
THORBURN ASSOCIATES INC.
ACOUSTIC AND TECHNOLOGY CONSULTANTS
Design and Engineering
eNewsletter

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Greetings

The summer is zipping past at light speed. How is it that when we were kids, summer was endless? Get out and enjoy the weather, invite some friends over for a barbecue, sit around a campfire and spend time gazing at the stars.

What we're up to: Thorburn Associates will be at the Giant Screen Cinema Association (GSCA) conference in Galveston, TX, September 18 to 20. October will find us at the American Institute of Architects (AIA) South Atlantic Regional Conference & Expo in Chattanooga, TN - the 4th through the 8th. The conference highlights Design Fitness. Then we go to Nashville, TN, for the Design Build Institute of America (DBIA) Conference (booth 728), October 18 to 20. Join us!

As always, it is our goal to make sure that Thorburn Associates is your single point of contact for all your acoustical and technology design services. If you have an idea, question or suggestion, please drop us a note at TA@TA-Inc.com.

Vikuiti Rear Projection Film

Vikuiti enhanced screens are ideal for areas where light changes and cannot be controlled. Video walls, digital signage applications, flashy retail and tradeshow graphics benefit from the consistent display that Vikuiti lends to the screen. The multi-layered film doesn't make the images bigger; however, the contrast between light and dark allows for better viewing. When image is everything, the importance lies in maintaining the same look despite different angles and lighting.

3M began the technological research for Vikuiti (Vie cue ah tee) in the 1930's with the "Glass Beads Project" which was essentially tape with reflective glass. The tape was intended to delineate street lanes, increasing visibility at night when headlights would reflect off the tape. The tape, however, did not stick to the road and the project was almost canned if not for the idea of using the tape on street signs.

During World War II the tape was used to mark troop and supply truck routes. The original glass bead concept gave way in the 80's to Diamond Grade Sheeting, many times brighter than the previous technology.

The year 2000 heralded the emergence of Vikuiti Display Enhancement Films in products such as cell phones, laptops and LCD TV's. Vikuiti, a hybrid of the words, "visual acuity", brightens the picture by focusing the projected light into one tiny point. Vikuiti films have hundreds of reflective layers in a sheet no thicker than a piece of paper. The screen can be cut using a circular or jigsaw to fit any shape you

need. The lightweight screen can easily be hung or floor mounted, framed or suspended from wires. The product is quite durable and resists scratches.

For a consistent high-resolution display, Vikuiti works.

CAVSP Certification

Certified Audio Visual Service Provider (CAVSP) is a certification process offered by Infocomm International that insures companies uphold the highest standards in the AV industry. CAVSP certified companies can help consumers make informed choices for their audiovisual projects. Word of mouth and advertising are marketing tools--but to be certified means skills are tested and documented. As technology changes, so must the education of companies whose life's blood is that technology. InfoComm offers education for individuals and companies to hone their craft and keep up with fast-paced technology.

The denotation behind someone's name, for instance, Eric Cronwall, CTS-D, means that person has successfully completed specialized training; i.e., Certified Technology Specialist in Design. Similarly, training occurs in the areas of installation, rental products and sales. So, if you've always wondered what those letters meant after the names, now you know.

AV professional organizations that have earned the CAVSP seal have a certain percentage of employees with CTS, CTS-D, CTS-R, CTS-S or CTS-I certification. Companies can achieve Basic, Silver or Gold CAVSP levels. Thorburn Associates was the first consulting firm to receive Gold Certification!

Companies are approved for one year then must renew to maintain the certification designation. Infocomm offers certification training and testing year round. For more information on the certification process or a list of companies who participate in the CAVSP certification program, please visit: www.infocomm.org/Education/certification.

City Of Galt Police Department

Galt's first police department was formed when the City incorporated in 1946. After several moves, the department's newest facility fills over 21,500 square feet.

The City of Galt's Police Department facility is newly constructed, but the building was actually in use for over a year before Thorburn Associates began work. The retrofitting process required the audiovisual cabling, power and networking to be installed with concrete cutting equipment.

Thorburn also augmented the existing television system by designing eight channels of satellite receivers, enabling any TV position to tune in the major news or weather stations from DirecTV.

The facility also serves as an EOC, or Emergency Operations Center. EOC's are locations where cities and counties can coordinate rescue and information services from a central base.

EOC's help save lives when a catastrophic event overwhelms the normal day-to-day functions of the first responders. When activated, the management team coordinates the situation using all available resources. Immediate communication is key. Equipped with telephone, cellular, two-way radio, computers and map displays, the EOC optimizes response and recovery actions with all emergency departments.

An EOC serves as an efficient facility for training, meetings and instruction; however, each person holds a stake in emergency preparedness by learning what to do when a disaster occurs. Each family should be

prepared to care for themselves for seventy-two hours following a major disaster when essential services may not be available.

- Hold a family meeting to talk about natural disasters that most likely occur in your area. Talk to your children about why what you're doing is important. Each family member can be a part of the preparations.
- Determine escape routes and a meeting area outside the house. Practice your plan.
- Collect disaster supply kits for each member of the family.
- Take first aid and CPR classes.

The City of Galt's Police Department has a proud history of protecting its citizens and continues into the future with updated technology and the means to communicate during any disaster.

MediaStar Evolution MPEG-2/4 Encoder

MediaStar Evolution from Cabletime is a device that encodes video and audio so that it can go out on an IP network. The Evolution is used to transmit video content to receivers connected to TV's or plasma displays. Computers with a streaming video viewer can also receive content streams from the Evolution.

Media Star Evolution uses MPEG-2 (DVD quality) and/or MPEG-4 encoding for the best possible quality based on network bandwidth. Capable of dual streams, the MediaStar Evolution allows for simultaneous high bit rate streams to large displays or low bit rate streams to computers.

Video over IP systems are adopted by businesses for corporate communications—to distribute presentations throughout a building, across a campus or to different locations worldwide. The systems can also be used for signal distribution for digital signage.

Any situation where you need a one to many multi-cast over an existing IP infrastructure—MediaStar is the answer.

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THORBURN ASSOCIATES INC.
ACOUSTIC AND TECHNOLOGY CONSULTANTS
Design and Engineering

Corporate Office: Castro Valley, California Tel: 510-886-7826
Regional Office: Burbank, California Tel: 818-569-0234
Regional Office: Morrisville, North Carolina Tel: 919-463-9995

TA@TA-Inc.com General Information Email Address
www.TA-Inc.com Web Site
eNews@TA-Inc.com Newsletter Issue

