

From a kitchen sink in Denmark to ISE in Amsterdam...

One of the things that characterises the integration industry is its entrepreneurialism. Sure, there are the big companies (although they too often began life as one man and a good idea), but there are also numerous small companies driven by a love of great video, great sound – and really cool technology. Invariably, those companies are started by someone who believes he sees a better way of doing something.

Which is how it is that a school caretaker at the University of Aalborg in Denmark was responsible for the formation of a company that is now

well respected in Scandinavia as a source of audiovisual control systems. The caretaker saw how teachers in his school seemed to struggle with a profusion of remote controls – a struggle that meant their use of AV equipment was inefficient and led to the technology not being used to its best advantage.

A visit to a local AV supplier failed to reveal an answer to the problem – but one employee, Tue Steen Andersen, thought he could find a solution. And that's how it was that manufacture of the first printed circuit boards that would be at the heart of

a new generation of control systems began in Andersen's kitchen – and eight years later, Andersen's company, Neets, is exhibiting at ISE in its quest to broaden its market. This quest for new customers has been enabled by the development of Neets Control EU which, the company says, meets the requirements of the European market.

Neets systems control the full range of RS-232 and infrared devices, together with automated management of lighting, screens and so on via a Neets relay box. **Stand**

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