLP Lamp Optoelectronic Co. Ltd.
 Jiangsu Redleaf Audio & Visual Equipment Co., Ltd.
 JK Jingke Education System Co., Ltd.
 Julong Educational Technology Co., Ltd.
 Jupiter Systems
 Just Lamps
 Kramer Electronics Asia Pacific Pte Ltd.
 Kunshan Hongjie Electronics Co., Ltd.
 Leovation Ltd.
 Lighthouse Technologies Ltd.
 Lightware Visual Engineering
 LinkCraft Distribution
 Luidia Asia Pte Ltd
 Luminus Devices, Inc.
 Magenta Research (Asia) Ltd.
 Marshall Cavendish
 Matrox Graphics
 Media-Go Engineering Ltd.
 Mediatech (International) Ltd.
 Megastage
 Meyer Sound Laboratories, Inc.
 Muxlab Inc.,
 NETe2MG Ltd.
 NEXCOM China Nanjing Office
 NEXCOM China Shanghai Office
 NEXCOM China Shenzhen Office
 NEXCOM International Co., Ltd.
 Ningbo GQY Video & Telecom Joint Stock Co., Ltd.
 Ningbo Haiyu Electromechanical Technology Co., Ltd.
 onActivity
 ONELAN China
 Opticis Co., Ltd.
 Oray
 Orion PDP Co., Ltd
 Oskareen (UK) Ltd.
 P.H.G Enterprise Sen. Bhd.
 PCM Ltd.
 Penandfree Co., Ltd.
 Penton Korea
 Pixord Corporation
 PJ Times
 PlayBox Technology (Asia Pacific) Sdn Bhd
 Plus In Industry Co
 Pro Audio Asia
 ProAV China
 projectiondesign
 ProjectorWindow
 Pro-United Technology & Engineering Ltd.
 PT Offstarindo Adhiprima
 PT Zioncom Technology
 Putron Electronics Ltd.
 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.
 Schot
 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
 Co., Ltd.
 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.
 Tempo Electronics
 Texas Instruments
 The Sound Room
 TOA China Ltd.
 Tom Lee Music Co., Ltd.
 Tranzendia Ltd.
 Treasure Business Technology Development Ltd.
 Tri-Net Electronics Co., Ltd.
 Trusted Board
 TV One Ltd.
 TV One UK
 TV One USA
 ty360
 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
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 VTRON Technologies Ltd.
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 WolfVision Asia
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 World AV
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 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)

전시 하이라이트

- 디지털 사이니지
- AV 컨퍼런스 시스템
- 교육 및 트레이닝 시스템
- 3D 기술
- 오디오 기술

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현장등록은 11월 17일에는 오전 9시부터, 18일과 19일에는 오전 9시 30분부터 가능합니다. 바이어 등록대(홍콩전시컨벤션센터 1관 앞)에서 전시장 출입증을 받으시기 바랍니다. 작성하신 초청장과 함께 명함을 제출하시면 바이어 출입증을 드립니다.

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- 비즈니스에 적합한 복장 착용
- 반바지, 러닝셔츠, 운동복, 슬리퍼, 샌들 착용시 전시장 입장 불가
- 참가자가 적절한 복장을 착용하지 않았을 경우 행사 주최측은 참가자의 입장을 거부할 수 있습니다.

문의

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숙박 관련 : enquiries@orient-explorer.com

인포컴 아시아 2010 서밋

- CTS Prep Course (11월 15일-17일)
- SynAudCon 워크샵(11월 16일-17일)
- 인포컴 아카데미 세미나(11월 17일-19일)
- 산업 컨퍼런스(11월 17일-19일)
- 제조업체 프레젠테이션(11월 17일-19일)
- 기술현장 방문(11월 19일)



전시 일정 및 전시 시간	장 소
11월 17일(수) - 오전 10시~오후 5시 11월 18일(목) - 오전 10시~오후 5시 11월 19일(금) - 오전 10시~오후 4시	홍콩전시컨벤션센터 Level 1 1관 B,C,D,E홀

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호텔	모든 금액은 미화(\$) 기준으로 세금 및 봉사료 포함된 가격임.					
	11월 16일 - 17일		11월 17일 - 18일		11월 18일 - 19일	
	1인 1실	2인 1실 (트윈)	1인 1실	2인 1실 (트윈)	1인 1실	2인 1실 (트윈)
하버 그랜드 호텔(5성급) Harbour Grand Hotel	187	205	187	205	187	205
하버 플라자 노스 포인트(4성급) Harbour Plaza North Point	124	135	124	135	124	135
니코 호텔(5성급) Nikko Hotel	243	261	243	261	243	261
엘 호텔 사우스 아일랜드(4성급) L-Hotel Island South	126	126	126	126	126	126
룩궉 호텔(4성급) Luk Kwok Hotel	188	199	188	199	188	199
와이 로프트 호텔(3성급) Y-Loft Hostel	97	103	97	103	97	103
카사 호텔(3성급) Casa Hotel	99	99	99	99	99	99

주의: 전신환/신용카드/전신송금 시에는 3% 비용 추가. 조식 포함

후원 기관



공식 미디어 파트너



후원 미디어 파트너

- | | | |
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| A&S Asia | Home Theater | ProAV China |
| audio160.com | HomeToys | Professional Lighting and Speaker |
| AV Bi-Weekly | Intelligent Building | Projector Window |
| AV Magazine | Intelligent Building & City Information | RFP |
| Building Electrical & Intelligent System | International Broadcast Information | Satellite TV & IP Multimedia |
| CARNOC.com | itavcn | Sound Solutions |
| China Multi-media Communication | Mall China | ty360 |
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