

Inside

AV Week 2010	___ 2
Membership	___ 4
InfoComm News	___ 5
Government Relations	___ 6
Standards	___ 7
Certification	___ 8
Education	___ 9
Member News	___ 10

Produced and published for InfoComm International® members. Submissions are encouraged. Articles may be duplicated with written permission from InfoComm International.

© 2010
InfoComm International®
11242 Waples Mill Road
Suite 200
Fairfax, VA 22030
+1.703.273.7200 or
1.800.659.7469
Fax +1.703.278.8082
www.infocomm.org
Email news@infocomm.org

Fifth Annual AV Week Showcases Industry Awareness

October 17-23 marked InfoComm's fifth annual AV Week celebration. InfoComm members held a multitude of events to raise industry awareness and celebrate the audiovisual industry's many contributions. And once again, members came up with amazingly creative activities, events, expos, tours, games and prizes.

In Minnesota, **Alpha Video** created an award program to recognize the Outstanding High School AV/Media Coordinator in the state of Minnesota. The winner from Egan High School received a projector, interactive white board and a switching/control system for his school from sponsors Sharp Electronics, PolyVision and Extron. Alpha Video cited Egan's AV/Media Coordinator for recommending and implementing state-of-the-art classroom technology throughout the district as well as raising funds to purchase AV for high schools in Mississippi, whose programs were destroyed during Hurricane Katrina, in addition to teaching broadcasting classes in a TV studio he designed among other duties.



"Most high school principals will tell you that the AV/Media Coordinator is a highly valuable, although sometimes under recognized member of the high school staff," said Stan Stanek, President and CEO of Alpha Video. "Working in the background, the AV/Media person can be called on to install a sound system, operate a production studio or even manage a video distribution network. This award will shine a spotlight on this essential position that helps a high school to run efficiently."

Listen Technologies, based in Utah, planned a plethora of events for its AV Week celebration. Listen kicked the week off by receiving proclamations for AV Week from Utah Governor Gary Herbert, Salt Lake County Mayor Peter Corroon and Bluffdale City Mayor Derk Timothy.

On October 18, Listen partnered with Utah Opera to give a behind-the-scenes AV tour of its production of *La Bohème*. The guests discovered the ways in which audiovisual elements contribute to the success of theatrical productions.

Kristin Rector, Director of Marketing Communications, partnered with the Utah Women Tech Council to offer a discussion on *New Audio Technologies – from Hearing Aids to Headphones*.

If these events weren't enough, Listen also chose the Hearing Loss Association of America as a charity to support during AV Week. The Listen Trek Team raised \$2,800 dollars for the Hearing Loss Association's Walk4Hearing. To round out AV Week, Listen hosted a game of Wheel of Fortune for its employees. Listen staff were quizzed on their

continued next page

AV Week 2010

AV Week, continued

knowledge of Listen and the audiovisual world.

"We love AV Week," enthused Cory Schaeffer, Vice President of Sales & Marketing at Listen. We're going to make a month out of it next year."

Crestron, located in New Jersey, jump started their AV Week celebrations in a different manner than most other organizations – they announced the hiring of 10 new employees.

"There's no better way to celebrate the strength, innovation, vibrancy and leadership of our industry than to attract and train fresh new talent and welcome them into our industry," said Vincent Bruno, Crestron Director of Marketing.

In addition to the new hires, Crestron invited area engineering students and audiovisual educators to tour their 9,000-square-foot Crestron Experience Center in order to discover the latest innovations in the industry.

In Florida, **AVI-SPL** celebrated AV Week 2010 by hosting a variety of events across their 40 offices. To kick off AV Week Pam Iorio, Mayor of Tampa, issued a proclamation officially declaring October 17-23, 2010 as AV Week. They held a company-wide AV trivia contest as well as "AV Spirit Week." K-12 educators were also encouraged to enter their school into a contest to win an NEC projector for their school.

Westminster College, in New Wilmington, Pa., hosted a week filled with AV activities geared toward students, faculty and environmentalism. The AV department secured proclamations from both Wendell B. Wagner, New Wilmington Mayor, and Richard Dorman, Westminster College President, declaring October 17-23 AV Week. Students and faculty were encouraged to be a part of the Titan Terror Project, a mini-movie showcase,

focused on suspenseful, non-gruesome, short films made with consumer-level cameras. Westminster AV staff also hosted a document camera showcase, inviting area teachers to training on classroom usage. Westminster College focused heavily this year on the theme of a *Less Paper Dependent Lifestyle* and offered a variety of activities in conjunction with this theme, including a campus-wide technology recycling drive and several lectures from AV companies whose products and services go hand in hand with the green movement.

In California, **rp Visual Solutions** organized tours of the Discovery Science Center. The tours featured a 3x3 video wall, a 4D movie experience powered by dual Panasonic projectors in a 3D environment with the fourth dimension of smoke, and the Planetary Research Station incorporating four Sony projectors creating a spherical projected image on

an animated globe.

Randy Pagnan, President of rp Visual Solutions and past President of InfoComm, was thrilled to be able to participate in AV Week. "We are so pleased that the DSC has agreed to host this AV Week tour as their exhibits exemplify the explosion of AV applications in society today," he said.

In Portland, Ore., **Biamp Systems** offered tours of its corporate headquarters to students at the University of Portland. Students listened to presentations on the history of the industry as well as the vast array of employment opportunities in the audiovisual field.

"Education is really important at Biamp," said Matt Czyzewski, VP Business Development. "We take great pride in our commitment to educating our employees, customers and community. AV Week provides a great opportunity to introduce these students to the many

continued page 13



AVI-SPL staff show off an AV Week proclamation from Tampa's Mayor Pam Iorio.



Staff played games to raise money for Habitat for Humanity of Northern Virginia.



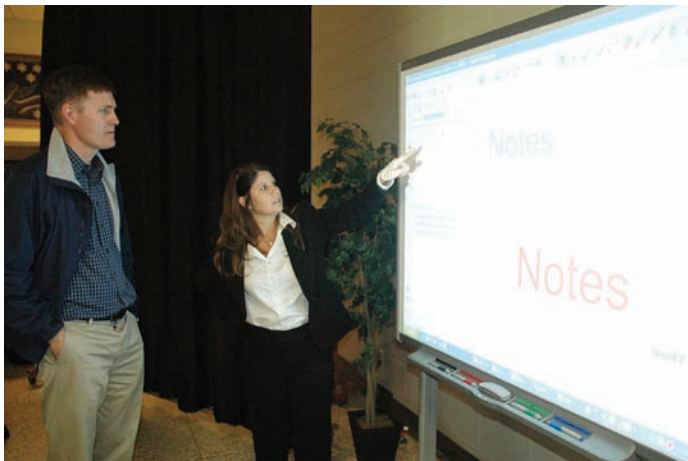
Creepy Eyeball cookies take home a prize at InfoComm's InfoBake 2010.



Lake County Mayor Peter Corroon signs AV Week Proclamation with Listen staff.



Students from the University of Portland tour Biamp's offices.



Faculty at Dabney S. Lancaster Community College discover the latest in classroom AV technology.



Kevan Jones, SACIA ProAV Forum in Johannesburg, South Africa.



Staff and members enjoy a sweet bite while judging InfoComm's Second Annual InfoBake.



The Listen Trek Team raised over \$2,700 for the Hearing Loss Association of America by participating in its Walk4Hearing.



Meeting planners learn about the latest AV innovations at InfoComm's Power of AV for Meeting Planners.



Crestron celebrates AV Week by announcing 10 new hires.

AV Week, continued

opportunities available to them as engineers within the AV industry.”

Additionally, Biamp offered regional AIA courses for architects.

Emerson College in Boston partnered with its School of Theatre and Design to host a *Live Mix Workshop* focusing on microphone selection and placement in theatre productions, as well as giving hands-on experience in their mixing table.

In New York, **Population Council** hosted an AV Expo to celebrate AV Week 2010. Held in its corporate offices, the AV Expo showcased all of the AV services Population Council provides, as well as the latest products in the industry. The expo was set up in a convention atmosphere consisting of booths with content focusing on audio, presentations, videoconferencing and video recording/editing.

Columbus State Community College opened its doors in Ohio with a month-long showcase of the evolution of video gaming. Students and visitors participated in hands-on experience with popular games from all periods, while learning fun facts and trivia

about the history of video games.

Also in Ohio, **Cables to Go** offered two events in conjunction with AV Week. To start off the week, they hosted their Eleventh Annual Connectivity Conference aimed at educating integrators. To close out the week, they offered an online webinar titled *Secured Wiring for the Classroom*.

Dabney S. Lancaster Community College in Virginia began its first annual AV Week celebrations this year. Students were invited to hear lectures from area dealers, manufacturers and integrators on topics such as the state of the industry and employment opportunities. To wrap up AV Week, the college announced a video competition with winners to be announced in November.

Audio Video Systems, in Chantilly, Va., hosted *AV Career Opportunities*, addressing more than 40 ITT students about audiovisual careers.

InfoComm International® hosted two events this year to celebrate AV Week. On Wednesday, October 20, InfoComm hosted the *Power of AV for Meeting Planners* in Washington, D.C. This half-day event featured speakers covering *The*

continued page 15

Visix Expands Client Services

Visix now offers consulting services to enhance the client experience. Our experts provide coaching, idea-generation and adoption advice for new and existing digital signage clients. They work with customers to explore content types and distribution channels to fit their environment, establish measurable goals for digital signage deployments and campaigns, determine system naming standards and usage guidelines, and coordinate configuration, custom content design and launch services. Visit www.visix.com to learn more!



Biamp Systems Announces Additional Vocia Verification

Biamp Systems has announced that Vocia®, Biamp's critical paging and voice evacuation system, has been independently verified for use in EN 60849- and AS 60849-compliant life safety systems. This verification is in addition to the already received EN 54-16 certification.



Verification guarantees that Vocia meets relevant government specifications for life safety paging and voice evacuation systems throughout the European Union and Australia.

Wowza Wins Two Streaming Media European Readers' Choice Awards

Wowza, the unified media server software company won two top European Readers' Choice Awards from Streaming Media magazine. For the third year in a row, the company's unified media server software was voted the best streaming server software/hardware, and it was awarded the best innovation honors for the second year running. As in prior years, Wowza's media server software bested products from larger name-brand companies.



X20 Media Adds Wayfinder Add-In to Xpresenter Platform

X20 introduced a new Microsoft® PowerPoint® add-in that greatly simplifies the content creation process, allowing users to build their own wayfinder maps for corporate facilities, campuses, airports, public venues, and more. Users can easily import floor plans and create digital, interactive wayfinder maps — with start and end points and animated directional arrows that indicate the path — directly inside PowerPoint and publish them to the X20 network.



InfoComm staff members enjoying the Carnival and Open House. (L to R) Nicole Verardi, Amanda Eberle, Melissa Taggart, Adrienne Knick



Utah Governor Gary Herbert signs AV Week Proclamation surrounded by Listen staff

AV Week, continued

Business of Green Meetings and AV Gadgets to Wow Your Audience.

InfoComm rounded out the week by opening its doors to area businesses and local members for an open house. The open house featured carnival games, food, prizes and a few surprises – one of InfoComm's Senior Vice Presidents and one Vice President volunteered to get wet in the dunk tank. All proceeds raised were donated to Habitat for Humanity of Northern Virginia.

AV Week 2010 was an enormous success that could not have been achieved without all of the hard work from our members. Each year our members become more creative and offer new events for their AV Week celebration. Thank you to all of our participants. Remember, AV Week 2011 is October 16-22 and it will be here before we know it! It's never too early to begin your plans to make next year bigger and better! ①

Standards, continued

threshold for unwanted sound elements of amplified audio systems; describe the method for testing of the amplified audio system; and provide the method of documentation to demonstrate that the unwanted sounds are not evident while the system is operating. The standard would describe the measurement of the audio signal as compared to the noise level of the system. This standard is not intended to measure the acoustics of the space, nor is it intended to compare the performance of the system to the environment.

Reproduced Speech and Reproduced Music Quality

This standard proposes to address the minimum acceptable levels of speech quality and reproduced music performance quality for amplified audio systems from the perspective of time-domain acoustical parameters. The standard should incorporate currently accepted methods for acoustical measurement of the system to determine minimal acceptable levels of sound clarity/quality for speech and performance reproduction quality for music.

Sound Pressure Level Optimization in Audiovisual Systems

The nominal audio signal level in an audiovisual system is referenced to the level of ambient acoustic noise in the venue. This standard would characterize this ambient noise, recommend a signal-to-noise ratio for different venue types, and provide measurement techniques using common test equipment. The standard may also refer to maximum sound pressure levels acceptable for audience safety.

InfoComm has formally submitted these four projects to ANSI through the Project Initiation Notification System (PINS). The process for creating and formatting these documents is outlined in the *InfoComm International Procedure for the Development of Standards* and the *InfoComm International Development and Organization Manual*, both of which have been accepted by ANSI as part of its Accredited Standards Developer (ASD) program. Review these now. ①

Contacts

InfoComm Headquarters: Contacts

InfoComm Customer Service:

Steve DonTigny, CTS 800.659.7469 x3150
Diego Puch 800.659.7469 x3880
Keith Myers, CTS 800.659.7469 x3900

Certification: Bobby Stanley 800.659.7469 x3210

Education Sales: Amanda Eberle 800.659.7469 x3055

Education Support: Bill Thomas 800.659.7469 x3130

Foundation: Duffy J. Wilbert, CTS, CAE 800.659.7469 x3470

InfoComm 2011 Exposition Sales: Mike Doolittle, CTS 800.659.7469 x3050

InfoComm iQ: John Fuchs, CTS 715.276.9463

Member Newsletter: Betsy Jaffe 800.659.7469 x3160

Membership: Marc Bialek 800.659.7469 x3080

New Member Sales: Debbie Sausville, CTS 800.659.7469 x3140

News & Information Network: Betsy Jaffe 800.659.7469 x3160

Press: Betsy Jaffe 800.659.7469 x3160

Association Sponsorships: Mike Doolittle, CTS 800.659.7469 x3050

European Headquarters

Ground Floor, Suite F, Breakspear Park, Breakspear Way
Hemel Hempstead, Hertfordshire, HP2 4TZ, U.K.
Phone: +44 (0) 1727.884606 • Fax: +44 (0) 7908.884800
Email: europe@infocomm.org

Regional Offices

Australia, New Zealand, Middle East and Africa

Jonathan Seller, CTS, Regional Director
G.P.O. Box 4529, Sydney NSW 2001, Australia
Phone: +61 2.8206.0979 • Fax: +61 2.9383.8550
Email: jseller@infocomm.org

Asia

Andy Tan, CTS, Regional Director
47 Hill St., 06-08 S.C.C.C.I. Building, Singapore 179365
Phone: +65 62386478 • Fax: +65 62386479
Email: atan@infocomm.org

Greater Europe

Godwin Demicoli, CTS, Regional Director
Holunderweg 5, 85662 Hohenbrunn, Germany
Phone: +49 (0) 8102.784.5409 • Fax: +49 (0) 8102.784.5410
Email: gdemicoli@infocomm.org

U.K. and Ireland

Chris Lavelle, Regional Manager
Phone: +44 (0) 1442.345100 • eFax: +44 (0) 127.376873
Email: clavelle@infocomm.org

South America, Latin America and Islands

Rodrigo Casassus Coke, CTS, Regional Director
Americo Vespucio Norte 1960, Departamento 803, 7630250, Vitacura, Santiago, Chile
Phone: +1.703.273.7200 x3200 • Direct: +1.609.651.8476
Fax: +1.609.228.5008 • Email: rcasassus@infocomm.org

Executive Editor: Betsy Jaffe

Managing Editor: Andrea Vanin

About InfoComm

InfoComm International® is the international trade association of the professional audiovisual and information communications industries. Established in 1939, InfoComm has 5,000 members, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end-users and multimedia professionals from more than 80 countries.

InfoComm International is the leading resource for AV market research and news. Its training and education programs set a standard of excellence for AV professionals. InfoComm International is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers worldwide. InfoComm also produces tradeshows in Europe, Asia and China. Additional information is available at www.infocomm.org.