

InfoComm Education at ISE 2010

InfoComm Education at ISE 2010 — InfoComm is hosting a number of exciting education sessions at the show in Amsterdam this February, making ISE a great opportunity to earn RUs if you are in the European market. InfoComm seminars will run the length of the show, from 2-4 February 2010, and cover a large breadth of current “hot topics” in the AV industry. Click the titles below to view full descriptions.

 [Register](#)

- [Digital Audio Today](#)

Date: 2 February, 2010

Time: 12:00-13:30

Location: Room D203 - Elicium

Abstract: The world of digital audio is ever changing and 2009 has been, in many ways, a watershed year. Four new networking standards have been released and major changes have been made to another. There have been two serious new entries into the world of digital signal processing along with the increasing number of new digital and networked products from countless manufacturers. Where is this all going? How do you choose the ‘right’ digital technology that won’t be obsolete tomorrow? Roland Hemming sets out what technology there is today, what the options are and where the future trends are leading us. This seminar is aimed at anyone with an interest in audio in their business. It will contain some technical information but will also examine the business case behind digital audio.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

Presenter: Roland Hemming, Consultant

Presenter Bio: Roland Hemming has established himself as one of the leading independent audio consultants and project managers for large technical installations. His wide experience ranges from live events to construction sites, from manufacturing to installation, from cruise ships to theatre, rail, corporate AV, broadcast, education and stadia. He has managed a number of very large projects including the Millennium Dome, Ascot Racecourse and St Pancras station. He is also a consultant to manufacturers on the development of forthcoming audio products and is helping to develop and introduce the next generation of audio networking systems.

Cost: InfoComm Member Price €45

Non-member Price €75

- [Technology Trends in Electronic Displays](#)

Date: 2 February, 2010

Time: 12:00-13:30

Location: Room D204 - Elicium

Abstract: Cholesteric LCD? Pico projectors? Electronic paper? Organic LED? What are the newest techniques of displaying information and what does the future hold? Join renowned display expert Robert S. Simpson, for this enlightening session covering these and many other display technologies. Discover what level of resolution is really required for various situations and what role contrast plays in these differing delivery schemes. This session also includes the discussion of Digital Cinema, Light Sources for Projection, and Status of Plasma Displays and 3D Displays. Mr. Simpson will include application examples for 4K projection. Come prepared to learn and leave better prepared for the future!

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

Presenter: Robert Simpson, Founder Director, Electrosonic

Presenter Bio: Robert Simpson is a holder of the ICIA (INFOCOMM) Distinguished Achievement

Award, and a member of the INFOCOMM Faculty. He is a member of IESNA, SMPTE, SID, SPIE and a Fellow of the BKSTS. In addition, he is a regular writer and speaker on Audio Visual and Lighting Control topics, and his books include "Videowalls – The Book of the Big Electronic Image" (Focal Press 1997) and "Lighting Control – Technology and Applications" (Focal Press 2003). Robert Simpson is Founder Director of Electrosonic.

Cost: InfoComm Member Price €45
Non-member Price €75

- [DVI, HDMI, and SDI in the AV-Space](#)

Date: 2 February, 2010

Time: 14:00-15:30

Location: Room D203 - Elicium

Abstract: This seminar will tackle the questions: What makes digital signals different? What developments of digital signals are we expecting? What makes the design of digital signal management solutions different? How can we handle things like HDCP? How can we convert different digital signals? What are the possibilities to transmit digital signals? What do you have to look for, when installing digital infrastructures?

Learning objectives include:

Explain what makes DVI, HDMI, and SDI signals different from analog signals. Learn how to design digital signal infrastructure. Identify when to use CAT or fibre solutions.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

Presenter: Claus Lohse, CTS, President, syscomtec Distribution AC

Presenter Bio: Claus Lohse began his career in AV as the branch manager of SONY Business & Communication in 1986. In 1990 he founded a/c/t Beratungs & System GmbH, a system integrator in Munich. Then in 1996 he founded Syscomtec Distribution AC, a premium distributor of AV products in Central Europe. This was finally followed in 2001 by founding AV-Mediamap Consulting AG, a company that provides internet and consulting services. In addition to his business activities, Claus Lohse also serves as a member of the InfoComm Faculty.

Cost: InfoComm Member Price €45
Non-member Price €75

- [Telepresence: Making the Business Case](#)

Date: 2 February, 2010

Time: 14:00-15:30

Location: Room D202 - Elicium

Abstract: In this seminar, we'll identify and explain the key drivers behind the recent surge in the telepresence/video marketplace. We will examine the reasons why businesses are adopting this technology, discuss lessons learned from major telepresence implementations and take a look at the road ahead for this technology.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

Presenter: Eddie Clifton, Director Telepresence EMEA, TANDBERG

Presenter Bio: In the past 15 years Eddie has been at the forefront of driving visual communication technology adoption throughout the world. He has worked on some of the largest implementations of telepresence / videoconferencing to date, largely with Global Fortune 100 organizations. In his current role he is responsible for TANDBERG's telepresence organization in Europe Middle East and Africa. Eddie holds an MBA from the University of Wales.

Cost: InfoComm Member Price €45
Non-member Price €75

- [Current Screen Placement Trends in Digital Signage](#)

Date: 2 February, 2010

Time: 14:00-15:30

Location: Room D204 - Elicium

Abstract: This presentation delves into the evolution of screen placement in Retail Digital Signage and addresses the question "What is effective screen placement?" We'll investigate the trend to bring messaging and display screens down to eye level in the retail environment and the trend towards product, department and time specific content. From deployment to content, we'll examine challenges, opportunities and success stories. We'll explore display placement or "screen spotting" as a means to maximize the ROI of any network regardless of size. Real world examples will be shown and discussion will be based on a history of success in Retail Digital Signage deployments.

Learning Objectives include:

- o Become familiar with the current trends in "screen spotting."
 - Understand and describe "day parting" and "store parting."
- o Describe how all of this affects ROI.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

Presenter: Dale Smith, Senior Director of Business Development, Peerless Industries, Inc.

Presenter Bio: With Peerless Industries, Dale Smith oversees national Digital Signage installations and programs for large-scale retail outlets. He is also responsible for establishing and managing strategic relationships throughout the Western United States.

With more than 25 years sales and management experience in the audiovisual and case goods distribution industry, Dale has successfully held positions at the manufacturer, distributor and retail levels. An expert on Digital Signage, he has led merchandising, display and logistical efforts for major chains such as Wal-Mart, K-Mart, Target, Rite Aid and more.

In former capacities, Dale served as general manager for a high-end retailer of AV products, as well as sales manager for a national distributor of video accessory products. Currently he is an active member of the POPAI Digital Signage Advocacy Committee, CEDIA, CEA, ICIA, NSCA and VESA and has earned numerous national sales achievement awards for excellence throughout his career.

Cost: InfoComm Member Price €45

Non-member Price €75

- [The Future of Video Transport and How it Will Change the AV Market](#)

Date: 2 February, 2010

Time: 16:00-17:30

Location: Room D203 - Elicium

Abstract: This course analyzes the impact of emerging video transport trends and technologies. Discuss how Digital Rights Management, HDCP, and various current and proposed HD formats will affect your installations. Learn where the technology is headed and what this means to you and your customers.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

Presenter: Stijn Ooms, CTS, Product Manager, Crestron International

Presenter Bio: Stijn Ooms is Product Manager at Crestron International. As a student of Industrial Engineering at the university of Leuven he created a thesis about building management and home automation. After his studies, he joined Crestron International more than 10 years ago at the technical support and programming department. Later, as a technical sales manager he developed his commercial/sales skills and became responsible for the sales in the Scandinavian countries.

With a big love and experience for project and product development, he became the general Product Manager for the EMEA market at Crestron International. Together with the product designers and engineers from the US headquarters he does research and develops products to fit international needs.

Cost: InfoComm Member Price €45

Non-member Price €75

- [Predictable Performance in Your Projected Display](#)

Date: 2 February, 2010

Time: 16:00-17:30

Location: Room D204 - Elicium

Abstract: Learn methods to analyze your display to ensure it will meet client expectations or defined specifications. Quantify the amount of projected light necessary for a clear, high-contrast image and examine how to deal with ambient light. Discover how to measure projectors and screens using meters and learn how to set, describe and measure an excellent result.

Learning objectives include:

- o Complete comprehension of all aspects of front and rear projected image quality.
- o Learn to use light meters with confidence.
- o Learn to use Excel calculators (supplied with course materials) to plan, measure and report on projected image quality.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

Presenter: Greg Jeffreys, Founder Director, Paradigm AV Ltd.

Presenter Bio: Greg Jeffreys is founder director of Paradigm AV Ltd, Bedford, UK, the specialist rear projection company with over 25 years experience manufacturing rear projection solutions and products and which has now expanded into specialist front projection areas, including simulation.

Greg also acts as specialist consultant advising on and assessing projected image quality. In 2002 he wrote the module on projected displays for Manchester's UMIST University post-graduate MSc on Sustainable Electrical Building Design. He is a founding member of InfoComm's Projected Image Performance Standard committee, and authored the associated best practice paper "Specifying and Assessing Projected Image Quality" (available at <http://www.infocomm.org/>).

An active InfoComm member, Greg serves on the Board of Governors, board of IS Europe exhibition, European Council, as well as the Systems Performance and Projected Image Performance standards committees. He is an adjunct faculty member.

Cost: InfoComm Member Price €45

Non-member Price €75

- [Introduction to the Audio Coverage Uniformity Performance Standard](#)

Date: 2 February, 2010

Time: 16:00-17:30

Location: Room D202 - Elicium

Abstract: Learn all about ANSI/INFOCOMM 1M-2009, InfoComm's first system performance standard approved by ANSI. Learn procedures for measuring spatial coverage and criteria for the design and commissioning of audio systems.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

Presenter: Scott Wills, CTS-I, CTS-D, Director of International Education, InfoComm International

Presenter Bio: Mr. Wills is the Director of International Education for InfoComm. Beyond teaching technical courses for InfoComm, his responsibilities include making audiovisual curriculum relevant to a global audience. His previous role as Senior Staff Instructor for InfoComm International coupled with the great demand for locally focused materials provided the basis for this newly created position. He received his electronic technical training from the US Navy, specializing in navigational aids, radar, TACAN and VOR systems. Prior to joining InfoComm in 2000, Scott gained over twenty years experience in all aspects of the technical integration of AV communications with Audio Visual Systems (which became part of MCSi) in Dayton, Ohio. Scott held the position of Director of Design and Engineering, where he completed many high-profile projects, including "Presentations Magazine" award-winning Mercantile Stores corporate offices and Delphi Automotive World Headquarters.

Cost: InfoComm Member Price €45

Non-member Price €75

- [Avoid Costly Mistakes in Your Integration -- Tips to Conduct a Thorough Site Survey](#)

Date: 3 February, 2010

Time: 10:00-11:30

Location: Room D204 - Elicium

Abstract: Knowledge of your customer's requirements is essential for any sale, but for an engineered solution to be successful requires even greater planning and attention to exacting details. Misinformation, miscommunication or just plain misunderstanding can be the cause of extensive and unnecessary installation delays and mounting project costs. The session will identify various issues to be checked, confirmed, and double-checked on a site survey to head off problems before they occur and smooth the path for efficient and profitable installations.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

Presenter: Paul Nolan, Director, integrated circles

Presenter Bio: Paul Nolan, CTS is a native of Dublin, with over 25 years experience in the audio visual business. Over the years Paul has worked in sales, product marketing, project management, field technical services and customer training roles. Paul has been involved from the conceptual stage of audio-visual facilities design through to the final installation for corporate, government, museum and heritage clientele, with work encompassing both permanent and temporary installations. Paul is currently a director at London based manufacturer and system integrator, Integrated Circles Ltd.

Cost: InfoComm Member Price €45

Non-member Price €75

- [**Calibration & Colour Matching of Displays**](#)

Date: 3 February, 2010

Time: 10:00-11:30

Location: Room D202 - Elicium

Abstract: The "Calibration & Colour Matching of Displays" seminar will guide you through the most important reasons why and when you need to perform a calibration of your display. The seminar covers the theory behind gray scale calibration, colour standards, white points, colour gamuts and the CIE chart as well as the tools and equipment you need to calibrate in a changing AV world with new and exciting illumination sources, such as LED & Laser and the traditional UHP and Xenon lamps. We will focus on front and rear projection, but the theory is applicable to any display.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

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

Presenter Bio: David Aleksandersen is the CPS Training Programme Manager at high-performance projector manufacturer, projectiondesign and he is responsible for the worldwide development and execution of the company's initiatives in knowledge transfer and partner training. David has been working at projectiondesign in Norway for the past four years. David has strong experience in working across various industries and during his work history, he has held senior board, business and product development roles to bring new and emerging products, technologies and services to market. David holds a bachelor degree in Computer Sciences.

Cost: InfoComm Member Price €45

Non-member Price €75

- [**AV Signal Management on IT Infrastructure**](#)

Date: 3 February, 2010

Time: 10:00-11:30

Location: Room D203 - Elicium

Abstract: In this seminar, we'll identify the advantage of using IT infrastructure to do signal management. If we take care of some critical parameters, any Fast Ethernet can be used as an AV system. Instead of huge matrix switchers, use professional IT equipment for a much lower price. We will discover the possibilities, strength and weakness of such applications.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

Presenter: Uwe Röddinger, CTS, Product Portfolio Manager, Business Development, COMM-TEC (Germany) GmbH

Presenter Bio: Uwe has been working in the AV industry since 1972. After an apprenticeship as a

service technician in the Radio and TV technology industry, he began working with the early PCs in 1980, a couple of years before Apple. Since then he is at home in both worlds. In the mid 80's Uwe began teaching and training. Video Editing for Professional Photographers was one of his first professional seminars. In 1992 he joined COMM-TEC, a European Distributor, as Product Manager for control technology. Most trainings from 1992 to 1996 for AMX in Germany were conducted by Uwe. In addition, Uwe continues to conduct seminars for COMM-TEC dealers, but also gives "train the trainer" courses to other COMM-TEC trainers. Since 2006 Uwe is the first and only German speaking InfoComm CTS trainer in Europe. In addition to his training responsibilities, Uwe is Director Portfolio Management, and is at present establishing a complete new approach of IT based technologies for the AV world at COMM-TEC.

Cost: InfoComm Member Price €45
Non-member Price €75

- [**How AV Pros Can Communicate with IT Departments**](#)

Date: 3 February, 2010
Time: 12:00-13:30
Location: Room D203 - Elicium

Abstract:How is your IT knowledge as an AV Pro? Have you ever experienced issues integrating your AV system in an existing IT network? Or have you had problems configuring multiple Wi-Fi Access Points? This presentation will cover the topics above and discuss solutions to the difficulties that arise when AV & IT collide.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

Presenter: Kevin Huysegoms, CTS, Senior ATSG Lead Engineer, Crestron International

Presenter Bio: Kevin Huysegoms is Lead Engineer of the Advanced Technical Support Group at Crestron International. Kevin has over four years experience with Crestron and is an experienced trainer. He started with the company as a Technical Support Engineer and after 3.5 years gaining this hands-on experience, Kevin co-founded the ATSG group for the EMEA region. Kevin has a Bachelor degree in Electronics / ICT.

Cost: InfoComm Member Price €45
Non-member Price €75

- [**The Developing IEEE 802.1 Audio Video Bridging \(AVB\) Standard: How it will affect the AV industry**](#)

Date: 3 February, 2010
Time: 12:00-13:30
Location: Room D204 - Elicium

Abstract: The emerging IEEE 802.1 Audio Video Bridging (AVB) standards specify clock synchronization and Quality of Service (QoS) network services facilitating the transport of audio and video over digital networks. This presentation will begin by explaining the basic AVB standards: what they are and what they offer. As AVB becomes available in networking equipment, it is important to understand the design issues and challenges in installing an AVB based network. We will discuss what the implications of AVB are as it relates to chip vendors, system suppliers, installers and end users. We will also cover two other standards, IEEE 1722 and IEEE 1733 and how they relate to IEEE 802.1 AVB standard.

Learning objectives include:

- Overview of the AVB standard.
- Design issues in migrating to AVB and its affects on the AV industry.
- IEEE 1722 and IEEE 1733 standards and their relationship to IEEE 802.1 AVB standard.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5 **CTS-D:** 1.5 **CTS-I:** 1.5 **Max:** 1.5

Presenter: Aidan Williams, Chief Technology Officer, Audinate

Presenter Bio: Aidan Williams is the co-founder and CTO of Audinate, a recognized leader in IP based digital media networking solutions. Aidan helped to form Audinate as a spin-out from National ICT Australia (NICTA). Prior to joining NICTA, Aidan was at the Motorola Australian Research Centre where

he worked in the areas of zeroconf IP networking, IPv6, reliable multicast, wireless mobile ad hoc networking and home networking residential gateways. Aidan has been a contributing author on a number of IETF documents. Aidan has a BSc in Computer Science and a BEng (Hons I) in Electrical Engineering, both from the University of New South Wales, Australia.

Cost: InfoComm Member Price €45
Non-member Price €75

- [3D Stereoscopic Imaging](#)

Date: 3 February, 2010

Time: 12:00-13:30

Location: Room D202 - Elicium

Abstract: Audience members will be treated to an in-depth introduction to today's stereoscopic 3-D visualization technologies and will 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

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

Presenter Bio: David Aleksandersen is the CPS Training Programme Manager at high-performance projector manufacturer, projectiondesign and he is responsible for the worldwide development and execution of the company's initiatives in knowledge transfer and partner training. David has been working at projectiondesign in Norway for the past four years. David has strong experience in working across various industries and during his work history, he has held senior board, business and product development roles to bring new and emerging products, technologies and services to market. David holds a bachelor degree in Computer Sciences.

Cost: InfoComm Member Price €45
Non-member Price €75

- [Solving Real-Life HDMI/DVI/DisplayPort Installation Problems](#)

Date: 3 February, 2010

Time: 14:00-15:30

Location: Room D202 - Elicium

Abstract: 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. In this session we 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.

Learning objectives include:

- Describe basic structure of DVI/HDMI/DisplayPort formats
- List three problems that occur when using these formats in large-scale AV installations.
- Overcome EDID related problems in HDMI/DVI installations.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

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

Presenter Bio: After studying Computer Electronic Engineering at the Ben Gurion University, Israel, Neta joined Orad Hi-Tec Systems as a Hardware design engineer. During his 5 years with the company he designed various products supporting virtual studios for broadcast applications, and was involved in large scale projects such as the implementation of virtual studios and virtual image processing technologies for the broadcasting of the Sydney Olympic Games.

In 2003 he joined Kramer Electronics and has since designed numerous products for the digital video formats such as FireWire, SDI, HD-SDI, DVI and HDMI. In 2007 he was appointed product manager for

this line of products. Neta mastered the popular DVI and HDMI technologies and now serves as a consultant to other companies as well. Neta routinely participates in many of Kramer's educational seminars and trains customers worldwide in these various digital video formats including their use and the problem solving that accompanies them.

Cost: InfoComm Member Price €45
Non-member Price €75

- [**LEEDership in AV / IT Design -- Understanding the Latest Green Building Standards and Delivering Best Practice to Meet Them**](#)

Date: 3 February, 2010

Time: 14:00-15:30

Location: Room D203 - Elicium

Abstract: This session will start by debunking the myths around climate change and put the science into context for a technology audience. The LEED rating system will be explained in detail along with an outline of reasons to use LEED and an examination of how it affects the AV / IT profession. A case study based on the world's largest green building, the California Academy of Sciences and some practical AV / IT methodology will be presented alongside design tips based on best practice built up over the last 5 years working on green building projects worldwide.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

Presenters: Blair Parkin and Frank Sheehan, Founding Directors, Visual Acuity Limited

Presenter Bios: Blair Parkin, Managing Director, Visual Acuity

In April 2002, Blair founded Visual Acuity. He has extensive experience of the audio-visual, visualization, presentation and computing market places and works with clients to define the project objectives, including timescales and digital and new media technology, content and architectural and operational impact. Blair is highly regarded in the industry and has worked on many of the world's most exciting projects including the California Academy of Sciences, the world's largest and first LEED platinum rated building. He regularly chairs seminars and special interest groups on green technology and simulation and visualization.

Frank Sheehan, Director of Technology, Visual Acuity

Frank is a founding Director of Visual Acuity. He has over 30 years practical experience in the field of professional audio visual communications and is qualified in electronic engineering and microelectronics. He identifies technology that best suits client needs to articulate and implement their visualization and technology strategy ranging from the computer graphics infrastructure to any matrix switching to the display and audio as well as to the required control system. Frank sits on the InfoComm European council and regularly presents InfoComm training at ISE.

Cost: InfoComm Member Price €45
Non-member Price €75

- [**Applying TelePresence Principles**](#)

Date: 3 February, 2010

Time: 14:00-15:30

Location: Room D204 - Elicium

Abstract: Today's audio visual challenge is to deliver compelling value added solutions to varied industries. In the conferencing sector, a few vendors have very successfully productized highly integrated telepresence suite solutions based on the perfect blend of audio visual, networking, codec, and management technology. These same ingredients can be brought together to solve specific advanced communication challenges not confined to a pre-defined telepresence suite such as situation control rooms, operating rooms, satellite churches, and connected conference theaters. This session will examine the related ingredients to meet such challenges and deliver differentiated network video solutions.

Learning objectives include:

- Distance network options.
- Codec performance essentials.
- Apply telepresence principles to identify solutions to advanced communication challenges.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, CTS-D: 1.5, CTS-I: 1.5, Max: 1.5

Presenter: Peter Maag, Senior Vice President of Marketing & Business Development, HaiVision Network Video

Presenter Bio: Peter has over 20 years of experience in international business development, sales, marketing, and strategic partner development. Previously, he served as Vice President at Hyperchip (telecommunications sector) and at Discreet Logic (multimedia/broadcast sector), developing top-level strategic alliances and channel / OEM partnerships. Peter received his MBA from McGill University in Montreal (Canada) and his Bachelor of Engineering Science (Mechanical Engineering) degree from the University of Western Ontario in London (Canada).

Co-Presenter: Joseph Gaucher, Chief Technology Officer and Executive VP

Co-Presenter Bio: Joe Gaucher has more than 40 years of technology leadership, is a renowned expert in the IP video market and was the founder and CTO of Video Furnace. Prior to founding Video Furnace in 2002, Joe was CTO of ClearBand, LLC, a streaming media provider. Before that, he was Vice President of Technology for Viacom New Media, the successor to ICOM Simulations, where he served as Vice President of technology. There he led the development of the world's first commercial application to leverage full-motion video technology in a video game. The award-winning *Sherlock Holmes Consulting Detective* set a new bar for digital video. Prior to Viacom, Gaucher founded OnTime Software, Inc., which became one of the leading interactive software developers for Hasbro/Parker Brothers. Gaucher has a bachelor of science and an M.B.A. from Loyola University in Chicago. He is a highly sought-after speaker at industry conferences, and has authored numerous white papers on a broad range of topics related to digital video, while also serving on the boards of numerous technology companies.

Cost: InfoComm Member Price €45
Non-member Price €75

- [**Today's Fibre Technology: It's Time to Think Differently**](#)

Date: 3 February, 2010

Time: 16:00-17:30

Location: Room D202 - Elicium

Abstract: Fibre optic technology for Pro AV has repeatedly been characterized as "too delicate" or "just not right" for most every application. This seminar will debunk these myths and demonstrate that today's fibre technology and products expand beyond the traditional long-distance requirements to provide economical savings and technical superiority over copper distribution. We'll do a live demonstration of fibre's ruggedness and versatility plus analyze typical applications to compare to copper. We will summarize the basics of today's fibre technology and review available state-of-the-art products to discuss how they can be employed for effective system designs.

Learning objectives include:

- Pro AV capabilities of fibre technology.
- How and why system design techniques differ for fibre and copper.
- Learn when fibre can achieve cost savings and technical superiority.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5 CTS-D: 1.5 CTS-I: 1.5 Max: 1.5

Presenter: John Lopinto, President & CEO, Communications Specialties, Inc.

Presenter Bio: As an Electrical Engineer, Mr. Lopinto has worked in the Pro AV and Broadcast industries for 25 years with the CBS Television Network, Home Box Office and as the co-founder and COO of Communications Specialties, Inc., which designs and manufactures fibre optic and scan converter products for the Pro AV and Broadcast industries. Mr. Lopinto is a member of SMPTE and IEEE and is an Adjunct Faculty member for InfoComm. He has given numerous seminars and courses on fibre optics to the Pro AV and Broadcast industries throughout the world on behalf of InfoComm, NSCA, SMPTE and his company.

Cost: InfoComm Member Price €45
Non-member Price €75

- [**Adding Value through Digital Signage**](#)

Date: 3 February, 2010

Time: 16:00-17:30

Location: Room D204 - Elicium

Abstract: For system integrators, selling digital signage is not like selling a projector; the requirements are rarely clearly defined, easy to order or install. System integrators can add significant value to their customer's business when they provide an engineered solution built around the customer's needs. A well planned, well executed digital signage deployment can enhance a business and lower costs through targeted communications.

Learning objectives include:

- o Learn how to help customers identify business goals for the project.
- o Learn how to help customers access real time information within their organization.
- o Learn how to help customers secure their system without restricting users.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

Presenter: Jeff Collard, P. Eng., President, Omnivex Corporation

Presenter Bio: As President of Omnivex Corporation, Jeff Collard leads Omnivex's sales and marketing activities and relationships with its business partners. Jeff holds a degree in Engineering, has authored numerous articles on digital signage and travels extensively throughout the world speaking at industry seminars. Omnivex has been a leader in software development for digital signage since 1991.

Cost: InfoComm Member Price €45

Non-member Price €75

- [Application of IP Video for Corporate Video Deployment](#)

Date: 4 February, 2010

Time: 10:00-11:30

Location: Room D204 - Elicium

Abstract: Taking advantage of the performance and ubiquity of HD H.264 encoding, IP video delivery offers a versatile, cost-effective alternative to video distribution over conventional cable-based systems. This presentation will explore how a single video-over-IP platform can: simplify distribution of live video to computers and set-top boxes across a corporate network, with video coordinated on the desktop and video display; enable creation of scheduled playback channels for enterprise TV and signage; and support video-on-demand services. We'll examine how features like secure access and convenient control contribute to end-to-end reliability and utility of IP video delivery systems.

Learning objectives include:

- o Reach every desktop.
- o Deliver coordinated video to displays and desktops.
- o Integrate live channel, playback channels, and video on demand within the enterprise.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

Presenter: Peter Maag, Senior Vice President of Marketing & Business Development, HaiVision Network Video

Presenter Bio: Peter has over 20 years of experience in international business development, sales, marketing, and strategic partner development. Previously, he served as Vice President at Hyperchip (telecommunications sector) and at Discreet Logic (multimedia/broadcast sector), developing top-level strategic alliances and channel / OEM partnerships. Peter received his MBA from McGill University in Montreal (Canada) and his Bachelor of Engineering Science (Mechanical Engineering) degree from the University of Western Ontario in London (Canada).

Co-Presenter: Joseph Gaucher, Chief Technology Officer and Executive VP

Co-Presenter Bio: Joe Gaucher has more than 40 years of technology leadership, is a renowned expert in the IP video market and was the founder and CTO of Video Furnace. Prior to founding Video Furnace in 2002, Joe was CTO of ClearBand, LLC, a streaming media provider. Before that, he was Vice President of Technology for Viacom New Media, the successor to ICOM Simulations, where he served as Vice President of Technology. There he led the development of the world's first commercial application to leverage full-motion video technology in a video game. The award-winning *Sherlock Holmes*

Consulting Detective set a new bar for digital video. Prior to Viacom, Gaucher founded OnTime Software, Inc., which became one of the leading interactive software developers for Hasbro/Parker Brothers. Gaucher has a bachelor of science and an M.B.A. from Loyola University in Chicago. He is a highly sought-after speaker at industry conferences, and has authored numerous white papers on a broad range of topics related to digital video, while also serving on the boards of numerous technology companies.

Cost: InfoComm Member Price €45
Non-member Price €75

- [**What is HD-SDI and How Can You Use it to Your Advantage in Your AV Installations?**](#)

Date: 4 February, 2010
Time: 10:00-11:30
Location: Room D203 - Elicium

Abstract: 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.

Learning objectives include:

- Describe the HD-SDI format.
- List three benefits of using HD-SDI in AV installations.
- Describe HDCP and the issues it causes when converting from HDMI to HD-SDI and vice versa.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

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

Presenter Bio: After studying Computer Electronic Engineering at the Ben Gurion University, Israel, Neta joined Orad Hi-Tec Systems as a Hardware design engineer. During his 5 years with the company he designed various products supporting virtual studios for broadcast applications, and was involved in large scale projects such as the implementation of virtual studios and virtual image processing technologies for the broadcasting of the Sydney Olympic Games.

In 2003 he joined Kramer Electronics and has since designed numerous products for the digital video formats such as FireWire, SDI, HD-SDI, DVI and HDMI. In 2007 he was appointed product manager for this line of products. Neta mastered the popular DVI and HDMI technologies and now serves as a consultant to other companies as well. Neta routinely participates in many of Kramer's educational seminars and trains customers worldwide in these various digital video formats including their use and the problem solving that accompanies them.

Cost: InfoComm Member Price €45
Non-member Price €75

- [**Use Market Research to Expand Your AV Business**](#)

Date: 4 February, 2010
Time: 10:00-11:30
Location: Room D202 - Elicium

Abstract: Is there anything you can do to make sure your next move into an AV market segment is the right one? This is a common question raised by many. You can take one of two steps to identify the unknowns -- rely on your intuition, or do some research and get the facts. Market research is critical for providing the basic data that will determine if and where you can sell your product or service.

This seminar will examine market research currently available in many forms for the AV industry and will show you how to apply the data to your business using case studies for various AV market segments. In addition, the session will look at opportunities and tools you can use to perform your own market research to augment what is available for your area.

Materials provided will include executive summaries of some current AV market research, a market research resource guide, and a checklist to use when you plan to expand into a new market.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

Presenter: Duffy J. Wilbert, CTS, CAE, Senior Vice President of Membership, InfoComm International

Presenter Bio: Duffy Wilbert, CTS, CAE, is InfoComm International's Senior Vice President of Membership, overseeing membership recruitment, retention and general association sales as well as the association's market research and industry outreach initiatives. He joined InfoComm International in 2003. A 30-year veteran of the audiovisual industry, he is no stranger to the association. Wilbert has served in multiple volunteer capacities over the years, including six years as Chairman of the Professional Education and Training Committee. He also has developed courses for the Institute for Professional Development and served more than a dozen years as an InfoComm faculty member conducting courses on sales, video and system design. Wilbert has been honored as the association's Educator of the Year. Prior to joining InfoComm, Wilbert worked for 13 years in the professional divisions of Sony Electronics in varying capacities including market development, sales, and operations. Wilbert also has many years experience as an audiovisual reseller. He first joined the AV industry in broadcasting.

Cost: InfoComm Member Price €45
Non-member Price €75

- [HDCP and Commercial AV](#)

Date: 4 February, 2010
Time: 12:00-13:30
Location: Room D202 — Elicium

Abstract: The purpose of this seminar is to enable Pro AV designers, installers, and trouble shooters to gain a better understanding of the HDCP constructs. During the session we will learn terminology, outline the Content Protection Path, and consider various usage scenarios. In addition interfaces, topology constraints, data elements, authentication steps, and switching DCP will all be discussed.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

Presenter: Kamran Ahmed, Director of International Sales & Senior Technology Advisor, Magenta Research

- **Presenter Bio:** Ahmed brings over 10 years of international experience in sales and product management including key leadership roles at Matrox Graphics' product management department and Solvision's sales department. Magenta will also leverage Ahmed's extensive experience in defining technology products for the 2D/3D graphics and video technology fields to assist in future product strategy. Kamran graduated from McGill University in Montreal, Canada with a degree in Computer Engineering.

Cost: InfoComm Member Price €45
Non-member Price €75

- [AV Signal- Verarbeitung und Übermittlung auf IT-Infrastruktur](#)

Date: 4 February, 2010
Time: 12:00-13:30
Location: Room D203 - Elicium

Dieses Seminar wird in DEUTSCHER SPRACHE abgehalten.
This seminar will be presented in GERMAN.

Abstract:

Dieses Seminar bietet 1.5 InfoComm RUs.:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

Presenter: Uwe Röddinger, CTS, Product Portfolio Manager, Business Development, COMM-TEC (Germany) GmbH

Presenter Bio:

Cost: InfoComm Mitglied €45
Nicht-Mitglied €75

- [Design in AV Integration -- Intro to Visual Elements](#)

Date: 3 February, 2010
Time: 16:00-17:30
Location: Room D204 - Elicium

Abstract: Based on the principles outlined in InfoComm's Design Curriculum series, this seminar will introduce the various visual elements that must be considered in design of display systems. We'll

explain elements such as visual acuity, image resolution, image size, image height, viewing distance, text height and displays and outline how they affect design. Finally, we'll explore design techniques, mathematical formulas and methods to effectively design with these visual elements in mind.

This Seminar is approved to provide InfoComm certification renewal units:



CTS: 1.5, **CTS-D:** 1.5, **CTS-I:** 1.5, **Max:** 1.5

Presenter: Scott Wills, CTS-I, CTS-D, Director of International Education, InfoComm International

Presenter Bio: Mr. Wills is the Director of International Education for InfoComm. Beyond teaching technical courses for InfoComm, his responsibilities include making audiovisual curriculum relevant to a global audience. His previous role as Senior Staff Instructor for InfoComm International coupled with the great demand for locally focused materials provided the basis for this newly created position. He received his electronic technical training from the US Navy, specializing in navigational aids, radar, TACAN and VOR systems. Prior to joining InfoComm in 2000, Scott gained over twenty years experience in all aspects of the technical integration of AV communications with Audio Visual Systems (which became part of MCSi) in Dayton, Ohio. Scott held the position of Director of Design and Engineering, where he completed many high-profile projects, including "Presentations Magazine" award-winning Mercantile Stores corporate offices and Delphi Automotive World Headquarters.

Cost: InfoComm Member Price €45

Non-member Price €75

- [Digital Signage -- An Exploration of Embedded Systems vs. PC Based Solutions for Use in Digital Signage Networks](#)

Date: 4 February, 2010

Time: 12:00-13:30

Location: Room D204 - Elicium

Abstract: This seminar will explore the use and benefits of embedded systems in digital signage networks highlighting some real-life case studies integrated with 3G, GPS and other 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

Presenter: Serge Konter, Marketing Manager, SpinetiX

Presenter Bio: Serge Konter is marketing manager at Swiss digital signage hardware and software manufacturer, SpinetiX. Serge is responsible for the International positioning of the SpinetiX brand and products. He joined SpinetiX in 2008 and comes from an IT E-Learning and Product Management background and was previously employed at Cisco Systems and General Electric. Serge is fluent in English, French, German and Dutch languages. He is an informatics (academic computer and information science) and marketing degree graduate of the University of Fribourg, Switzerland.

Cost: InfoComm Member Price €45

Non-member Price €75

- [DVI-, HDMI- und SDI-Signale in der AV-Installation](#)

Date: 4 February, 2010

Time: 14:00-15:30

Location: Room D203 - Elicium

Dieses Seminar wird in DEUTSCHER SPRACHE abgehalten.

This seminar will be presented in GERMAN.

Abstract: Was unterscheidet digitale AV-Signale von Analogen? Was sind die Entwicklungen im Bereich digitaler Signale? Was unterscheidet eine digitale Infrastruktur von einer Analogen? Auf was muss man bei der Planung achten? Auf was müssen wir bei HDCP achten? Wie können wir digitale Signal konvertieren? Wie kann man digitale Signale übertragen? Auf was muss man bei der Installation achten?

Lernziele:

- Was unterscheidet digital Signale in der AV-Installation von analogen Systemen.
- Was ist bei der Planung digitaler Infrastrukturen zu beachten.
- Wann sind Lösungen über CAT und Glasfaser sinnvoll.

Dieses Seminar bietet 1.5 InfoComm RUs.:



CTS: 1.5, CTS-D: 1.5, CTS-I: 1.5, Max: 1.5

Presenter: Claus Lohse, CTS, Vorstand, syscomtec Distribution AC

Presenter Bio: Claus Lohse arbeitet seit Jahren für die INFOCOMM als Referent. Sseit 1986 ist er in der AV-Branche tätig. Er begann bei SONY Broadcast & Communication als Niederlassungsleiter, gründet 1990 die a/c/t einen AV-Systemintegrator in München, 1996 folgte Syscomtec ein Premium Distributor von AV Produkten in Zentraleuropa und schließlich starte in 2001 die AV-Mediamap Consulting AG, ein Unternehmen für Internet- und Beratungsservices.

Cost: InfoComm Mitglied €45
Nicht-Mitglied €75

 [Register](#)

Copyright 2011 InfoComm International