

2022

ANNUAL REVIEW



edge
Unparalleled Partnerships



CONTENTS

- 04 Letter From The President
- 07 Letter From The DAC Chairman
- 08 In the News
- 09 Integrator Awards
- 10 Why Emotional Intelligence is a Critical Skill for the
Future Workforce
- 12 Edge Highlights
- 15 Event Sponsors
- 16 Event Recaps
- 24 Special Interest Groups
- 28 Integrator Highlights
- 38 What Is the Purpose of Your Processes
- 41 Upcoming Events
- 42 Sustainability in AV
- 44 Our Team

MICHAEL BOETTCHER, EDGE PRESIDENT

LETTER FROM THE PRESIDENT

As we close out this roller coaster of a year that was 2022, I would like to take a moment and say thank you to everyone who made me feel like I was never away from this organization. Through the years, I have had the pleasure of getting to know many of you, and I am so excited to be on this side of the table helping to bring together the best folks in the industry as we grow and prosper.

The industry has faced numerous challenges this year, from the dreaded supply chain and labor shortages to the packed warehouses and inflated backlogs. Along the way, Edge has been focused on providing a means to solve these challenges. Together, we have connected Edge members

and partners more closely than ever before, and through our unparalleled partnerships, we are positioned to take on any challenges in the coming years.

As Edge continues to expand its footprint both domestically and abroad, we will simultaneously be looking for innovative solutions to help our membership evolve no matter which path our industry takes. The good news is all the data suggests not only a full recovery of the AV market, but growth to the highest levels we have ever seen. If that holds true, we will need our network to remain as strong as ever. This increase also means that we must think differently to adjust and keep pace with technology demands.

I am extremely excited to be here working with a great staff and having the backing of a dedicated team at headquarters. We are collectively committed to providing the value you expect from a high-level organization, and I can assure you that everyone is looking forward to great things to come in 2023.

Sincerely,

Michael Boettcher,
President of Edge





360° *of* IMAGINATION

Unique LED mounting solutions,
by Draper for you.



Bring your imagination to life with
Draper mounts & structures.



www.draperinc.com/mountsstructures/

Arizona State University Health Futures Center in collaboration with Mayo Clinic, Phoenix, AZ
Draper Tailored Solution utilizing full Planar TVF Series 2.5 LED 16' x 8' Curved Video Walls
DFDG Architecture/CO Architects, Integrator & Installer: Spinitar, mattphoto.net



**YOUR INDISPENSABLE
PRO AV PARTNER OF CHOICE**

MORE PRO AV BRANDS

Working with more than 90 leading manufacturers, we research, select and source the latest products, ensuring our customers have access to the newest technologies and largest selection of AV products.

MORE PRODUCTS CLOSER TO YOU

Our product availability allows customers to save time, complete projects faster and reduce the need to stock inventory.

MORE SUPPORT

Check pricing, track orders, see inventory and pay invoices anytime, anywhere, 24/7 at our Digital Branch.

MORE SERVICES

Staffed with product and technology experts, ADI assists with systems design, configurations, and product selection for any project.

FEATURING:



Herman provides AV installers, technicians, and technical resources for your commercial audiovisual needs nationwide.



CONTACT US AT:
ADIGLOBAL.COM/PRO-AV 888-736-6888



THE **POWER** OF THE NETWORK



EXTENSION OF YOUR BUSINESS



BEST TRAINING IN THE INDUSTRY



TOP OF THE LINE PARTNERS



SERVICE YOU CAN COUNT ON



A PARTNER YOU CAN TRUST

ABOUT US

PSA is the world's largest systems integrator consortium made up of the most progressive security and audio-visual professionals in North America. Combined, PSA Security and Edge members boast over 500 branch locations, employ over 13,500 industry professionals and are responsible for over \$4.5 billion annually in security, fire, life safety, managed services and pro audio-visual installations.

We're made up of a network of integrators who specify, design and install security and pro audio-visual systems. By leveraging the expertise of PSA's network, other industry professionals have access to knowledgeable partners who can help provide an international presence and augment existing programs and services to grow their businesses.

Our *mission* is to elevate the industries we serve by providing owners and members exceptional education, networking services and connections with technology partners.

Our *vision* is to be the rising tide.

Connect with a PSA security integrator at www.psasecurity.com

LETTER FROM THE CHAIRMAN

Twenty twenty-two was a phenomenal year for Edge partners including record revenue numbers while simultaneously carrying record amounts of backlog projects into 2023. This sounds like a dream come true! Right? Well... be careful what we wish for!

Does this sound familiar? Supply chain issues, freight challenges, added warehouse requirements, shortage of qualified technical staff, increased hourly rates for our employees, higher subcontractor costs and cash flow challenges.

One of the U.S. founding fathers, John Adams, stated the following, "To be good, and to do good, is all we have to do." He also mentioned, "Facts are stubborn things, and whatever may be our wishes, our inclinations or the dictates of our passion, they cannot alter the state of facts and evidence."

Through the Edge and PSA community, we continue to discuss the many alternative solutions to our current issues and the coming year. This is one of the most rewarding results of being an Edge partner, and sometimes it takes a back seat to rebates and lower solution costs. Attending the Edge meetings, town halls and other

sponsored Edge events allow us to better communicate and learn from one another. It helps our individual organizations develop policies and procedures that have been tested by others. Collectively, we can utilize tried and true processes, which allows us to overcome the many challenges we face in the future.

The good news is that the AV market is forecasted to grow from \$30.7 billion in 2022 to \$47.2 billion (9% CAGR) in 2027 globally. With our industry still in a growing stage, we have a huge opportunity to overcome unique and collective challenges resulting in a successful 2023 for Edge partners.

It has been an extremely rewarding year being on the Dealer Advisory Council and working with many Edge partners. I look forward to working together and everyone becoming more involved in 2023. You will not regret it.

Dennis Schliske,
CEO, Vcom
DAC Chairman





USAV Rebrands as Edge

Featured in [Commercial Integrator](#), [Rave Pubs](#), [Security Info Watch](#), [Security Sales](#), [Security Systems News](#), [AVI Latino America](#), [CEPro](#)

USAV, a division of PSA, has announced its rebrand to Edge effective immediately. Since 2001, USAV has supported audio/visual systems integrators throughout the world by connecting them with industry-leading manufacturers, distributors and service providers creating unparalleled partnerships. As integrators have grown and changed over time, the need for the USAV brand to evolve became apparent.

8

Edge Names Award Winners

Featured in [Rave Pubs](#)

Edge, formerly USAV, a division of PSA Network, the world's largest systems integrator consortium, recognized the 2022 Edge award winners at this year's Fall Integrators Meeting.



Edge Expands Buying Program

Featured in [Commercial Integrator](#)

Avocor, Digital Labor Solutions (DLS), Huddly and Sony are the latest technology partner additions to Edge's buying program.

Michael Boettcher Joins Edge as President

Featured in [Commercial Integrator](#), [Rave Pubs](#), [Security Systems News](#)

Boettcher brings over 20 years of audio/visual industry experience to Edge's team, most recently serving as president of Global VC.



2022 Commercial Integration Awards

By Commercial Integrator

Best Government Project :
Trinity Dynamics

Best Higher Education Project :
IMS Technology Services



Systems Contractor News Top 50 Systems Integrators of 2022

By Systems Integrators

USIS AudioVisual Systems #29

LINX Multimedia #33

Lightwerks Communication Systems #38

Commercial Integrator's 40 Influencers Under 40: The Class of 2022

By Commercial Integrator



Anthony Magarelli, 39, Director of Engineering, **USIS AudioVisual Systems**

Taylor Lampar, 25, Marketing Coordinator, **Edge**

Cory Allen, 35, Director of Services, **Exertis Almo**

David Pequeno 28, Regional Account Manager, **Sony**

 BILL BENJAMIN, LEADERSHIP

WHY EMOTIONAL INTELLIGENCE IS A CRITICAL SKILL FOR THE FUTURE WORKFORCE

The emergence of Artificial Intelligence (AI), machine learning, technological disruption and robotics are driving the need for increased Emotional Intelligence (EI) skills in the future workforce.

research indicates that Emotional Intelligence skills now account for 85-90% of what is required for exceptional performance and leadership. This is a percentage that keeps growing as more millennials enter the workforce.

innovation and customer experience.

All levels of the organization.

Emotional Intelligence skills are no longer necessary for people responsible for coaching and developing others. The need for EI skills is significant at all levels of an organization:

- Individual contributors. With the dramatic increase in the knowledge required to do any job function and the complexity of business processes, every role in an organization requires collaboration to solve problems and remain competitive through innovation - even the most technical roles. In addition, with

Consider this:

The World Economic Forum has ranked Emotional Intelligence as one of the top 10 skills needed for the 4th industrial revolution in 2020 and beyond.

The McKinsey Group has identified that between 2022 and 2030, the need for social and emotional skills will grow at a much faster pace than the need for cognitive skills.

The Institute for Health and Human Potential's

In Harvard Business Review's recent article titled 'The EI Advantage,' they state: "Corporate cultures that lack EI are becoming a major liability as business environments change."

While AI and automation take over routine mental and physical tasks, EI is becoming the key differentiator in achieving excellence in individual and organizational engagement, product

technology disruption, people have a higher rate of change thrust upon them requiring flexibility and agility that was not needed as much as only a few decades ago.

- Customer-facing roles. Having a great product or service is the table stake for a business nowadays. The companies that truly excel are those who build an emotional connection with their customers and create raving fans who recommend them at every chance, including on social media.
- Salespeople. The need to be able to connect with clients and be resilient is not new for people in sales positions. What has become clearer is the direct return on investment for having salespeople who are high in EI. For example, a study by Sanofi Aventis

found that a group of salespeople trained in Emotional Intelligence outsold a control group that did not receive the training by 12%.

- Leadership roles. People don't leave companies, people leave people. The number one driver of employee engagement and retention is a person's relationship with their direct supervisor and the degree to which they feel valued, coached and developed, trusted and included. The ability to emotionally connect with employees has become even more critical with hybrid workforces.
- Millennials and older generations. Rajat Shah, executive vice president and chief operating officer of U.S. Bridge, a global leader that has built more than

10,000 bridges in 50 countries, finds that when teams have high degrees of EI skills, millennials and older workers start to behave in similar ways with a shared sense of values and capabilities. "Older workers start to behave like Millennials," he says. "They want to do the same things. They want to grow and learn even in the late stages of their careers."

[Click Here To Continue Reading](#)



Bill Benjamin
Emotional Intelligence,
Performance and
Leadership Expert

EDGE HIGHLIGHTS

EDGE REBRAND

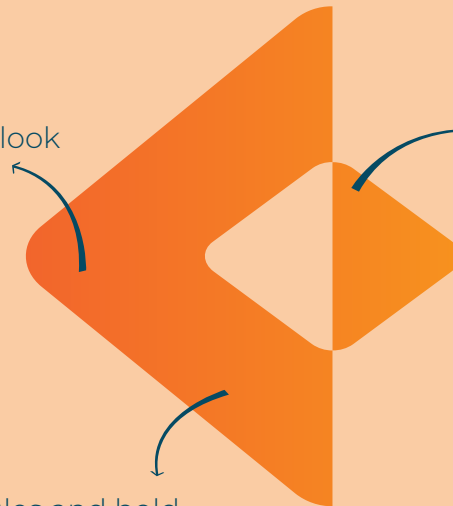


The Edge team conducted research, creatively brainstormed and developed four distinct brands to consider as final contenders for the Edge logo. When PSA acquired USAV in 2017, it also acquired the brand CI Edge. The inspiration for the ultimate choice, Edge, was derived from this.

While Edge has a new look and feel, the essence of the organization has not changed. Edge's purpose is to support its integrator members in becoming and sustaining their positions as leading technology solutions providers in the markets they serve.

12

Rounded edges for a modern and inviting look



Sharp angles and bold appearance speaks to Edge's strategic orientation

Edge cuts out from the center of the symbol and becomes an arrow pointing forward

To learn more about the new brand, visit: www.edge.technology.

BY THE NUMBERS

10

NEW
MEMBERS

05

NEW TECH
PARTNERS

+\$1B

PRODUCT
SALES

20%

INCREASE YTD
THROUGH Q2

IN OVERALL

NETWORK
PURCHASES

4,000

INTEGRATOR
EMPLOYEES

REACHED

THROUGH EDGE

13

OVERSTOCK RESALE FORUM

Exclusive to Edge Integrators

Introducing Edge Overstock Resale Forum for Edge integrators. If you would like to buy or resell security products, then the Overstock Resale Forum is your one-stop resource.

Email overstockforum@edge.technology for more information.

Liberty

Meet Liberty's Arranger AVoIP Software and Hardware Platform

Mass distribution and management of HDMI audio, video, IR, RS232 and USB signals on a network!



DigiIP: AVoIP Hardware Supported by Arranger



DigiIP 2100 SERIES



DigiIP 5000 SERIES



DigiIP 6000 SERIES



1 GbE

COPPER



1 GbE

COPPER



10 GbE

COPPER AND FIBER



1080p



4K

LOW LATENCY



4K

60FPS HDR
ZERO FRAME LATENCY



VIDEO WALLS



VIDEO WALLS



VIDEO WALLS & MULTI-VIEW

Multi Application Use

Integrate into entertainment venues, conference rooms, training and education spaces, residential, KVM systems, NOCs, EOCs – any application where multiple AV and control signals must be used and managed.

THANK YOU TO OUR SPONSORS

Signature

exertis | ALMO **legrand**® | AV **Liberty** **SHARP** / **NEC**

Summit

AVOCOR **DRAPER**® **HARMAN**
A SAMSUNG COMPANY **HERMAN**
an ADI company
INTEGRATION SERVICES

Huddly **Jabra** GN **NETGEAR** AV **QSC**®

SHURE **SOLUTIONS 360** **SONY**

Foothills

av design labs **DIGITAL LABOR SOLUTIONS** **d-tools**
System Integration Software **kramer**

scansource® **SNELLINGS WALTERS**
INSURANCE AGENCY **SURGEX** **WINDY CITY WIRE**®
CABLE & TECHNOLOGY PRODUCTS, LLC

FALL INTEGRATORS

Edge members meet every fall to discuss what is going on in their business and the industry. The Edge Fall Integrators Meeting was held in conjunction with the PSA Annual Convention at the beautiful Omni Resort in Hilton Head, South Carolina, on Oct. 11 through Oct. 13. Edge joined the PSA Security members for working groups on supply chain challenges, retaining employees and cybersecurity threats to integrators. Edge heard from industry experts on the key topics of the project management process, emotional intelligence in talent retention, financial responsibility and innovative technologies.

Highlighting Our Award Winners

Unparalleled Partner of the Year – Bridges System Integration

Rookie of the Year – Innovate-AV

Edge of Distinction – New Era Technology

Ascent – ClearTech Media

[Click Here For Award Highlights](#)

[Click Here For The Event Video](#)

INFOCOMM

The Edge team made their way to Las Vegas, Nevada, in June of 2022 with many colleagues and friends. Edge visited signature partners' booths including Exertis Almo, Sharp/NEC, Liberty AV and Legrand AV along with summit partners' booths including Windy City Wire, Shure, QSC, Huddly, Jabra, Avocor, Netgear, Harman, Draper, Sony and ADI/Herman-IS. The North Hall had numerous displays and disti's, new products and technologies from Edge partners. The West Hall at the Convention Center was filled with all thing's audio and unified communications. Edge held a reception at the Brooklyn Bowl in partnership with NSCA where at least 150 attendees networked. Topics of discussion revolved around the high energy that surrounded the show floor. Edge is looking forward to Orlando, Florida, in June 2023!

[Click Here For More Info](#)



EVENT RECAPS

ELITE RETREAT

Two years of planning created an epic experience and a successful event with Edge’s top ten integrators and top ten partners. Edge hosted its Elite Retreat, formally known as the Fourteener Trip, in Sonoma, California, this past March. Edge had a welcome reception at the Fairmont Sonoma Mission Inn &

Spa. The weather was perfect, people were ready to have fun and the venue was picturesque. The group visited Viansa Winery and B.R. Cohn Winery with tours of the facilities, wine tasting and lunch. The wineries were breathtaking as they overlooked mountains and the vineyards. The atmosphere was relaxed and gave plenty of

opportunities to build relationships. The group enjoyed dinner outside the Fairmont followed by live band karaoke. To say the least, wine was consumed and rock stars were born. Thank you to Edge sponsors who made this trip a reality.

[Click Here For The Event Video](#)





Kristin Spiewak, *Senior Manager Demand Generation at Sharp NEC*

Sharp NEC Display Solutions of America, Inc. was so grateful to be a partner and sponsor for the Edge retreat in sunny California. Great time being together with integrators and other manufactures and enjoying a great event.

Kylie Pfile, *Regional Sales Manager at Avocor*

Avocor had a wonderful time at our first ever Edge Elite Retreat. There was wonderful food, wine, and scenery but even better company.

Exertis Almo

Thank you to Edge, for this past weekend's #EliteRetreat. We spent a beautiful weekend in Sonoma Valley taking in the gorgeous views and drinking delicious wines with some of our best dealers and friends and co-sponsoring vendor partners. It was a relaxing and fun-filled weekend, capped off by live-band karaoke where some of us overcame our nerves and pretended to be rock stars for the crowd.

Candice Aragon, *Vice President of Marketing and Education at PSA*

We built some great relationships and created fun memories! Thank you to our partners for making this trip a reality!

EVENT RECAPS

SPRING PARTNERS MEETING

Edge held the 2022 Spring Partners Meeting in Chicago, Illinois, this past May. Edge members and partners toured the facilities of Windy City Wire, Shure Incorporated and Sharp/NEC. During the two-day meeting Exertis/Almo, ET Group, Liberty AV, Legrand AV and ClearTech AV presented

to the membership. Thank you to those who participated; it made for a successful meeting. Edge members and partners attended the Cubs vs. White Sox game at Wrigley Field, which held additional networking and a great experience. Every Spring Partners meeting has a unique experience,

but what remains unchanged is the continuous networking throughout the meeting. This is Edge's flagship event, from lifelong friendships to new business opportunities.

[Click Here For More Info](#)

[Click Here For The Event Video](#)



EVENT RECAPS

MARKETING MASTERMINDS

Edge and PSA hosted the first of many Marketing Mastermind events for its members in Irving, Texas, on Feb. 22, 2022. The event hosted more than 25 members and partners from across the nation to take a deeper dive into branding and workshop the impact it can have on their organizations. Thank you to all the sponsors, speakers and attendees who participated!

JABRA'S AWARENESS IN THE AV COMMUNITY

Jabra's Marketing Manager, Danielle Moore looks at how they effectively reached this market to gain more awareness and traction outside of Jabra's well-known audio solutions.

The challenge: How to effectively reach this market within and through the channel to gain more awareness and traction outside of audio solutions. By engaging in marketing activities and thought leadership across multiple touchpoints, Jabra continues to drive awareness and further engagement within the AV community.

FINDING AND ARTICULATING YOUR ORGANIZATION'S WHY

The event wrapped up with a workshop from PSA's very own Candice Aragon and Jillian Chamberlain, a freelance digital strategist. The two lead the group through a branding exercise to help attendees establish their organizations' "why" and helped frame the elements of a strategic marketing plan. Attendees left with action plans for how to approach their brand's articulation and great marketing connections from within the industry!

VIRTUAL MARKETING MASTERMINDS

Edge and PSA hosted the second Marketing Masterminds, Dec. 6, and Dec. 13, 2022, but by popular demand it was a virtual, two-day workshop! The event hosted 38 members and partners to take a deep dive into strategic marketing planning. The workshop included a breakout discussion, professional insight to help create your own strategic marketing plan, take-home assignments, a presentation on KPIs that Matter and a marketing campaign homerun. Thank you, Destiny Monjica-Taylor, from ScDataCom, for presenting Finding Your Funnel: Digital Marketing. Thank you to all the sponsors, speakers and attendees who participated!



21



AUDIO FOR THE MODERN MEETING ROOM

SHURE

STEM ECOSYSTEM

The Stem Ecosystem gives you the ability to mix and match up to 10 audio endpoints, so whether you're in a large training room or small huddle room, your remote associates can participate in all activities seamlessly and feel as if they are all in the room together.



WWW.SHURE.COM

©2022 SHURE INCORPORATED

Jabra

Switch to Smart Video

Panacast 50
The Intelligent Video Bar

- 180° Panoramic 4K video.
- Virtual Director tracks and focuses on active speakers.
- Stream content from the whiteboard in real time through the camera.
- Professional quality audio.
- Certified for Microsoft Teams, MTR, Zoom and Zoom Rooms and optimised for all leading UC platforms.
- Plug-and-play. Easy to install.

For more information visit www.jabra.com





Create endless impressions with Sharp/NEC

From boardrooms and large venue spaces, digital signage or collaboration, Sharp/NEC offers the widest range of products on the market, such as commercial- and professional-grade large-screen LCD displays, desktop LCD monitors, direct view LED displays, a diverse line of multimedia and digital cinema projectors, and integrated display solutions.

Learn more at:

<https://www.sharpnecdisplays.us>



SHARP / NEC

SPECIAL INTEREST GROUPS

SPECIAL INTEREST GROUPS

The Special Interest Groups (SIGs) are partnerships among highly accomplished dealers and technology partners from Edge and PSA Security Network. The groups share knowledge, foster collaboration, develop resources and establish industry best practices for navigating the competitive marketplace. Information gathered from the SIGs helps Edge and PSA management, dealers and technology partners to increase their revenue, client base, value of products and services. SIG members are recognized as industry leaders offering the most advanced technologies. SIGs present business deliverables to the network via online content, round table discussions, educational forums and more educational venues.

Emerging Technology

24

This SIG addresses the challenges Edge dealers and technology partners face in planning, developing and managing emerging technology for ProAV dealers.

- Outlining and addressing roadblocks in introducing new technology to clientele
- Collaborate on new technology
- Potential panel discussion at an Edge or PSA event

International Partner Program

This SIG addresses the challenges Edge dealers and technology partners face in planning, developing and managing international partnerships.

- Co-develop an international integrator vetting process and documents library
- Outline business operations and code of conduct
- Identify collaboration opportunities between domestic and international integrators and partners

SPECIAL INTEREST GROUPS

Operations

This SIG is comprised of leading operations personnel. They review operational efficiencies, discuss best practices and tackle common issues faced by integrators.

- Operational efficiency
- Operational best practices and metrics
- Operations and customer communication strategies
- Creation and sharing of easy to understand and use operations-based content.

Procurement


This SIG addresses the challenges Edge dealers face in all areas of procurement.

- Collaborating on best practices
- Reviewing Edge's Program Guide to better align on program spend

Sales & Marketing

Starting in 2023, Edge will introduce the Sales & Marketing SIG, which will explore how to drive lead generation, tailor outreach, develop a sales team and more. This SIG is comprised of thought leaders who harness their connections to drive success.

- Sales plan development
- Customer outreach and relationship development
- Lead generation
- Marketing ideas and insights
- Creation and use of sales tools
- Sales management



E4 EXPERIENCE

Presented by

exertis | ALMO

DON'T MISS THE 2023 EXERTIS ALMO E4 EXPERIENCE

Coming to a city near you with **2 new locations!**

Dallas, TX | MARCH 7

New! **Santa Clara, CA** | APRIL 25

Teaneck, NJ | SEPTEMBER 20

New! **Phoenix, AZ** | OCTOBER 18

Mark your calendars now!

888.420.2566
www.e4experience.com

AVOCOR

Reasons to choose Avocor as your interactive display brand of choice



WE ARE 'DIFFERENT BY DESIGN'

We think about what teams need to stay connected in order to collaborate, to create and to communicate, and then we design products that enable people to seamlessly do just that!



OUR SOLUTIONS ENABLE MEETING EQUITY

Avocor interactive displays create meeting equity for everyone, whether you are in the room or joining remotely, ensuring everyone can see and hear clearly as well as contribute intuitively.



WE WORK WITH COLLABORATION MARKET LEADERS

To ensure a robust, seamless solution that works instantly, we design, test and deploy solutions with collaboration leaders including Google, HP/Poly, Zoom, Microsoft, RingCentral, Logitech and more.

Avocor is built by trusted solutions and people that enable a responsive, professional, and supportive community among our valued partners and customers, with dedication to exemplify collaboration and meet organizational goals.



Established strategic technology partnerships with integrated go-to-market solutions, including:



NAVIGATE

MANAGEMENT CONSULTING
ACADEMY

Navigate academy is our online learning platform designed specifically for systems integrators and their related technology partners.

WWW.NAVIGATEACADEMY.NET



As a new member benefit, we would like to offer EDGE members a FREE subscription to Navigate Academy. Use promo code **EDGE22** at checkout



INTEGRATOR HIGHLIGHTS

INTEGRATOR HIGHLIGHTS

Do you want to be featured in 2023? Edge members can submit content [here](#) or visit the Edge website under 'Integrator Highlights'. Integrators have the opportunity to submit the title of project, client name (optional), copy of project, link to published project, bio, headshot, logo and project graphics. This is a great chance to be highlighted on Edge's website, emails and socials.

Check out 2022 Edge Integrator Highlights



WEST CAMPUS PHASE III EXPANSION PROJECT

CLIENT: MIAMI DADE COLLEGE
PROJECT: WEST CAMPUS PHASE III
EXPANSION PROJECT

This area is the heartbeat of the building where all students must cross paths to get from class to class. This space will be used for students in between classes to socialize and study. There is also a projection system tied into the video routing where professors will be able to teach, or students will be able to collaborate via laptop HDMI plate or Crestron Airmedia connectivity.

Ceiling recessed speakers for content support and background music

Biamp Audio DSP for mixing and EQ

Planar TVF1.8

- o Planar 4K Video Wall Processors
- o Video wall separated into quadrants with dedicated 4K wall processor
- o Wall is 8K Capable

Crestron Control System AV3 Processor

- o Crestron NVX and DM Routing

Ceiling recessed Draper Projector Lift for Epson PRO L1750UNL, 15,000 Lumen Laser projector and 16' Wide Tensioned Projection Screen.

When space is not in use, the LED Wall content is driven by a Brightsign 4K Digital Signage Player.



MICROSOFT TEAMS BOARDROOM FOCUSED ON MEETING EQUITY

CLIENT: LARGEST UTILITY COMPANY IN OREGON

PROJECT: LIGHTWERKS DESIGNS MICROSOFT TEAMS BOARDROOM FOCUSED ON MEETING EQUITY

LightWerks partnered with the largest utility company in Oregon to update the technology in their boardroom. The organization was intent on creating a meeting space supporting video conferencing that felt personal. They wanted technology that preserved the integrity of the individuals in the room. The refresh involved the design and integration of state-of-the-art technologies that support meeting equity, ensuring that all participants in the room are framed so that they are seen and heard, regardless of where they are seated in the space.

Four high-definition Sony displays serve to ensure that all participants in the meeting have access to the content being displayed, regardless of where they are seated in the boardroom. Two 85-inch displays were installed on the front wall with a camera in between them, and an additional two 75-inch displays are on the back wall, also with a

camera installed between them. LightWerks integrated a QSC Q-SYS system to support audio, video, and control. The solution involves 5 strategically placed cameras and multiple highly intelligent, beam forming SENNHEISER microphones in the ceiling which surround a 35' wide table. When a meeting participant speaks, the microphones lock in on their voice and share the exact coordinates to the control system. That information triggers the system to switch between cameras, automatically providing a closeup camera shot and a personal experience for remote participants. Powered by Microsoft Teams Room software, and paired with a Visionary Solutions AV over IP system, a Logitech Tap control panel makes it simple for end users to operate this sophisticated space. This system was designed so that an executive can enter the room and press one button to join a Microsoft Teams meeting, and have the system take it from there. LightWerks specializes in the design and integration of hybrid video conferencing technologies that support meeting equity and add value to productivity and collaboration.



FERGUSON CASE STUDY

Ferguson was planning to build a new 8-story Headquarters Building in Newport News, VA, and needed to outfit it with technology. While they have the internal expertise to design it, they didn't necessarily have the manpower to take on a project of this size, so they brought in Vlcom to provide consulting, design, and implementation services. The consulting phase consisted of many meetings with stakeholders to discover the technology needs which mainly revolved around their standardization

of the use of Microsoft Teams, but also digital signage, workspace and room scheduling, and a Network Operations Center (NOC). This included concept designs, equipment lists, and budgetary estimates with several rounds of revisions. Once finalized, these were put into a formal design and proposal which Ferguson accepted. About the time the project was to be implemented, COVID-19 happened which created an entirely new set of challenges for an installation consisting of over 250



FERGUSON

Ferguson at City Center - HQ3 is located at 751 Lakefront Commons in the Oyster Point City Center neighborhood, VA, Newport News, 23606.

spaces, but Vicom in collaboration with Ferguson staff was able to successfully deploy these following solutions.

- 200+ Microsoft Teams rooms ranging from Huddle Spaces, Breakout Spaces, Small/Medium Conference Rooms, Combine/Divide Meeting Rooms and Large Integrated Training Rooms.
- Over 40+ digital signs in the Lobby, Café, Breakrooms, and Open Office areas, 3 LED Video Walls in the NOC, and an Outdoor Event Area.
- Workspace scheduling (aka Hoteling) service for the facility for employee desk booking.
- First floor upgrades to modify the Training Rooms into 'Event Centers', with automatic group framing and speaker tracking cameras and additional displays for an immersive experience.

PRIMARY MANUFACTURERS USED

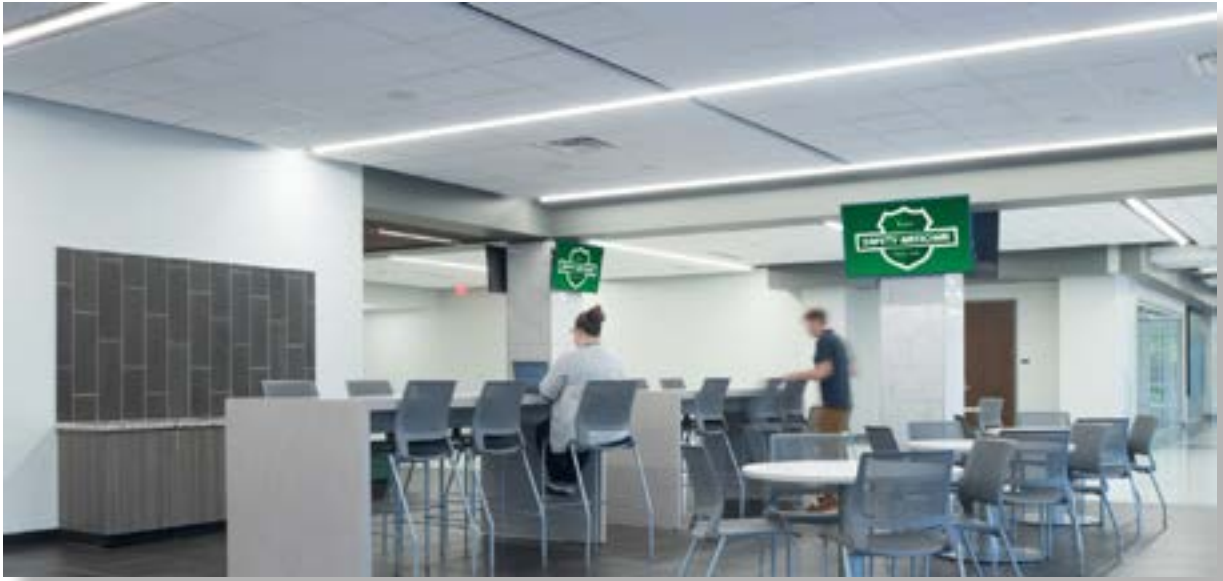
- Crestron (Controls and MS Teams systems)
- Biamp (Teams certified audio systems)
- Poly (Auto-tracking MS Teams USB cameras)
- Evoko (Room scheduling panels outside of every meeting room, 200+)
- Agilquest (Cloud workspace scheduling)
- Planar (A 6x3, a 3x3, and a 4x2 video wall in the NOC)



COLOR ART TECHNOLOGY

SAFETY NATIONAL HEADQUARTERS EXPANSION

34



COLOR ART TECHNOLOGY

Safety National, based in St. Louis, Missouri, is a leading specialty insurance provider. Color Art has enjoyed a long-term relationship with Safety National, providing furniture and technology services for many years. In 2019, Safety National sought to expand its headquarters facility. To prepare for the project, Color Art reviewed potential technologies at Infocomm, the leading audiovisual solutions conference in the country. With Microsoft Teams selected as the collaboration platform, Color Art Technology developed standards for Safety National's conference rooms and designed systems around Crestron-based hardware due to the scalability and support available.

Included in the Safety National expansion project were updates to conference room technology in the existing building. Outdated conferencing systems featured projectors and screens. The new solutions offer wall-mounted LED displays and Crestron Teams Mercury systems for 17 conference rooms. Due to the success of this upgrade, eight Safety National branch offices across the country installed similar systems. Color Art partnered with Edge, formerly USAV, audiovisual firms to deliver and install the new technology.

The new building expansion features an auditorium, catering area and learning center. Crestron-based Teams Unified Communications systems are featured in multiple conference rooms

across three floors, including both stand-alone and divisible rooms. The technology crown jewel of the project is a 320-seat learning center able to function as two distinct spaces. This auditorium includes two 194" LED video walls as well as a 3' x 3' LCD video wall directly outside the center for meeting overflow. Meeting content can be streamed to the adjacent café, providing Safety National flexible functionality for employee meetings. Color Art Technology also supplied Crestron XIO licensing to manage Safety National's Crestron-based spaces within their helpdesk, used in conjunction with ServiceNow. Additional projects are currently underway to enhance functionality within the Learning Center as well as additional conference rooms.

PROJECT DETAILS

- St. Louis, Missouri
- Project Value: \$32,000,000
- Technology Project Value: \$1,500,000
- Completion: 2021
- Size: 145,000 SF

ARCHITECT: **ACI Boland**





AMAZING AV EXPERIENCES

At Legrand | AV, we're committed to enabling amazing AV experiences through our leading brands. In fact, Legrand | AV provides most of the AV products required for your AV project—all under one roof. Legrand | AV is committed to making the AV experience even better with solutions that keep people connected.

[legrandav.com](https://www.legrandav.com)

C2G.

CHIEF

DA-LITE.

LUXUL.

MIDDLE ATLANTIC.

VADDIO.

WIREMOLD

SONY



Make them say WOW

Today's visitors demand high-quality images. Our bright 4K HDR BRAVIA Professional Displays harness Sony's latest picture processing technologies to deliver bright, vivid images bursting with exquisite detail and rich, lifelike color. BRAVIA Pro Displays also integrate seamlessly into existing networks with simple installation and customization, and support today's top software platforms for enhanced performance.

Get more out of your displays. Contact your Sony Representative to experience the power of BRAVIA

BRAVIA

© 2022 Sony Electronics. All rights reserved. Features and specifications are subject to change without notice. Reproduction in whole or in part without written permission is prohibited. Sony, BRAVIA and their respective logos are trademarks of Sony Corporation. Screen image simulated.

Huddly L1 with AI director

Speaker Framing, Huddly's new smart experience, is now available on the L1 camera for large and medium rooms.

Using the L1's built-in AI director, Speaker Framing edits meetings in real time, switching between speaker, listening, and overview shots to create engaging and inclusive hybrid meetings.

To learn more about our newest innovations, visit huddly.com or contact us at americas@huddly.com.

 Huddly



WHAT IS THE PURPOSE OF YOUR PROCESSES

Does everyone understand the purpose of your processes?

And does everyone understand the value?

If an integrator is engaging in an activity on a daily basis, people need to know why.

Everyone should understand why processes are in place.

38

Mature companies document and improve their processes incrementally — in a nonjudgmental fashion — attempting to remove waste, variation, or steps that do not add value. They do not throw everything away and start over, blaming everyone who was ever involved in creating the process. That would be a recipe for disaster.

Here is an example where the participants have little understanding of the purpose of their processes, but are caught continuously repeating old habits:

It is a typical family holiday, and two children watch their mother prepare a ham. Their mother gets the ham out of the refrigerator, puts it on a cutting board, cuts off both ends, and then

puts the ham in a pan and into the oven.

“Why do you cut off both ends of the ham?” the children ask.

“That’s just the way we cook our holiday ham,” the mother replies.

“Why?”

“Let’s ask Grandma, she taught me,” the mother says. “She’ll know why.”

When their grandmother arrives, the children ask, “Grandma, how do you cook a holiday ham?”

Their grandmother answers, “You cut off both ends, put it in a pan, and then put it in the oven.”

“Why?”

“That’s the way we cook holiday ham,” their grandmother replies.

“Why?”

“Let’s ask Great Grandma, she taught me,” their grandmother replies, “She’ll know why.”

When their great grandmother arrives

for the holiday dinner, everyone sits around the table to enjoy the ham. The children wait until she is taking a bite to ask, “Great Grandma, why do you cut both ends off the ham before you cook it?”

Great Grandma smiles and answers, “Well, children, because the pan is too small.”

And so, it is with many integrators.

A process is put in place by one employee (often a founding member of the organization), followed by other employees and more employees after that, until the reasoning behind the process is lost and, often, any understanding of the value is also lost.

Other non-value-adding processes spring up around these long-standing processes, compounding the amount of inefficiency and waste in the organization.

What is the purpose of your processes, and are they in alignment with your organization’s goals and strategies?

It is incumbent upon a mature organization to periodically and objectively look at how people are doing what they are doing – which does not mean judgmentally or

robotically. Then align it with why they are doing what they are doing.

Taking simple steps, Navigate has seen organizations dramatically increase their efficiency, boost profits, and reduce waste.

Creating efficiencies through process standardization and improvement also helps cut down occurrences of reactive drama or crisis modes and fosters greater commitment among all the organization’s employees because they feel responsible for improving how things work. They understand the linkage between cause and effect.

To learn more, visit our websites www.navigatemc.com and www.navigateacademy.net, or reach out to –

Julia Baillie
Marketing and Business Development
604-916-0707
Julia.Baillie@Navigatemc.com



Brad Malone

Vice President of Consulting at





2023 EVENTS

Feb. 1, 2023

ISE - Barcelona, ES

**Feb. 28 -
Mar. 2, 2023**

NSCA Business & Leadership
Conference (BLC) - Irving, TX

**Apr. 17 - 20,
2023**

Edge Spring Partners Meeting -
Nashville, TN

Jun. 14, 2023

InfoComm Reception - Orlando, FL

Sept. 2023

Edge Fall Integrators Meeting -
Denver, CO

Oct. 3 - 4, 2023

Pivot to Profit - Irving, TX

Oct. 12 - 15, 2023

Elite Retreat - Maui, HI

SUSTAINABILITY IN AV

SAVE UPDATES

The AV sector produces a lot of e-waste, but it does not produce a lot of sustainable solutions, with the exception of recycling, which is occasionally useless because it actually transfers the problem to others; this is a critical situation that we can't ignore anymore. In one of our latest Bandwidth episodes, Debbie Williamson from Tempest Technologies LLC and Christina DeBono, president of ClearTech, talked about sustainability in AV and the organization SAVE, which strives to meet the 2030 Sustainable Development Goals (SDGs) through a number of initiatives, one of the most significant of which is the SAVE certification, which aids in the development of an action plan and opportunities for the

business to give back to the community so we may create a more sustainable future.

[WATCH HERE](#)

"Let's be honest, the AV industry has been part of the problem. But it's equally true that we can help drive the solution. SAVE exists to harness our ingenuity, imagination, and commitment to ensure a sustainable future for us all," said Christina. In 2019, less than 20% of used electronics were recycled. Over 50 million tons of e-waste, including displays, cables and other AV equipment was generated in North America and Europe. This number has increased 21% over the last 5 years. The AV industry has no unilateral process, system, or policy to deal with where the

equipment goes at the end of its life cycle. The AV industry is positioned well to make substantial progress in areas related to responsible waste management, life cycle carbon emission reduction and reduced energy usage. What's called for is leadership to steer the industry in the right direction. Edge and SAVE will be at Integrated Systems Europe 2023 in Fira Barcelona, Gran Vía, Jan. 31-Feb. 3, 2023. Edge partnered with SAVE for happy hour at the SAVE booth, Feb. 1 from 4:00 PM-5:30 PM, in Congress Square. Edge members and partners are invited to attend this exclusive happy hour reception.

[LEARN MORE AND REGISTER HERE](#)



EDGE & SAVE RECEPTION



edge
Unparalleled Partnerships

@ISE FEB. 1, 2023
4:00 PM - 5:30 PM



SAVE
Sustainability in AV

Fira Barcelona

AMX 40 YEARS

THE INNOVATION CONTINUES

INTRODUCING
JETPACK
SWITCHING, TRANSPORT,
AND CONTROL SOLUTION



POWERFUL, AFFORDABLE,
STREAMLINED AV



INTRODUCING
VARIA
PROFESSIONAL-GRADE
PERSONA-DEFINED
TOUCH PANELS

PERSONALIZED TOUCH
PANELS PERFECTED

FOR PRODUCT DETAILS VISIT: AMX.COM

OUR TEAM

EDGE



Mike Boettcher
President



Patrick Whipkey
Vice President



Cheryl Walton
Director of Business
Development



Taylor Lampar
Marketing Coordinator

DEALER ADVISORY COUNCIL



Dennis Schliske
CEO of VCom
DAC Chairman



Brent Berger
Partner of Bridges
System Integration
PSA Board of Directors



Debbie Williamson
Owner of Tempest
Technologies LLC



Jim Scheer
President of Color Art
Technology



John Mitton
Vice President of
Audio Visual Group /
CTO



Andrew Jones
Vice President of
Strategy
Rahi Systems

PSA EXECUTIVES



Matt Barnette
CEO



Allen Riggs
CFO



Candice Aragon
Vice President of
Marketing & Education



Kristie Kidder
Director of Marketing &
Communication



Diana Hanna
National Sales Director



Ben Shour
Director Sales Eastern
U.S.



Brittany Board
Director of Technology
Partners



Brooke Erickson
Director of Learning and
Development



Jennifer Andersen
Director of Events



Dan Coffey
Director of IT



Mike Chagolla
Director of Customer
Success

