



Creates Added Opportunities to Support K-12, Higher Education and Business Markets!

AMX is proud to announce the acquisition of ProCon Technology, a UK-based manufacturer of A/V switching and control equipment. With this acquisition, we expand our product portfolio to include a new line of keypad and controller systems, presentation and matrix switchers, and distribution amplifiers - perfect for certain K-12, higher education and business markets.

Featured Articles

- ProCon Technology Joins AMX Family: Creates New Opportunities in K-12, Higher Education and Business Markets!
- ACE Newsletter is Back! Completely Redesigned to Support ACE Integrators and Important News for ACE Candidates!
- Going GREEN with AMX Products? Share Your Installations With Us!
- Now Shipping:
 - New MAX-HT & MMS EXPerience Kits
 - New PosiTrack EXPerience Kits
 - VisualArchitect w/ All EXPerience Kits
- Catching Up with AMX Europe:
 - You're Invited to Attend ISE '08 On Us!
 - New AMX Central European Office
 - Big Turnouts at Recent Roadshows
- Bringing Home the Hardware: AMX Wins Three Awards at CEDIA!
- George Meglio Joins AMX as Director of Global Account Management
- Rashid Skaf Named CEO of the Year
- Device Discovery Partner Spotlight: Toshiba's New HD-XA-2

MORE ▶

The ACE Newsletter Is Back!

Full of Helpful Information for AMX Certified Experts



By popular demand, it's back! The all-new ACE (AMX Certified Expert) newsletter is here! It's been completely redesigned and includes important information, tips and

- New AMX Asia Pacific Office Opening
- Don't Believe the Hype:
Do You Know What L E E D Stands For?
We Do - Get the Facts and Be Informed

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Education Service Center, Region XV -
San Angelo, Texas
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Queensland Health's Skills Development
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- Read about AMX as featured in:
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Upcoming Events

updates pertinent to ACE-certified integrators. If you're not yet ACE-certified, we invite you to check out the AMX University Announcements, the ACE Spotlight article and how to become ACE-certified.

Important ACE Certification News:

If you have outstanding requirements to complete your ACE certification this year, please finalize before December 31.

[MORE ▶](#)

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Tokyo, Japan: November 20 - 22
- DET/CHE
San Francisco: November 27 - Dec. 1
- SITE
Rome, Italy: December 1 - 3
- Integrated Systems Europe
Amsterdam, The Netherlands: Jan 29-31

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By Harnessing AMX Technology?

Share Your Installations With Us!

As a USGBC (US Green Building Council) member, we are proud to be an industry frontrunner for developing technologies that are not only manufactured with earth-

friendly components but that can also have a positive impact on conserving energy and saving the earth's precious resources.

We want to hear from our Dealers and Distributors about some of the unique ways that AMX products are being used in commercial and residential installations to make the world a greener place. If you've got a story to share, tell us about it!

MORE 

Suggestions, Questions, Comments? Send an email to: editor@amx.com

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Founded in 1989 in Hemel Hempstead, England, ProCon has

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focused exclusively on developing simple, cost-effective solutions for classrooms, conference rooms and other small-rooms with limited A/V control and distribution needs.



"AMX continues to explore and pursue strategic acquisitions that will further extend our corporate mission - to manufacture and sell products that simplify the lives of our system integrators and end users. ProCon's dedication to providing simple and affordable switching and control products aligns perfectly with this mission," said Rashid Skaf, AMX president and CEO. "Now more than ever, we will be able to provide our dealers with a wider range of device, content and asset control solutions, enabling them to meet nearly any K-12, higher education and business need – from simple classroom A/V control, all the way to the most-complex, highly-

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integrated, fully-automated auditorium."

Chris Kendall, ProCon's managing director shared ProCon's excitement about joining AMX. "We are

thrilled to be part of the AMX family and look forward to working with the company to develop future solutions that will further expand the capabilities of our products."

The full line of ProCon products are currently available for purchase only in the UK through AMX UK. AMX plans to introduce the product offering to the world wide market in the coming months via its extensive sales network.

We invite you to learn more about all of ProCon's products and solutions by visiting: <http://www.procon.co.uk>.



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November 2007

Note to Non-ACE Certified Readers

ACE Newsletter articles listed at right are indicated with the “ACE” logo are accessible to only those who hold ACE certification.

Become ACE Certified!

At AMX, we understand that people and companies who take the time to get training and reach the standard of certification deserve special credit and recognition. As a result, AMX is proud to offer the ACE Program.

[Learn more about becoming ACE Certified!](#)

If you are ACE certified, you will be required to login into AMX.com before viewing the newsletter.

AMX University Announcements

In this briefing

Welcome to the Briefing

AMXU Announcements

- Request a Session in LMS
- Signal Management Course
- Audio Classes are Fun!
- Programmer 3/Cafe Duet Courses

Expect the Unexpected

ACE Tips & Tricks

- Designer Tip
- Installer Tip

Attention all 2007 ACE Candidates

The 2007 Certification Year is Coming to a Close.

2008 is right around the corner and December 31st ends the current ACE Certification period for 2007. If you have outstanding requirements to complete your ACE certification this year, please finish those up on or before



December 31. Those candidates taking certification classes during December, will be notified regarding the policies for timely completion of all 2007 practicals.

If you have any questions about your current status, check **My Courses & Learn Tracks** in AMX University or contact us at trainingtelp@amx.com.

We invite you to checkout the December newsletter for more exciting changes to the ACE program!

Thanks for stepping it up!

Request a Session Feature in LMS

Have you ever wanted to reach out to AMX University and let us

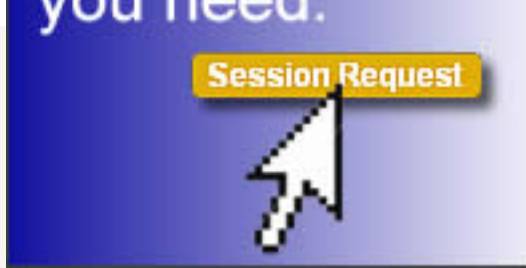
Tell us what you need.

-Programmer Tip

ACE Spotlight

-Carace Ramos

know what instructor-led course you need in your area? Now you can!



To Request a Session:

1. In AMX University, click **AMX Courses/Registration**
2. Click **Catalog**
3. Click the **Course Name** that you wish to request
4. Click **Session Request** at the bottom right of the screen
5. Complete the **Session Request information** with as much detail as you can. You should include how many people in your organization are currently interested in this course and able to attend.

NOTE:You may also request a session when you click Register in your **My Classes/Learn Tracks**.

AMX University will periodically check these requests and will make efforts to satisfy them primarily through our course scheduling process.

Signal Management Course

- **Audio Essentials**
- **Matrix Installation & Configuration**
- **Critical Listening & Calibration**

These new courses are informative, fun and interactive. Audience participation is a big part of these classes. Our instructor has worked with big names in



country music, symphony orchestras and has been the audio expert for the NFL franchise, The Dallas Cowboys. He knows his audio! Additionally, he is an expert on the Matrix Multi-room Audio Distribution System.

The **Audio Essentials, Matrix Installation and Configuration** classes are half-day courses, offered on the same day. **Critical Listening and Calibration** is a two-day course that rounds out the audio class experience. All three courses are required for our new ACE Audio Expert Certification.

Sign up for these courses in your area!

Programmer 3/Café Duet Courses

Many of you have been



asking about
Programmer 3 courses.
We are proud to
announce that we now
have this class on our
schedule. Come learn
advanced Programming techniques using Café Duet.



This course made its debut in August at AMX Australia on the Gold Coast. It is now available in the U.S. and is on the [AMX University Calendar](#). You must be an ACE Control System Programming Expert to enroll in this course. All pre-requisites must be met before you can successfully register for it online. If you know that you are ACE Certified and have problems registering online, please contact traininghelp@amx.com.

Sign up today!

For more information contact AMX University - traininghelp@amx.com





By Harnessing AMX Technology?

Share Your Installations With Us!

Our mission at AMX is to design and manufacture the world's best products and solutions – all designed to simplify life around us. As a USGBC (US Green Building Council) member, we are proud to be an industry frontrunner for developing technologies that are not only manufactured with earth-friendly components but that can also have a positive impact on

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conserving energy and saving the earth's precious resources.

Some of these products include our NetLinx Integrated Controllers, Modero Touch Panels, ViewStat Thermostats and



our Resource Management Suite software - all of which are being utilized right now in installations around the world to automate homes and buildings to save energy and conserve resources.

In the coming months, you'll be learning more about what AMX is doing to support this effort and how our products can assist you in getting your clients' buildings LEED (Leadership in Energy and Environmental Design) certified - reducing energy bills and possibly even generating valuable tax credits.

So how can you help us in this effort? We want to hear from our Dealers and Distributors about some of the unique ways that AMX products are being used in commercial and residential installations to make the world a greener place.

If you've got a story to share, we'd love to hear it! Send it to us

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at: editor@amx.com with the subject line: GREEN and we may feature it in an upcoming newsletter. Please give us a brief description of the installation, including the AMX products used and what role they played in having an earth-friendly impact and we will contact you for more details.

Thanks for doing your part in helping us protect the world we live in.

[SUBMIT YOUR STORIES NOW!](#)

Don't Believe the **Hype:**

Do You Know What L E E D Stands For?

We Do and We've Got The Facts About

LEED To Keep You Informed

AMX has received several questions recently regarding the

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definition of "LEED", our understanding of the LEED rating system and our support of projects seeking LEED certification.



As stated above, AMX is a [proud member of the USGBC \(US Green Building Council\)](#),

which developed the LEED system, which means that we support projects seeking LEED certification. Any company that claims to support the LEED system, should at the minimum, hold active membership in good standing with the USGBC.

The USGBC provides a [searchable membership directory](#) to confirm claims of membership and AMX welcomes anyone to confirm our membership. Our listing can be [confirmed here](#) or by [filling out the appropriate fields](#):

- Organization Name: **AMX**
- Membership Category: **Product Manufacturers**
- State/Province: **TX**
- Country: **USA**

Here is additional information explaining LEED as quoted directly from the [USGBC Web site](#), which we encourage you to

visit:

What is LEED®?

The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ encourages and accelerates global adoption of sustainable green building and development practices through the creation and implementation of universally understood and accepted tools and performance criteria.

LEED is the nationally accepted benchmark for the design, construction and operation of high performance green buildings. LEED gives building owners and operators the tools they need to have an immediate and measurable impact on their buildings' performance. LEED promotes a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.

Who Uses LEED?

Architects, real estate professionals, facility managers, engineers, interior designers, landscape architects, construction managers, lenders and government officials all use LEED to help transform the built environment to

sustainability. State and local governments across the country are adopting LEED for public-owned and public-funded buildings; there are LEED initiatives in federal agencies, including the Departments of Defense, Agriculture, Energy, and State; and LEED projects are in progress in 41 different countries, including Canada, Brazil, Mexico and India.

How is LEED Developed?

LEED Rating Systems are developed through an open, consensus-based process led by LEED committees. Each volunteer committee is composed of a diverse group of practitioners and experts representing a cross-section of the building and construction industry. The key elements of USGBC's consensus process include a balanced and transparent committee structure, technical advisory groups that ensure scientific consistency and rigor, opportunities for stakeholder comment and review, member ballot of new rating systems, and a fair and open appeals process.

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Now Shipping!

MAX and PosiTrack EXPerience Kits

The wait is over! The new MAX-HT, MAX-MMS and PosiTrack EXPerience Kits are here and ready for order!

Authorized AMX dealers and distributors may order now by contacting AMX Global Customer Service at 800.222.0193, option 3 in the US or outside the US by calling +1.469.624.7400 or by email at service@amx.com.

MAX EXPerience Kits

Complete 4 or 8 Zone Distribution Solutions

The new [MAX EXPerience Kits](#) provide a complete solution for streaming movie, music and multimedia content throughout a business or residence.

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Kits are available in your choice of four or eight zone solutions and include:

- MAX-HT or MAX-MMS Server
- One MAX-AVP Audio Video Player per zone
- One NXA-UPS1500 Uninterruptible Power Supply
- One NXA-ENET24 Managed Ethernet Switch and
- Ethernet cabling and accessories

Everything is included and pre-configured to create a complete solution right out of the box.

Choose your MAX EXPerience!

	MAX Server	MAX AVP	Managed Switch	UPS
EXP-DS-0104	MMS-01S	4	NXA-ENET24	-
EXP-DS-0408	MMS-04S	8	NXA-ENET24	1500
EXP-DS-0408i	MMS-04S	8	NXA-ENET24	1500int
EXP-HT-0404	HT04	4	NXA-ENET24	1500
EXP-HT-0404i	HT04	4	NXA-ENET24	1500int
EXP-HT-1208	HT12	8	NXA-ENET24	1500
EXP-HT-1208i	HT12	8	NXA-ENET24	1500int

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PosiTrack EXPerience Kit

An Industry First!

- Only complete solution with camera controller and pan/tilt head in a single package!
- Only complete Ethernet camera control system!
- Only pre-programmed system offering out-of-the box usability!



The all-new [PosiTrack EXPerience Kit](#) (EXP-PT1370) includes the new PosiTrack Pilot Widescreen Camera Controller (NXF-PLV), an Ethernet Pan/Tilt Camera Head (PTE-300), a NetLinx NI-700 Integrated Controller and everything needed for a single camera setup with expandability for control of up to six cameras.

Even the user interfaces and control code are pre-installed. Just add network, switchers, cameras and additional PT heads for a total single operator production package!

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VisualArchitect Now Shipping with ALL EXPerience Kits

To further simplify the AMX EXPerience, **ALL** EXPerience Kits come standard and ship with the latest version of [VisualArchitect](#). VisualArchitect replaces Design XPress, which previously shipped with all Kits.

Suggestions, Questions, Comments? Send an email to: editor@amx.com

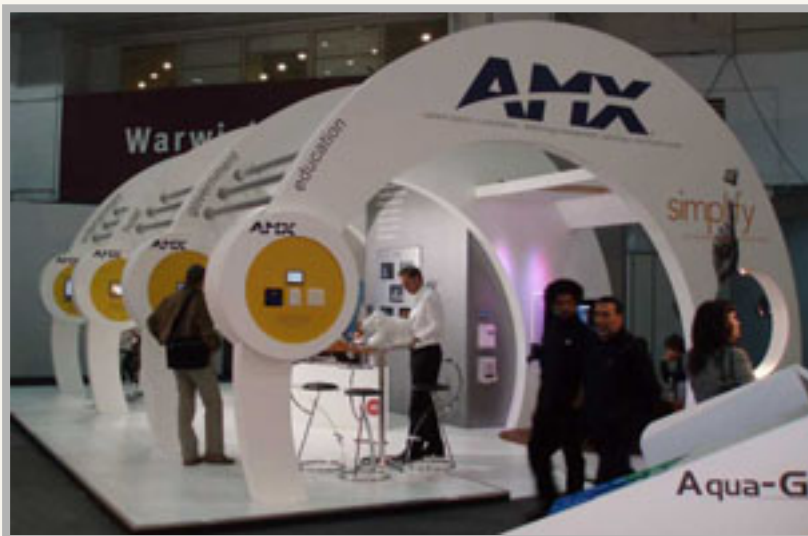
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Catching Up With AMX Europe



**Register and Attend ISE 2008
in Amsterdam as Our Guest for FREE!**

The fifth edition of [Integrated Systems Europe \(ISE\)](#) will be

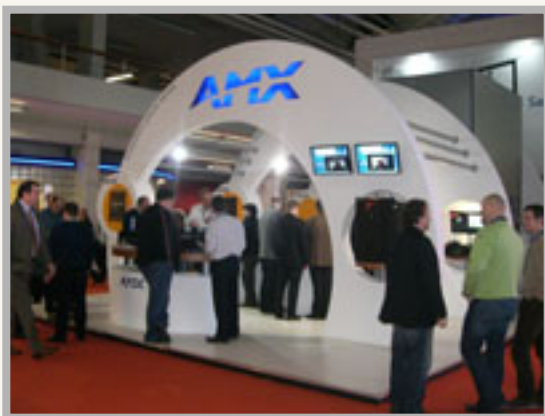
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held in Amsterdam, Netherlands January 29 - 31, 2008 and we invite you to register and attend for FREE as our guest.



2008 is on course to be the biggest ISE ever and AMX will be front and center demonstrating the latest innovations in



control, automation, distributed audio, matrix switching, digital signage and much, much more.

We invite all of our distributors and

dealers to be our

guest at the show and registration is on us! To register online and secure your spot, just visit: <http://www.iseurope.org/2008/register.php>, click "Registration with Invitation Code" and use invitation code: **904470** when prompted.

When you arrive at the show, be sure and come by the AMX booths (C62 & K36) to say hello as we'd love to meet with you and conduct a personal demonstration. Get all the details on [ISE 2008](#) and we'll see you in Amsterdam!

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AMX to Open Central European Office in April 2008

AMX and COMM-TEC are working together to establish the new AMX Central Europe Office near Stuttgart, Germany.

This office will coordinate sales, marketing and technical support for Germany, Austria, and Eastern Europe.

"As AMX continues to expand our product portfolio and aggressively increase our market presence in the central European region, establishing a direct office will enable us to provide our customers with a high level of on-going service and support," said Michael Olinger, AMX vice president of international sales. "Over the last 14 years, COMM-TEC has done an outstanding job representing AMX in the central

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European market, and we look forward to working with them in the future on projects that combine AMX solutions with many of the other high-quality products they represent."



"COMM-TEC is proud of having been AMX's global partner for more than a decade, contributing to the development of the European market for control solutions," said Wolfgang Lenz, president and CEO of the COMM-TEC Group. "We look forward to continue providing outstanding system solutions for the most demanding media applications."

The office for AMX Central Europe will open April 1, 2008 and will house sales and technical support staff and include classrooms for AMX University. Additionally, an AMX Product Showroom will provide a venue for AMX dealers, industry consultants, architects and interior designers to showcase and demonstrate AMX solutions to their customers. Tim Penn, managing director of AMX Europe, will oversee

operations until a general manager has been named for AMX Central Europe.

As one of Europe's premier technical distribution companies, COMM-TEC will continue to build its portfolio of products for the European market and provide its customers with their renowned level of service and support.

AMX Receives Strong Turnout at 100% Detail and ISE Roadshows

AMX Europe recently had strong turnouts at several big shows: the 100% Detail Show in London and the Integrated Systems Europe (ISE) Roadshow with stops in Copenhagen,



Warsaw, Prague, Vienna and Zagreb.

100% Detail gave AMX the opportunity to meet with Europe's top architects, designers

and developers with overall show attendance eclipsing 26,000.

AMX was a platinum sponsor of the Fall 2007 ISE Road Shows and in addition to attending and exhibiting offered training at all shows.



Bringing Home The Hardware AMX Products Awarded at CEDIA 2007!

We are pleased to announce that AMX was honored with three product awards during CEDIA 2007!

Mio Modero R-4 Remote Awarded Twice!

The **Mio Modero R-4 Remote Control**, which has been honored with several accolades since its launch was honored again at CEDIA 2007. We are proud to



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share that during separate events, *Custom Retailer* awarded the R-4 with a



“2007 EXC!TE Award,” which honors products that have garnered the most excitement in the custom electronics industry.



Electronic House also honored the R-4 by naming it a 2007 "Product of the Year." We invite you to learn more about the [Mio Modero R-4 Remote](#).

AutoPatch Precis LT with DSP Honored With Manufacturer's Excellence Award

At CEDIA’s annual banquet, the trade organization awarded AMX a “Manufacturers Excellence Award” for the **AutoPatch Precis LT with DSP**. This highly-prestigious and selective award recognizes the five best new products for the residential electronic systems industry.

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The Precis LT with DSP is the heart of the new [AMX Audio In the Home](#) solution which debuted at CEDIA.

[Click here](#) to learn more about the Precis LT with DSP and Audio In the Home.



Suggestions, Questions, Comments? Send an email to: editor@amx.com

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George Meglio Joins AMX as Director of Global Account Management

We are excited to announce that George Meglio has joined the company as director of global account management. In this newly-created role, George is responsible for managing large customer accounts that have standardized on AMX products across multiple locations worldwide.

"As IT and AV continue to converge in the enterprise space, an increasing number of AMX global accounts



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require a

deep



knowledge of both worlds. George brings this to AMX, along with a proven track record of success managing and leading national accounts that require robust technology solutions," said Debbie Franklin, AMX vice president of global account management. "George has the strategic management experience and technology expertise needed to provide our global accounts with the unparalleled problem solving capabilities and high level of customer service and support they expect from AMX."

George brings nearly 30 years of industry experience to AMX. Most recently, he was senior vice president of the Multimedia Group at Telaid Industries, which specializes in providing national IT and network infrastructure design and support to organizations with multiple locations. In this role, Meglio oversaw the group's daily operations, which included national sales, engineering and technology implementation activities.

Prior to joining Telaid, Meglio was vice president of national accounts at ACE Audiovisual. He also held director- and manager-level positions at KBI Systems.

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Spotlight On Device Discovery Partners

[AMX Device Discovery](#) is making it simpler and faster than ever to program systems and allow devices to be controlled almost immediately upon plug-in.

This series salutes our partner manufacturers who are taking the initiative to write their own modules and making their

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products Device Discovery-enabled that much sooner. Each spotlight gives our dealers, integrators and programmers details on what these products do, why they're hot and why they are a great choice for future installations.

This month we invite you to learn more about Toshiba's Ultimate Movie Machine - the HD-XA2.



HD-XA2: Toshiba's Ultimate Movie Machine

Toshiba's new [HD-XA2](#) HD DVD player features Device Discovery built-in to simplify integration into AMX NetLinx systems. This assists both integrators and end users who demand technologically advanced products, ease of use and simple, reliable installation.

The HD-XA2 incorporates Toshiba's latest technologies. With a chassis reinforced by solid brushed aluminum panels, the HD-XA2 uses advanced digital and analog video processing technology and includes 1080p with Deep Color support specified in HDMITM 1.3a. The Silicon Optix Reon HQVTM processor delivers full HD resolution and detail and includes

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user-adjustable picture controls for both high definition and standard definition material.



When connecting via component output, the signal is output through the 297 Mhz/12 bit Video DAC with 4x oversampling to create more accurate, natural, and lifelike images while suppressing video noise. The player can also output 1080p resolution, matching the resolution of today's best high definition TVs. This signal is sent through HDMI with Deep Color, which represents the latest version of the multi-industry supported, all digital connection, for improved contrast and detail, and smoother transitions.

[Learn more about Toshiba's HD-XA2](#) and [Toshiba's full line of HD DVD solutions.](#)

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New AMX Asia Pacific Office To Open In Singapore in December

AMX has expanded its international operations into the Asia Pacific region with a new office in Singapore. Under the leadership of managing director Robin Enlund, AMX Asia Pacific will be responsible for sales, marketing, product distribution and technical support for the entire Southeast Asia market, which includes Singapore, Malaysia, Brunei, Thailand, Indonesia, Vietnam, Philippines, Cambodia, Laos and Myanmar.

"While AMX has had a distributor presence in the Asia Pacific region for many years,



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establishing a direct office under the leadership of Robin will enable us to provide an even higher level of customer service and support," said Michael Olinger, AMX vice president of international sales. "With more than 10 years experience in major Asian markets – including successfully establishing and managing distribution networks, sales programs and marketing activities – Robin has the skills and experience needed to lead AMX's expansion into this very important emerging market."

Enlund joins AMX Asia Pacific from Sandar Telecast, where he was the regional director for the Asia Pacific region. In this role, he was responsible for establishing the company's Singapore office and managing its sales, marketing and technical support activities for the entire Southeast Asia market. He also held a variety of management and engineering positions with Polar International and ABB Power Generation.

The permanent office for AMX Asia Pacific will open December 1, 2007. In addition to Enlund, the facility will house sales and technical support staff. It will also include classrooms for AMX University and a new Product Showroom, which will provide

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a venue for AMX dealers, consultants, architects and interior designers to showcase and demonstrate to their customers.

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AMX In The News

Your Link to AMX Media Coverage

"White House Renovates Press Briefing Room"

Government Video

The September issue of *Government Video* includes a feature on the recently-renovated White House Press Briefing

Room. The article not only names AMX as a key technology supplier, but



it also includes a photo (shown at right) of the

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President's podium, which integrates not one, but two Modero Touch Panels. The system was programmed by AMX' own Professional Services Group. [Discover what AMX Pro Services can do for your next install.](#)

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"Plaza Progress" *Residential Systems Online*

Residential Systems Online recently stepped inside the phenomenal renovation of the Plaza Hotel in New York City. AMX was chosen to support all 181 units (private residences and hotel rooms), which

each feature an MVP-8400 Wireless Touch Panel which connects residents and guests to a uniquely



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designed digital concierge system based on the AMX Amenities Solution and developed by AMX and our integration partner, Concierge Direct. Residents and guests can use the system to communicate with the parking garage, shops, restaurants and other amenities as well as use the integrated video intercom to see their car being brought up or to identify visiting guests. [Check out this incredible installation.](#)



"Red and Revved"

Robb Report Home Entertainment

For the home theater of Timothy and Kelly Phelan's 17,000-square-foot Colorado Springs home, they wanted the look of a 1920s picture palace, complete


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with heavy
red velvet
theater
curtains and
a lot of
antique gold.
An AMX
MVP-8400



Touch Panel and NI-900 NetLinx Controller were selected for master control of the Phelan's dream theater.

MORE 

"AMX CEO Rashid Skaf Named MTBC Corporate CEO of the Year"

CEPro

AMX president and CEO Rashid Skaf was named "Corporate CEO of the Year" by the Metroplex

Technology
Business
Council
(MTBC), a
Dallas-Fort
Worth, Texas
area
technology
organization.



Mr. Skaf

received the award for his leadership in the technology and communications industry, according to a release but says the recognition, "stands as a testament to the hard work and dedication of each of our employees worldwide."

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