



# LARGE DISPLAY REPORT

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*Technology, Product, Market and Business News and Analysis for Large Area Display Systems, Components and Supply Chain*

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The Dolby LED backlight small area local dimming technologies vary the illumination intensity throughout an image to provide the precise brightness level each portion of an image requires. These technologies address current LCD display limitations, according to the company, and in particular with conventional cold-cathode fluorescent tube backlighting. Dolby's imaging technologies enable the display of images that approach the full dynamic range of what the human eye can see. —Cheryl Knight

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## RED Partners With 3ality Digital

3ality Digital and RED Digital Cinema announced a new stereoscopic 3D partnership to train professional and aspiring filmmakers to “create clear and pristine 3D images.”

According to Ted Schilowitz of RED Digital Cinema, “The biggest tent pole movies shooting on the planet right now, like *The Hobbit*, are all shooting S-3D on EPIC and 3ality Digital. The teams at RED and 3ality Digital have been working together for years behind the camera on various movie projects. Now is the right time to take that relationship to the next level and integrate education components for the community.”

As the primary stereoscopic 3D partner for RED, 3ality Digital lent its TS-5 technology — currently being used in feature films such as *The Amazing Spiderman* and *Jack the Giant Killer* — to REDucation's recent open house.

“S-3D is here to stay, and choosing partners at the forefront of the technology that really grasp what true, high-resolution cinema and S-3D are all about is essential for business and for the community,” said Steve Schklair, CEO of 3ality Digital. “Educating filmmakers and getting RED and 3ality Digital technology in their hands at events like REDucation is a crucial step toward accelerating and facilitating S3D content production and ultimately consumer adoption.”

The ongoing partnership will also include collaboration at the Camp RED youth summer program August 1–19, where the new partners will provide young filmmakers with training in S-3D production. —Cheryl Knight

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## LED/Laser Devices

### Luminus Introduces Surface Mount LEDs

At InfoComm, [Luminus Devices Inc.](#) (Billerica, MA) introduced a surface mount version of two of its smaller LEDs, the compact SBT-16 and SBT-39 chipsets.

The new chipsets consist of red, green and blue LEDs that are individually assembled in a small footprint, performance surface mount package. Each compact SBT-16 device comes with a 1.6mm<sup>2</sup> LED emitter and has a 18.5 mm<sup>2</sup> footprint, a 70% reduction over the previous generation device. They are engineered for the most compact palm-size or embedded projectors, with performance ranging from 30 to 150 lumens depending on the available power budget.

The SBT-39 devices include a 3.9 mm<sup>2</sup> LED emitter with a package footprint of only 33 mm<sup>2</sup> and are designed for mid-range projectors whose performance ranges from 150 to 300 lumens.



The compact SBT-16 and SBT-39 integrate seamlessly with standard SMT manufacturing processes and equipment. Both are RoHS compliant.

Luminus was showing two projectors in its booth that contained these new chipsets. The Dell notebook companion used the SBT-39 chipset with a 0.45-inch WXGA DLP imager and produced 250 lumens. The Aiptek V50 used the SBT-16 chipset with a 0.3-inch WVGA DLP imager and produced 50 lumens. The photo shows this Dell projector and a Luminus placard that compares the SBT-39 surface mount chipset compared to the conventional PT-39 chipset. The small size of the surface mount version is clearly visible compared to the regular version. —*Matthew Brennesholtz*



*Luminus Devices, Jim Hunter, +1-978-528-8000, [jhunter@luminus.com](mailto:jhunter@luminus.com)*

## Electronics

### Digital Video at InfoComm

It's taken several years, but the professional AV industry is finally moving away from analog signal interfaces and into an all-digital infrastructure. We're also starting to see all-in-one display/media interfaces penetrate the market, the most notable of which is the HDBaseT standard.

At least two companies were showing projectors capable of accepting video over their RJ-45 LAN connector: Epson and Mitsubishi. See the articles on these systems elsewhere in this issue. It is not clear at this point if these projectors are HDBaseT compatible, since neither Epson nor Mitsubishi are members of the HDBaseT Alliance.

#### HDBaseT Alliance

[HDBaseT](#) technology is a Consumer Electronic (CE) connectivity technology optimized for whole-home and commercial multimedia distribution. HDBaseT can connect all the entertainment devices in a setting through its 5Play feature set, converging uncompressed full HD digital video, audio, 100BaseT Ethernet, power over cable and various control signals through a single 100m/328ft CAT5e/6 cable with RJ45 connectors.

[Kramer Electronics](#) is one of several new members of the HDBaseT Alliance and had two new transmitters and one receiver in their booth. The TP-581T/582T transmitters combine HDMI video and audio, bi-direction 100BaseT Ethernet, RS232, and IR controls into a single



## Insight Media News

### Projection Summit Proceedings Available

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### **Insight Media Releases Report on Stand-alone Picoprojectors**

Insight Media, a leader in new technology and product category research, has released the **2011 Stand-alone Picoprojector Report: A Market and Technology Study covering Stand-alone Picoprojectors**, which covers stand-alone picoprojectors with and without embedded media players. These picoprojectors have been available since 2008 and are available around the world from multiple vendors.

"It is critical to understand how end-users have used these picoprojectors," noted lead analyst Matthew Brennesholtz. "They have not, in fact, been used the way the manufacturers of the early units anticipated. Understanding the features desired and used by the end users is the

key to expanding the market for these systems. We foresee sales of tens of millions of these products."

"Projectors have been sold for some time to professionals and home theater enthusiasts, but pico-projectors are a new consumer category. Sales will be made to consumers who had never previously considered a projection system," observed Insight Media president, Chris Chinnock. "Entertainment content is especially important for pico-projectors and will be a key driver in their adoption, especially as TV replacement products in various parts of the world."

Part 1 of this report covers the technology, human factors and market drivers that are common for all market segments for mobile projectors with solid-state illumination. Part 2 of the report then takes a deep-dive into how this general information applies to stand-alone pico-projectors. The use-model for these systems was investigated to understand, in detail, what an end-user expects when he buys a pico-projector. Part 2 of the report also provides optimistic, conservative and expected forecasts through 2016 for stand-alone pico-projectors. These forecasts include both unit sales and revenues. Because the use model and requirements of end-users are different in different regions, the forecasts are broken down into three different regions for analysis.

The 2011 Pico-projector Stand-alone Report is the third in Insight Media's series on this technology. The [2011 Pico-projector/Smartphone](#) and [2011 Pico-projector/Camera](#) reports have already been released and additional reports will follow.

Click here to see more details on the report:

[http://insightmedia.info/reports/2011sapico\\_details.php](http://insightmedia.info/reports/2011sapico_details.php).

Click here to see full Table of Contents: [http://insightmedia.info/reports/2011sapico\\_toc.php](http://insightmedia.info/reports/2011sapico_toc.php).

The report is available now for \$1,500 as a single user site license. It is available for only \$500 for purchasers of the 2011 Pico-projector/Smartphone Report or Pico-projector/Camera Report.

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## Insight Media University Launched

Insight Media and Brawn Consulting are pleased to announce the June 2<sup>nd</sup> launch of **Insight Media University (IMU)** and the **IMU** website located at [www.IMUniversity.info](http://www.IMUniversity.info). **Insight Media University is the first independent All-In-One education resource for the AV, IT, Digital Signage, Consumer Electronics and Display Industries!**

IMU will offer timely and relevant content covering a broad range of topics. Content will be continuously developed over time, and will expand to include:

- Professional and consumer AV and IT based products
- All display and component technologies
- Display metrology and measurement
- Sales training
- AV business management
- Content creation
- Content production, broadcast and distribution
- Digital signage

IMU's goal is to offer high quality education and training, taught by recognized experts in the industry. We will also describe how product manufacturers and distributors can accomplish their training needs by teaming up with IMU to offer unbiased technology, market and business training along with product-specific training. IMU will offer:

- Individual 1- to 2-hour fundamental to advanced on-line courses
- Industry recognized certification programs that combine a number of courses with testing of comprehension and retention
- Continuing education credits with various organizations
- Manufacturer micro-sites to support on-line training needs
- Customized courses and certificate programs to fit an organization's specific needs
- Live training at special events, trade shows and company offices



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## Newsletter Editorial Matrix

		Subscription-based monthly newsletter, approximately 100 pgs. Priced by number of readers & locations. Pricing starts at \$1,500/year for 12 issues. Delivered as a pdf file.
Coverage:	News, Analysis & Trade Show coverage of key Projection and Flat Panel Display Technologies and their fit in the industry food chain	
Readers:	Technologists, product planners, engineering and manufacturing personnel, and sales and marketing personnel in display products and display component industries, senior executives, CTO, CEOs, GMs, VPs and EVPs	
Focus:	Covers all aspects of the big-screen displays, including front- and rear-projection, LCD and PDP products, and manufacturing. Additional coverage focuses on key display components (electrical, optical and illumination) and supply chain issues, alternative display technologies, 3D displays, display manufacturing, market research reports, trends in HDTV delivery standards, Digital Signage, Digital Cinema and selected financial results. Articles provide insight into new technology developments/trends and their impact on the display and related industries.	
Benefit:	Provides a comprehensive monthly summary of key news with analysis, covering technology, product, market and business news over the entire display industry offering competitive intelligence, trend tracking, new technology sourcing/partnering ideas and information. We aim to spot opportunities and problems before others and help readers avoid costly mistakes. Compiled archive serves as excellent searchable business intelligence database on the display industry.	
		Subscription-based monthly newsletter, approximately 40-50 pgs. Priced by number of readers & locations. Pricing starts at \$1,000/year for 12 issues. Delivered as a pdf file.
Coverage:	News, analysis and show coverage	
Readers:	Geared toward product planners, design engineers, engineering managers, manufacturing personnel, sales and marketing personnel.	
Focus:	Mobile displays (LCD, OLED, MEMS) for cell phones, portable media players, portable DVD players, eBooks, cameras and camcorders, and ultra-portable PCs. Personal displays featuring microdisplays for head-wearable displays, small form-factor displays (including 3D), embedded or nano-projectors, micro-projectors and electronic viewfinders.	
Benefit:	Provides in-depth understanding of trends in the personal display and small display markets to aid in competitive intelligence, trend tracking, new technology sourcing/partnering ideas and information to avoid costly mistakes.	

		<b>FREE</b> daily e-newsletter providing fast analysis of breaking news in the entire electronics industry to keep you informed and to enable quick reaction to opportunities and problems. Delivered as an html e-mail each day or available on our Website ( <a href="http://www.displaydaily.com">www.displaydaily.com</a> ).
One to two pages daily, supported by advertisers.		
Readers:	Geared toward a wide audience, from technologists, product planners, engineering and manufacturing personnel, and sales and marketing personnel to senior executives, CTO, CEOs, GMs, VPs and EVPs in technology, engineering, manufacturing, sales and marketing in the display, electronics, content distribution and TV accessory industries.	
Focus:	Captures fast-breaking news of interest to a broad range of people in the consumer electronics and professional display industries. Articles provide news, but with additional commentary and analysis from the world-class display experts at Insight Media. Coverage is broad and includes display technology, business, markets or applications, plus content delivery, storage and distribution. <i>Display Daily</i> provides a first look at a news event, with more comprehensive coverage following in our subscription-based newsletters.	



## About Large Display Report

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### About Insight Media

Insight Media ([www.insightmedia.info](http://www.insightmedia.info)) is a publishing, market research and consulting firm focused on the display industry. Our core team of world-class display experts provide news, intelligence, analysis and assistance to the entire display value chain. This value chain includes professional and consumer displays, the components and subsystems that compose these displays, and the end products where these displays are used. Our

scope is broad — from cell phone to digital cinema projectors — and our focus is on industry players, not consumers.

Insight Media provides daily and monthly news and analysis, yearly technology/market reports, annual business development conferences, educational Webinars and seminars, and strategic and tactical consulting services. To learn more, visit: [www.insightmedia.info](http://www.insightmedia.info).

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