

InfoComm Offers New AV Certificate Program

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InfoComm-Recognized AV Technologist Certificate Program Acknowledges Essential Audiovisual Knowledge

FAIRFAX, VA – January 28, 2010 – InfoComm International, the trade association representing the commercial audiovisual industry, is releasing a new certificate program aimed at recognizing those who have demonstrated basic competency in the audiovisual field. The InfoComm-Recognized AV Technologist certificate program allows employers to verify the basic level of entry-level AV personnel, while providing industry newcomers and non-technical personnel a way to showcase what they have learned.

To earn a certificate, AV professionals must score 80 percent or above on a new, online test which is taken at the desktop, not at a testing center. Content for the test is based entirely on the newly-updated course, *Essentials of AV Technology Online*. “We are debuting the InfoComm-Recognized AV Technologist certificate program to bridge the gap between those just starting in the industry and InfoComm’s rigorous Certified Technology Specialist program,” said Randal A. Lemke, Ph.D., InfoComm Executive Director and CEO. “AV employers need a way to quickly train and assess new hires, and this new program provides a way to establish basic AV competency. It is our hope that as AV professionals who secure this certificate gain more experience they will develop into candidates for the more demanding CTS® program that is accredited by ANSI to the ISO/IEC 17024 standard.”

The 90-minute long test costs \$150 for members and \$200 for non-members. The fee includes the opportunity to take the online test three times in a 30-day period. *Essentials of AV Technology Online* costs \$99 for members, \$150 for non-members. Members can use InfoComm EduBucks to pay for the full cost of the *Essentials of AV Technology Online* course, but not for the test.

To learn more about the program, visit <http://www.infocomm.org/avtechnologist>.

About InfoComm International®

InfoComm International® is the international trade association of the professional audiovisual and information communications industries. Established 70 years ago, 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 trade shows in Europe, Asia and China. Additional information is available at www.infocomm.org.

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