

# AV Technology Today

You missed a great event, but feel free to view the [recorded sessions!](#)

March 24, 2011

Atlanta Marriott Marquis  
265 Peachtree Center Avenue  
Atlanta, Georgia 30303

[Directions](#)

[\\$49 - InfoComm International Organizational Member](#)

[\\$69 - Non-Member](#)

[\\$99 - InfoComm International Commercial Member who attends with clients](#)

**Register**

Top three reasons to attend this local event:

1. New audiovisual products and apps
2. Hands on experience
3. Expert AV advice

## Who Should Attend?

If you are responsible for purchasing or overseeing the installation, integration or operations of technology for your business, agency or organization, you should attend.

AV technicians, this is your opportunity to share the exciting world of AV with your manager, purchasing officer, CIO and IT colleagues. Attend with them to learn about today's AV technology and plan ahead.

If you are a commercial AV provider and InfoComm member, you can invite a client to join you and provide valuable AV insights as you demo new products and get inspired by the presenters. One client per commercial AV provider.

## Agenda

**8:30**      **Registration, Tech Showcase Open**

**a.m.-**

**9:00**

**a.m.**

**9:00**      **Welcome and Introductions**

**a.m.-**      [Duffy Wilbert, CTS, CAE](#), Senior Vice President, InfoComm International

**9:15**

**a.m.**

**9:15** **Space, Time and Technology: The Future of AV**

**a.m.-** [Mark Valenti, CTS](#), President & CEO, The Sextant Group, Inc.

**10:15** This session explores new AV and IT technologies and applications as real-world AV meets Web 3.0. Learn how  
**a.m.** rapid development of virtual space will impact your business, your institution and perhaps, even, your day-to-day life, bringing exciting opportunities to develop new audiovisual solutions.



**CTS: 1 CTS-D: 1 CTS-I: 1 Max: 1**

**10:30** **Technology Showcase**

**a.m.-**

**11:00**

**p.m.**

**11:00** **Making Dynamic Signage an Effective Reality**

**a.m.-** [Lyle Bunn](#), Principal & Strategy Architect, BUNN Co.

**12:00** Dynamic Digital Signage (DDS) brings high value as a communications and marketing device at places where people  
**p.m.** shop, wait, gather, move, work and study. This information-rich session will explain the elements that can make it most effective and assure the highest return on investment. End users and providers of dynamic place-based media will benefit from the planning and network operations input, and the lessons of "best practice" provided. Lyle will present core, proven approaches to defining and advancing the project outline "content" and advertising revenues with examples. This session will help end users and suppliers succeed whether implementing new DDS strategies or advancing existing digital signage initiatives.

This session is presented by digital signage industry leader Lyle Bunn. He is an InfoComm Academy faculty member and has assisted in the deployment of hundreds of networks. Additional bio at <http://www.lylebunn.com/>.



**CTS: 1 CTS-D: 1 CTS-I: 1 Max: 1**

**12:15** **Lunch and Tech Showcase**

**p.m.-** Chief, DPI and Sonic Foundry display and demo their newest products.

**1:30**

**p.m.**

**1:30** **3D Technology in the Classroom**

**p.m.-** [Mike Guillory](#), Manager, WW Marketing Communications, Texas Instruments

**2:30** 3D has taken over the movie theatre and is offered in dozens of HDTVs for the home. However, perhaps the most  
**p.m.** compelling use of 3D is in the classroom. With over a million DLP 3D-ready projectors ALREADY installed in classrooms around the world, 3D curriculum is coming of age. In this session, learn how schools are using 3D to increase student performance and provide a new level of engagement in the classroom.



**CTS: 1 CTS-D: 1 CTS-I: 1 Max: 1**

**2:45** **State of Unified Communications**

**p.m.-** [David Danto](#), Director of Emerging Technology, IMCCA (Interactive Multimedia Collaborative Communications  
**3:45** Alliance)

**p.m.** This session will cover the basics: defining what Unified Communications is, how it has evolved, and what the drivers are. David will define key terms and detail some examples of Unified Communications solutions that can be deployed now to address today's workforce demographics and the mobile convergence.



**CTS: 1 CTS-D: 1 CTS-I: 1 Max: 1**

**4:00**      **Networking and Tech Showcase**  
**p.m.-**      Ask-the-Experts and Hands-on Technology  
**5:00**  
**p.m.**

Don't miss out on this local event about AV technology. Register today!  
First 100 registrants receive a free copy of InfoComm's 96-page *AV Setup Guide*.

### Sponsors



*Copyright 2011 InfoComm International*