

INSIDE CI

Time now to turn to industry insight and info with just a hint of insanity, as DAVE SLATER takes the SVI stand and brings us the facts from deep *Inside CI*...



There are two things which are certain in life: the first is that you are not going to live forever (*Speak for yourself, Dave, I'm immoral. Wait, that's not right... - Ed*) and the second is that the deadline will always creep up on you and bite you on the backside before you know it!

It has been a sad month for me as the mammoth Nice job is now complete, so you will no longer have to listen to me witter on about the builders, architects, and

electricians. I have to say the pad has turned out to be amazing; the infinity pool which is cut into the mountain side is an amazing piece of design and the whole villa oozes with the quality of a 7-star hotel. I had time to make a fresh coffee and sit in the South of France sun, looking back at the install which consisted of a 12 seater sofa bed cinema with drop down projector, 16 zones of audio and video distributed to 16 TV screens and outside music for those all-important barbecues. It has been a great effort by all the team, especially considering that they have worked with some of the most difficult people in the construction arena! Well, farewell France.

Moving onto my role with the *Inside CI* team, it was off to London recently where CEDIA held an evening lecture with noted American CI veteran Rich Green. *Inside CI* was there for what turned out to be a fascinating event – The agenda 2017: The Five-Year Technology Horizon. We just love these new social/educational events that CEDIA UK is bringing to Custom Install. Rich Green is an icon in the installation technology market having worked alongside some of the biggest names in tech from Twitter's founder to the people involved in Apple's original iPod launch. The prospect of hearing him lecture was too good to miss. From the day I first joined CEDIA back in 2000 with my install company DSE Digital, I have found these talks inspiring. Knowledge is a powerful tool in any business, but it's even more relevant in the Custom Install industry, and Green covered plenty of ground.

Digital Development

Back in 2000 I was at a crossroads in my business life, DSE was predominately a property development company and I was getting bored and needed a challenge, so at this point I decided to take the route towards a digital business, and if I look back over the 12 years technology has moved massively, with our CI business relying on computers and IP technology more than the old fashioned purpose-made-for-the-job kit.

Apple has been a major force in integrating media devices into our life and if you have a sneak peek into the future and take on board what Rich Green predicts, it's only going to integrate more and more into our lifestyles. Take Google's Project Glass – you will no longer need your handsets to communicate or drive your information, the Google goggles will bring everything to your right eye, from text messages to finding your way around town; and it's probably not long before they will get this to work with contact lenses. It does scare me a little that you are being tracked on every move you

make... and there will be no way you can get away with the line "I am still at work, dear" when your other half can bring up your location on the big screen as being in the Spit and Feathers boozier (other pubs are available)!

One other thing: what happens when the tech you are relying on fails to back up? It's okay if you lose the phone call that's just annoying but what if the Google car fails. Does it bring a new meaning to having your



Rich Green wants to integrate with you



Google Project Glass: One day all women will be this cute... and possibly about to walk under a bus.



device crash! Or can you see yourself scrambling over the rear seats to take control of the steering wheel?

Show Time

So what's in the diary over the next month? Well there is the all-important *CEDIA Expo* in the States and the massively important *IFA* show in Berlin. Both dates are important as manufacturers love to launch new tech at these shows and with 4k and 8k running at a pace, you will no doubt see some new screens boasting the new 4k format. I have to say I cannot wait, as I have always strived to buy the best picture for our clients – 3D was a great demo tool but really ended there as we did not sell masses of 3D panels just because they had 3D; our clients were more impressed by a perfect 2D image. With LED and the magnificent OLED screens I saw in the States last year I will look forward to fitting the first wave on our installs, and with the higher price point maybe it will bring us humble installers a margin worth having again.

One bonus I do like with all these smart screens is the apps and widgets which are available free. The trusty iPlayer has evolved in the last year, it's fast, slick and now HD plays on my TV with the true quality that the BBC bring to the high definition material. Just look at the BBC coverage of the Olympics, an iPad App, iPlayer, two dedicated channels playing every event and a new dedicated website; this is the future of TV. Information is streamed to us in real time meaning we now know the news before the news teams even have it, how powerful is this?

Keeping Up With the Slaters

I only have one worry with all this new internet-reliant tech: are we going to end up in a situation akin to the hose pipe bans we get in the summer? Are we going to be restricted to stupid bandwidth rationing? As there is one thing for certain when my neighbours catch up to the technology I have in my house, the microscopic 2MB available in the sticks is not going to feed all the TVs in the street with glorious HD content! It struggles now with the three iPads, two Macs, and three Smart Vieras, one Xbox, one PS3 and one cinema room in chez Slater!



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