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Fencepost – Peters Canyon, CA

Welcome to the June 2016 edition of Scanlines, the newsletter of The Enright Company, Professional Video/Multimedia Representatives 1801 - I Park Court Place Suite 100, Santa Ana, CA 92701 (888) 334-7773

## NOTES

by Erik Noble - The Enright Company

### AV Buzzwords

When you need to fill gaps in conversation, it's incredibly easy to rely on using buzzwords. Common examples are: like, such as, and uhm. I am often guilty of using 'like' improperly and catch myself only after I've said it a few times.

While running around InfoComm 2016, I could not help but notice the flurry of tech buzzwords thrown around. We constantly see words like 'the cloud', 'wireless', and 'collaboration' in product descriptions, among other proprietary phrases. I can almost see boxes getting checked as these terms are rattled off.

In the middle of a quick booth tour by a manufacturer that will go unnamed, I had asked how their new box worked, to which the tour guide responded, "Oh, it's wireless." Clearly I needed to investigate elsewhere. After the tour and some evasive maneuvering, I snagged a pamphlet from the back table to see what mystery technology was being referred to. You guessed it, 'wireless' with a checkbox next to it. I ended up picking up the widget to check what certifications it had on the back. I was not at InfoComm to purchase any gear, but if I wanted that box to connect to a standard WAN, I can tell you that I would have been disappointed.

Tech buzzwords or jargon can be useful if everybody is on the same page. When products have more abilities added with each iteration, it is standard practice to boil down a whole feature-set to one easy catchall phrase. Only, when a term is used that has different meanings to different people, we have a problem.

*Erik Noble is has been with Enright Company since 2014. A graduate of UCLA, he handles inside sales and much more.*



Erik Noble  
The Enright Company

## SAVE THESE DATES FOR OUR COMMERCIAL TECHNOLOGY SHOWCASES

Coming to a City Near You!

- September 20: South San Francisco Conference Center
- October 4-6: LA, OC and NV – standby for locations
- November 15: Phoenix – standby for location
- November 17: Las Vegas – standby for location

## Enright Company Manufacturers Win Awards at InfoComm2016

by Logan Enright, CTS - The Enright Company

Many Enright Company manufacturers received trade magazines awards at InfoComm2016 for their contribution to the AV industry in 2016. The following summary includes awards announced at the time of this Scanlines publication.

### Digital Signage Magazine

The Best of Show Awards by Digital Signage Magazine recognizes new and outstanding products exhibited at the InfoComm2016 show. They are selected by a panel of AV professionals.



Winners in the Digital Signage category include:

- SunBriteTV:** SB-8418UHD 84-inch 4K UHD Outdoor Television
- Barco:** R-Series Digital Media Canvas (LED)
- Hall Research:** HHD264 – The Dynamic Virtual Matrix Switch
- Casio:** LampFree XJ-F210WN Advanced Series Projector, 3500 ANSI lumens, WXGA resolution
- Stewart Filmscreen:** Torrent ElectriScreen

### AV Technology Magazine

AV Technology's Best of Show Winners are selected by a panel of five judges "based on the proposed value proposition/ROI, richness and relevance of the feature set, perceived ease of installation, ease of management, and user friendliness" as stated by Margot Douaihy, editorial director of AV Technology.

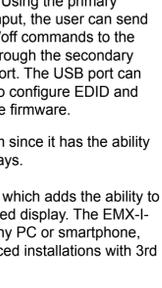


Winners in the Digital Signage category include:

- Barco:** ClickShare CSE-200
- Stewart Filmscreen:** Torrent ElectriScreen
- SunBriteTV:** SB-8418UHD
- Vaddio:** PCC Premier

### Commercial Integrator

The Commercial Integrator BEST Awards program highlights the most outstanding new products, solutions and services that could impact the commercial integration industry in 2016. Criteria for the winning products included innovation, functionality, competitive advantages and benefits to the installer.



Commercial Integrator Best Awards for Audio/Video include:

- Audio Distribution Systems:**  
**Klipsch:** Klipsch Professional Series Landscape Speakers
- Conference/Classroom Projectors:**  
**Barco:** Barco F90-4K13 Projector
- Matrix Switchers:**  
**ZeeVee:** ZYPer
- Media Servers:**  
**Barco:** Barco XPR-604 Media Server
- Outdoor Displays:**  
**SunBriteTV:** SB-8418HD
- Video Walls Solutions:**  
**Barco:** Flagship Laser for 24/7 Control Rooms

Congratulations to all the manufacturers who displayed the many fine products at InfoComm2016!

## Hall Research's 4K HDMI Audio Extractor and Amp is a Winner

by Dave Fahrback, CTS - The Enright Company

Hall Research's ([www.hallresearch.com](http://www.hallresearch.com)) 4K HDMI Audio Extractor and Amp was named "Best of Show Award in Signal Management" at ISE 2016 by AV Technology. The EMX-AMP is a 4K HDMI Audio Extractor with EDID management and a built-in 50 watt audio amplifier for direct connection of 8 ohm speakers. The device also provides line-level stereo Aux audio input and allows audio mixing of HDMI audio with the Aux input. Volume can be controlled from the front panel, RS-232, or an external digital rotary pot (encoder) that can be mounted on a wall-plate.



Dave Fahrback  
The Enright Company



A second independent RS-232 output port can be used to control other devices such as a video projector. Using the primary RS-232 input, the user can send power on/off commands to the display through the secondary RS-232 port. The USB port can be used to configure EDID and update the firmware.

The EMX-AMP can be used as a stand-alone control system since it has the ability to store power ON and OFF commands for connected displays.

An infrared version is also available (Model EMX-I-AMP) which adds the ability to control volume, Aux input mix, and control power of connected display. The EMX-I-AMP features built-in WebGUI that can be accessed from any PC or smartphone, and it also includes a full set of Telnet commands for advanced installations with 3rd party LAN-based control systems.

See more at [www.hallresearch.com/page/Products/EMX-AMP](http://www.hallresearch.com/page/Products/EMX-AMP).

The Enright Company represents Hall Research in CA, NV, AZ and HI.

## The Trend Toward Higher-Bandwidth Category Cables

by Brian Rizzo, CEO - ICE Cable Systems

At ICE Cable Systems ([www.icecable.com](http://www.icecable.com)) - a premium wire & cable brand that serves AV integrators globally - one of the biggest industry trends we are seeing is the shift towards the use of ultra-high bandwidth category cables to meet the increased demands imposed by today's electronics.



Brian Rizzo  
ICE Cable Systems

CAT 6A, CAT 7, CAT 7A

4K UHD video has taken the AV world by storm and has been a driving factor in the evolving world of high definition video. While 4k video dazzles your clients with its beautiful picture quality, the signal required is quite challenging and is very similar to a 10 Gigabit data network. The newer generation of CAT 6A and CAT 7 are specifically designed to meet or exceed this new challenge, and because of this we have seen this product category really take off.

When we look at the bandwidth requirements for 4k, CAT 6A has really become the minimum standard. Its combination of a higher twist rate and better insulation means it can achieve the 10-Gig speeds required for proper UHD content. With 4k's increased bandwidth requirements we are actually seeing a lot of integrators stop pulling CAT 5e altogether.

But what happens as the 4k of today continues to improve? Future upgrades in 3D, color depth, and refresh rate promise to push the demands of CAT cable even further. That is why we are suggesting dealers future proof by pulling CAT 7. Our Cat 7 is dual shielded which virtually eliminates interference from both high voltage sources (such as lighting), as well as other high frequency interference. Cat 7 gives you that additional headroom your client will need going forward.

Both of ICE's Cat 6a and Cat 7 are independently tested and certified to ensure you get the highest possible performance from your HDBaseT certified equipment. (HDBaseT is a connectivity standard for whole-home and commercial distribution of uncompressed HD multimedia content.)

As we look into the future we will no doubt continue to push the envelope of what twisted pair technology can do. While it's important to keep up on cable technology, it's also important to keep an eye on is connector technology. The standard 8P8C RJ45 connector we have all grown to love can "only" handle up to 600mhz and will need to be updated at some point. The future is unclear with multiple competing standards such as GG45, TERA, and ARJ45 connectors all promising performance up to 1000mhz. ICE will continue to monitor the latest shifts in our industry to ensure you always have the the high performance cable you need to get the job done right.

The Enright Company represents ICE Cable Systems in CA and HI.

## T1V Unveils ThinkHub Videoconferencing at InfoComm16

By Don Duterte - The Enright Company

T1V ([www.t1v.com](http://www.t1v.com)) introduced ThinkHub's new videoconferencing capabilities at InfoComm16. ThinkHub, the interactive software company's collaboration software as a service, is a powerful collaboration tool that is transforming the way people communicate. In its continued focus on simplifying the process of collaboration, T1V ThinkHub offers a highly visual, engaging tool that collaborators can utilize both in-room and out-of-room.



Don Duterte  
The Enright Company

ThinkHub MultiSite is designed for remote collaboration sessions from ThinkHub device to ThinkHub device. ThinkHub MultiSite offers real-time, remote ThinkHub sessions and session sharing across the entire organization. Now, ThinkHub Multi-Site also features built-in videoconferencing capabilities that enable MultiSite users to collaborate while sharing the same digital Canvas, with the added MultiSite video and audio feeds to augment the collaboration experience.



What's more, T1V is excited to offer videoconferencing capabilities through its AirConnect™ App, which enables ThinkHub participants to connect to the ThinkHub Canvas from their iOS, OSX, Windows, Android, or Linux device. Through T1V AirConnect View, users can utilize any meeting application (Skype for Business, WebEx, GoToMeeting, etc.) from their laptop to host a meeting and show the ThinkHub Canvas to meeting participants.

T1V is also integrating popular web meeting applications directly into ThinkHub, starting with Skype for Business, which was demonstrated at InfoComm16.

Videoconferencing for ThinkHub is designed to work with the systems organizations already have in place. So ThinkHub Videoconferencing is also compatible with all hardware-based videoconferencing equipment, such as Cisco and Polycom.

To see more, visit <http://www.t1v.com/showcase/videos>.

The Enright Company represents T1V in CA, NV, AZ and HI.

## Floating Clouds for Sound Control from Primacoustic

by Stephen McNeil - The Enright Company

Large open spaces with a lot of hard surfaces are a big challenge for sound control. This is particularly true in commercial buildings where windows, doors, and art can make hanging acoustic panels on walls impossible. This was especially challenging for a Primacoustic ([www.primacoustic.com](http://www.primacoustic.com)) customer, Vic's Pizzeria Wildwood.



Stephen McNeil  
The Enright Company



The location has a combination of hard surfaces and a high ceiling making it the perfect conduit for sound. As tables filled, the noise level would rise making it difficult for both employees and customers to hear each other. They needed an acoustic solution that would lower noise levels, improve the overall sound experience and complement the restaurant's design aesthetic. The solution: treat the ceiling by installing floating acoustic clouds by Primacoustic.

### Paintable Clouds and Ceiling Tiles

Primacoustic offers a wide array of ceiling panels for all kinds of situations. Paintables™ absorptive acoustic panels include a collection of exciting shapes that can be used as ceiling clouds, baffles or wall panels to reduce reverberation and improve intelligibility. They calculated the amount of treatment the space would need and selected round Cloud Paintables. The acoustic treatments come finished in white and can be painted to suit any décor. They used both 48-inch and 36-inch Cirrus tiles, painted to match the ceiling. These were installed at various heights throughout the room to maximize sound absorption. The Clouds pull double duty when suspended – they trap the sound waves from the front and also capture the bounced sound waves off the ceiling through the top.

"It's made all the difference in the world," said Dustin Carter, DescoAV Project Manager. "I'm so glad we did these. Controlling the noise level in restaurants is always an issue. There was a long square table in the middle of the room. It would just focus all the sound. Now, the overall experience at Vic's is so much nicer. We've dropped the noise level by nearly 50%, which helped the background music sound better, improved the ability for employees to hear orders and for customers to hear their order number and have conversations."

For more information on Primacoustic Cloud Paintables go to [www.primacoustic.com/multi-shape-clouds.htm](http://www.primacoustic.com/multi-shape-clouds.htm)

The Enright Company represents Primacoustic in CA and NV.

## 360 Systems Introduces the New TSS and VTH Broadcast Video Server Lines

by Dave Hausman - The Enright Company

360 Systems ([www.360systems.com](http://www.360systems.com)) delivers two all new video server lines with H.264 and MPEG-2 support and real time scaling. The TSS line of video servers are multi-channel, multi-format HD/SD compatible with real-time up/down/cross conversion scaling. The TSS offers 3 or 4 channels that can be independently set for 1080i, 720p, SD, and the TSS includes H.264 and MPEG-2 codec support. TSS servers deliver outstanding value with low cost per channel, remote workstation software and advanced playlisting included at no additional cost. All TSS servers are built with custom server grade hardware, redundant critical components and a reliable Linux based operating system.



Dave Hausman  
The Enright Company



TSS VIDEO SERVER LINE

The TSS line of video servers are multi-channel, multi-format HD/SD compatible with real-time up/down/cross conversion scaling. The TSS offers 3 or 4 channels that can be independently set for 1080i, 720p, SD, and the TSS includes H.264 and MPEG-2 codec support. TSS servers deliver outstanding value with low cost per channel, remote workstation software and advanced playlisting included at no additional cost. All TSS servers are built with custom server grade hardware, redundant critical components and a reliable Linux based operating system.

- TSS-3100 - Multi Format Video Server is a 3 channel multi-format record and playback server. Record or playback on one channel while simultaneously playing out two additional channels.
- TSS-4000 - Multi Format Playback Server provides 4 simultaneous playback channels for those customers requiring higher playback channel counts. Offering 4 output channels for the same cost as our 3 channel TSS-3100 server, the TSS-4000 delivers excellent value with low cost-per-channel.



VTH VIDEO SERVER LINE

- VTH-2280 - Enhanced Broadcast Video Server: The VTH-2280 is a 2 bi-directional channel multi-format record and playback server, with integrated automation for record and playback scheduling and a powerful built-in Graphics Generator (CG). The VTH-2280 performs scaling on-the-fly, allowing the use of mixed HD and SD formats, and each channel can be set to output a different resolution.

Visit the 360 Systems website at [www.360systems.com](http://www.360systems.com) for more information.

The Enright Company represents 360 Systems Broadcast in CA, NV, AZ and HI.

## DigiBird® Showcases New HDMI and DVI 4K Video Wall Controllers for InfoComm 2016

by Patti Enright - The Enright Company

At InfoComm16, DigiBird ([www.digibirdtech.com](http://www.digibirdtech.com)) displayed a new, cost-effective solution for 4K video wall controllers. The DB-VR4 Video Wall Controllers from DigiBird are a compact, video wall controller/processor featuring a 45 degree screen rotation to allow creative multi-screen video wall designs for retail stores, shopping malls, restaurants, sports bars, hotel lobbies or entertainment venues.



Patti Enright  
The Enright Company

The DB-VR4 series breaks the limitations of the traditional video wall alignment. Each DB-VR4 controller video output can be independently flipped or rotated in 45 degree increments while supporting the alignment of varying resolutions and display sizes to build an asymmetrical and distinctive video wall. It also has mirroring capabilities and automatically compensates for the screen bezels of the video walls. Each display can be of different size or resolution.



PC-based set-up software is intuitive and easily loaded to the controller via USB. The software allows user support for EDID management, display library, screen rotation and more. Video connections support up to four DVI or HDMI display outputs and the DigiBird controllers can be cascaded to support up to sixteen displays.

Available in two versions, DB-VR4-D (DVI) and the DB-VR4-H (HDMI), the DigiBird controllers are the most simple and cost effective solution to build an eye-catching and creative video wall.

The Enright Company represents DigiBird in CA, NV, AZ and HI.

## EVENTS

What	When	Where	More Info
AVTEQ furniture in So Calif for inaugural dealer visits and Newport Harbor Duffy Boat cruise (not new furniture line)	June 21-23	Various	<a href="mailto:erik@enrightcompany.com">erik@enrightcompany.com</a>
SpinellX in Northern CA with Don Duterte	June 21-23	Various	<a href="mailto:don@enrightcompany.com">don@enrightcompany.com</a>
Troxell Summit (Casio, Hall Research and Vaddio exhibiting)	July 11-15	Talking Stick Hotel	<a href="http://www.trox.com">www.trox.com</a>
Prosis Hawaii "Giant Step for Mankind" show (Commemorating the 47th anniversary of Neil Armstrong's walk on moon) Optec direct view LED and Vaddio exhibiting	July 20	Pomalaiakal Ballrooms Dole Cannery 680 Iwilei Rd Honolulu, HI	<a href="http://www.prosishawaii.com">www.prosishawaii.com</a>
Commercial Technology Showcase (Enright Co and Anew CT Show)	Sept 20	South San Francisco Conference Center	<a href="http://www.enrightcompany.com">www.enrightcompany.com</a>
Commercial Technology Showcase (Enright Co and Anew CT Show)	Oct 4th LA Oct 5th OC Oct 6th SD	Southern CA (Locations and times TBA)	<a href="http://www.enrightcompany.com">www.enrightcompany.com</a>
Casio in Northern CA with Don Duterte	Oct 17-19	Various	<a href="mailto:don@enrightcompany.com">don@enrightcompany.com</a>
Commercial Technology Showcase (Enright Co and Anew CT Show)	Nov 15 Phx Nov 17 LV	Phoenix, AZ and Las Vegas (Locations and times TBA)	<a href="http://www.enrightcompany.com">www.enrightcompany.com</a>

Thanks for scanning Scanlines. Send us your comments.

Sincerely,

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