

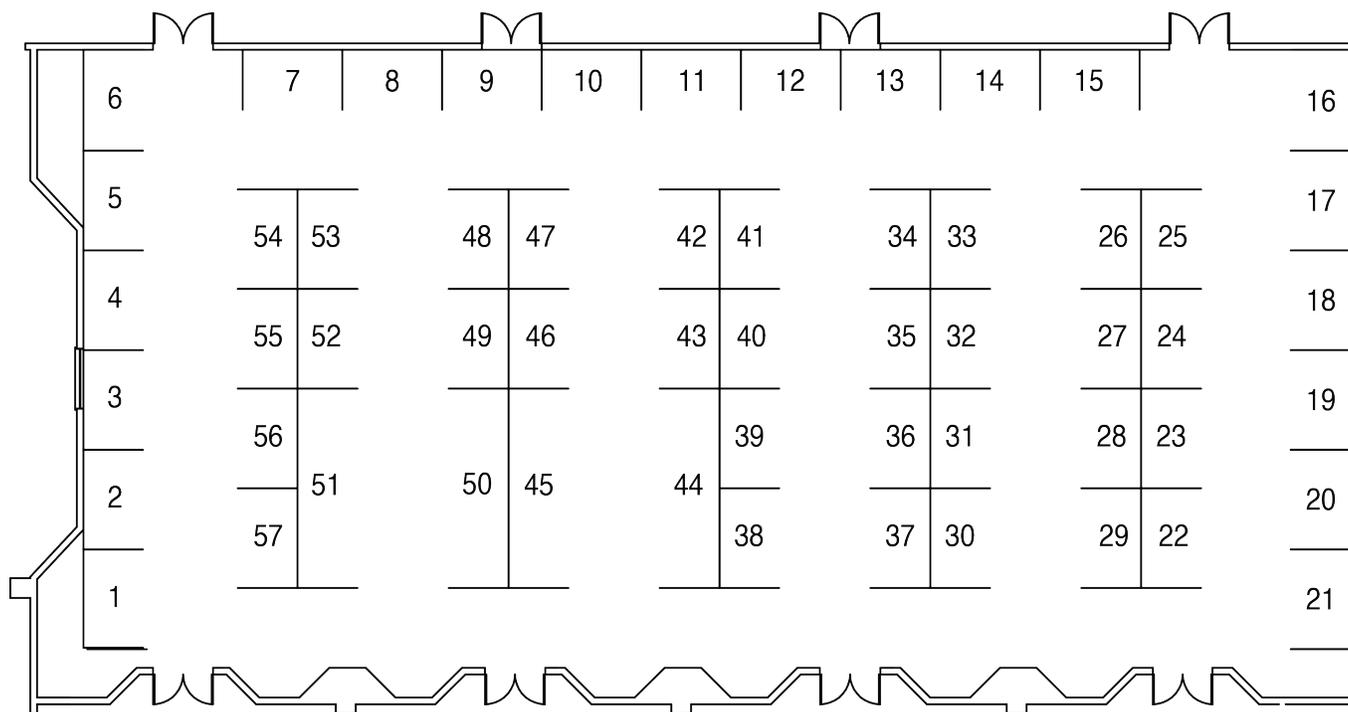
# AVI SYSTEMS TECHNOLOGY SHOWCASE 2014



DOORS OPEN AT 8:30 AM

Wednesday November 12th, 2014 9 AM - 5 PM  
 Thursday November 13th, 2014 9 AM - 2 PM

**Sheraton Detroit Novi**  
 21111 Haggerty Road  
 Novi, MI 48375



## PARTICIPATING VENDORS

360 Systems	25	Cisco	4	Innovox Audio	34	Revolabs	32
AJA Video Systems	3	ClearOne	39	JMR Electronics	25	RGB Spectrum	49
ALMO	13	Cobalt Digital	25	Kramer	51	rp Visual Solutions	46
Altinex	41	Contemporary Research	15	Lectrosonics	2	Scala	10
AMX	40	Crestron	21	Leightronix	31	Scale Logic	22
Atlas Sound	9	Da-Lite	27	Liberty AV Solutions	20	Sharp Electronics	17
Avaya	36	Delta Displays	24	LifeSize	19	Shure	9
Avid	42	Digital Media Group	Lobby	Lightware	12	Sony	44
Avteq	4	Draper	52	Lumens	37	SVSi	54
Barco	45	Earthworks Audio	53	Marshall Electronics	23	Tektronix	26
Biamp Systems	43	EditShare	11	Marshall Furniture	6	Tightrope Media	7
Black Diamond Video	15	Epson	30	Middle Atlantic	14	Vaddio	55
Broaddata	23	Evertz	29	NEC	8	Vizrt	33
Broadcast Pix	18	Extron	57	Panasonic	50	Winsted	16
Canon	35	Haivision	5	Polycom	1		
Chief	28	Hall Research	15	PureLink	25		
Christie	48	Hitachi	56	Quantum	38		

WEDNESDAY November 12th Doors open at 8:30 AM

**9 AM / KEYNOTE / BREAKFAST / MACKINAC ROOM**

Darryl Krall, National Sales Manager, Panasonic

**Panasonic Solutions for Business**

Spend the morning with us learning about how Panasonic delivers game-changing technology solutions that deliver a customized experience to drive better outcomes—for our customers and our customers’ customers.

In this breakfast keynote, find out how Panasonic engineers reliable solutions that help create, capture and deliver data of all types - where, when and how it’s needed. The complete suite of Panasonic professional solutions includes unified business communications, mobile computing, security and surveillance, retail point-of-sale, office productivity, visual communications (projectors, displays, digital signage) and HD video production.

**10 AM / MARQUETTE ROOM**

Eddy Boyette, VP of Sales, Lumens

**PTZ Camera Technologies**

Learn how to incorporate and leverage pan, tilt and zoom cameras into lecture capture, corporate, House of Worship and videoconferencing solutions. Lumens PTZ cameras are versatile, full HD robotic cameras featuring a single 1/2.8” 2 MP CMOS sensor and can output resolutions up to 1920 x 1080 at 60 fps.

**10 AM / ST. CLAIR ROOM**

Tim Albright, CTS, Director of Operations for Innovad Innovations and Design, Founder of AV Nation

**Control and Automation: Complexity Simplified**

During this presentation we will look at the current state of the control and automation segment of the AV industry. We will discuss the current technologies, best practices, and the move to IP control. The session will wrap up with the future of the automation segment; from gesture and voice-based control to RFID and biometric control.

**11 AM / MARQUETTE ROOM**

Daniel Newman, CEO, Broadsuite

**4 Technology Trends Transforming How We Communicate**

Our world is more connected than ever before, but what is drawing us together may be more than meets the eye. In this session, presenter Daniel Newman dives into the communications revolution that is taking place and how emerging technology like Mobile, Social, Big Data, and Cloud are shifting not only the way we do business, but the way we live our lives.

**11 AM / ST. CLAIR ROOM**

Jane Phillips, Regional Vice President, AVI

**Digital Signage in the Real World**

Do you know how many potential users there are for enterprise digital signage? More than most realize and the number of users is only limited by our imagination. Many of us think of digital signage as an LCD on a wall, showing a simple message, however the use of this technology has expanded into so much more.

In this enlightening presentation, find out how organizations just like yours have used digital signage to create interactive environments using content, architectural enclosures and unique displays that provide solutions for today’s business and educational needs. We’ll showcase a variety of different applications by clients and discuss how they implemented these solutions, what was successful and what was a challenge. Broaden your horizons and get your imagination going by attending this digital signage seminar.

**12 PM / KEYNOTE / LUNCH / MACKINAC ROOM**

Hanne Page, Product Manager Collaboration, Barco

**Presentation And Collaboration In The Workplace – At The Flip Of A Switch**

This high-paced session will help you understand some of the everyday challenges faced with setting up meetings on the fly – and how to remedy them. You’ll learn how to use meeting room technology to your advantage and collaborate more effectively and efficiently. In six simple steps you’ll be on the path to designing and operating your own meeting spaces with innovative solutions from Barco.

**1 PM / MARQUETTE ROOM**

Shailesh Patel, Operations and Strategy, gravitytank

**Delivering Exceptional Experiences in AV Technology Spaces**

Sponsored by Christie Digital, and in conjunction with InfoComm International, gravitytank will present on how to create exceptional experiences in the AV technology space. Whether in a classroom, meeting space, auditorium or House of Worship, everyone is looking for how to create that “Exceptional Experience”. This session will help set the framework and inspire you to create your own exceptional experience.

WEDNESDAY November 12th Doors open at 8:30 AM

### 1 PM / ST. CLAIR ROOM

Brad Sousa, Sr. VP Enterprise Technologies at AVI  
**Enterprise Visual Communications**

Video has become a critical part of the enterprise strategy and UC communications plan. Steps need to be taken to integrate video into critical business applications and communications infrastructure, yet most companies don't have a process in place that enables video to operate as part of an enterprise strategy. What does an enterprise visual architecture look like and how do we define it? This session addresses the video, processes and technologies that make up an enterprise class solution for telepresence, UC, content streaming and management and audiovisual technologies.

### 2 PM / MARQUETTE ROOM

Matt Krstulja, AV Sales Director, Evertz

### 10Gb AV Network for Corporate and Higher Education

Did you know that you could create your own software-defined network just for Audio and Video distribution? In this fast paced interactive presentation you will learn how to use a 10Gb Software Defined Video Network to build an enterprise-wide AV distribution solution. This session will also bring clarity as to the benefits that an IP network can offer including scalability, cost reduction and pooled resources.

### 2 PM / ST. CLAIR ROOM

Randy Weeter, Video Channel Director, Avaya  
**Moving Beyond the Room with Visual Collaboration**

This compelling discussion will center around how businesses, large and small, can now leverage enterprise grade Video Collaboration, at an affordable price. We will explore practical, real world use cases and how companies are using Video Collaboration every day, to lower costs and moreover, build stronger relationships and grow revenue. Forget your Video Conferencing experiences you've had in the past. Come see what's new and learn how easy it is to visually connect to the world today. Please join us to see how you can get started today for Free!

### 3 PM / MARQUETTE ROOM

John Lamberson, Regional Manager, Biamp Systems  
**How Biamp can Improve Productivity and Safety in your Facility**

With our new network public address and voice evacuation technologies, you can learn why clarity and intelligibility aren't the only features that make our systems so special. Find out from the world leader in audio technology how to make your facilities safer and more productive.

### 3 PM / ST. CLAIR ROOM

Craig Frankenstein, Director of New Media Sales, AVI  
**Creating Collaborative Production Workflow**

Producing content in today's tapeless environment creates new challenges. Storing content on production friendly shared storage, editing in a collaborative and efficient way, managing your assets, review and approval - both in and outside of your facility - rendering and delivering content to the new broadcast and social media platforms, safely archiving and backing up your intellectual property. All these issues will be discussed as well as what today's current production pipelines will look like.

### 4 PM / KEYNOTE / MACKINAC ROOM SPEAKER JASON HANSON TO FOLLOW IMMEDIATELY

Pete Putman, Technology Consultant, Kramer

### The Future of Technology Trends

It's almost impossible to keep up with advances in AV technology, but this fast-paced seminar is a great

start. Hot off the presses from the 2014 Consumer Electronics Show and NAB 2014, Pete will reveal the emerging technologies that will have a direct impact on our market. Curved televisions, HEVC, 4K, wireless AV, flexible displays - they're all here, as are some cool ideas for portable electronics, along with some real head-scratchers and a few "just plain silly" products, demonstrated using a variety of video examples.

Does anyone really need a curved smartphone or television? Can you control an entire AV system just by pointing? Why are LCD display prices falling so rapidly? What the heck is a quantum dot, and where are they used? All of these questions - and more - will be addressed and answered in this lively and humorous presentation.

**\*\*HAPPY HOUR WILL BEGIN PROMPTLY AT 3:30 PM**

THURSDAY November 13th Doors open at 8:30 AM

**9 AM / KEYNOTE / BREAKFAST / MACKINAC ROOM**

Sander Phipps, Senior Product Manager, Sony

**4K Display Technology**

When you think of the best in picture quality, think Sony 4K Ultra HD. Aside from pioneering the 4K revolution in 2005 — you've probably seen 4K movies at your local theater — Sony is the only company in the world with a full suite of products that let you shoot, edit and enjoy the clearest video quality available today. Learn how Sony is pioneering 4K technologies.

**10 AM / MARQUETTE ROOM**

John Ladle, Central Territory Manager, AJA

**High Frame Rate 4K for Live and Post HD Production**

In this high definition presentation, we will demonstrate the practicality and value of using 4K to deliver extremely high quality and flexible images over existing SMPTE HD infrastructure. You'll discover CION™ — the new 4K/UHD and 2K/HD production camera from AJA — uniting both production and post production by shooting directly to edit-ready Apple ProRes 4444 at up to 4K 30fps, ProRes 422 at up to 4K 60fps, or output AJA Raw at up to 4K 120fps.

**10 AM / ST. CLAIR ROOM**

Rich Baringhaus, Pro AV Accounts Manager, Epson

**Your White Board Reinvented!**

Is there a "Smarter Way" to integrate annotation and presentation in the classroom? You will have to join us to find out. In this fun-filled session targeted toward educators, learn how Epson's BrightLink Pro can change the way you meet today. Learn of how you can turn your existing whiteboard into a digital whiteboard that can work even without a computer. We will show you how you can share your whiteboard with up to 15 people without software or applications, distribute your meeting notes via e-mail or save, and even use it for WebEx, Polycom, MS Lync and more!

**11 AM / MARQUETTE ROOM**

Michael Yukna, Regional Sales Manager, AMX

**AV Technologies for Huddle Spaces**

Space planning in commercial enterprises and educational facilities is increasingly adopting trends such as "Open Concept", a term you might typically associate with residential real estate on your favorite HGTV program. These newer styles of meeting spaces, and the way people collaborate in them, create some challenges when it comes to outfitting with AV.

This session will explore the technology considerations of huddle spaces, and showcase the AMX solutions that will ensure the function of these spaces is as beautiful as their form.

**11 AM / ST. CLAIR ROOM**

Tim DeLaere, National Sales Manager, Worldwide Sales, RGB Spectrum

**Challenges And Solutions In The Design Of Operations Control And Collaboration Rooms For The Enterprise**

Are you interested in finding out how Global Enterprises, with distributed production assets, are utilizing digital visual technologies to better manage workflows, and enhance remote monitoring and integrated operations? Then look no further than to this exciting one-hour presentation that explores use cases from some of the world's great companies and how they are implementing digital visual technologies in their operation control centers and collaboration spaces.

**12 PM / KEYNOTE / LUNCH / MACKINAC ROOM**

Rich Maryanski, Channel Manager, Polycom

**Integrating Visual Collaboration Into Your Business Process**

In this exciting one-hour keynote you will learn how advancements in Visual Collaboration enable faster adoption of business processes that will leave a lasting impact on your organization. Topics will include the integration of visual communication solutions to Unified Communications platforms such as Microsoft Lync and scheduling applications such as Microsoft Outlook.