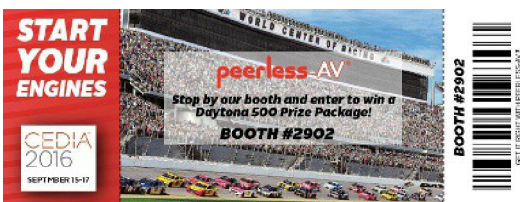


## Peerless-AV Sets Daytona 500 Giveaway at CEDIA

**BOOTH 2902** At this year's CEDIA Expo, Peerless-AV is hosting a Daytona 500 Giveaway at its booth.

Entry includes completing a booth tour and visiting the different Pit Stops, which will play host to a variety of the company's innovative audio-visual and digital signage solutions, including the new UltraView Outdoor TVs, the Xtreme Outdoor Soundbar, the line of DesignerSeries mounts, and the PeerAir Pro Wireless AV Multi-Display System.



Peerless-AV drew inspiration for the giveaway from its selection as a Daytona Technology Platform Partner. As a partner, Peerless-AV outdoor displays and mounts are being used through-

out the Daytona International Speedway in the concessions, stadium concourses, garage/pit areas, bathrooms and more.

Peerless-AV's Xtreme Outdoor Displays are 100 percent sealed and ventless to keep out dirt, water, dust, and insects, while withstanding extreme heat (+140 degrees) and extreme cold (-40 degrees) through the Dynamic Thermal Transfer system, making them ideal for the speedway and any outdoor integration.

Peerless-AV's DAYTONA 500 Giveaway winners will be selected on Friday, September 16 at 4 p.m. The Grand Prize Winner will receive two tickets to the VIP section at the 2017 Daytona 500, a three-night hotel stay, airline gift card and spending money. Second-place winners will be awarded an exclusive NASCAR prize package.

### » SHOW NEWS

## First-Timers Are Not Alone

For many people converging on Dallas, CEDIA will not be their "first rodeo." But if you've never experienced the annual convention, consider attending CEDIA's First-Time Attendee Event, at the CEDIA Booth (4710), Thursday, September 15, from 8-9 a.m. There you will find friendly faces in CEDIA veterans and staff there to help provide a few pointers about the show and suggestions for other worthwhile events.

### » FROM THE CEO

## BIG Things Are Happening at #CEDIA16



by Vin Bruno, CEDIA CEO

A few weeks ago, I had the opportunity to sit down with our Opening Keynote speaker to talk tech and the CEDIA channel. Shelly Palmer is an advisor to the C-suite at a number of tech firms, which gives him incredible insight into the opportunities that exist for CEDIA members. Every part of our conversation brought to light a new way that our industry is changing and how our members can adapt and profit. And aren't those the very foundational things that bring home technology professionals to our show year after year?

Everyone wants to know how they can be the best at what they do, how they can drive revenues and how the latest and greatest tech will usher in new solutions for their homeowner clients. CEDIA 2016 really will be all about "BIG thinking" and Shelly leading off with the opening keynote is a perfect start to the week but it also is only the tip of the iceberg.

CEDIA 2016 will be full of thought-leaders and industry insiders—people who want to help attendees think BIG—and plan for their future in this business. You can find them on the show floor, in any one of CEDIA's 115 training courses, presenting a CEDIA Talk in our booth, or participating in one of the new CEDIA panel sessions.

So as you begin to thumb through this pre-show issue of the CEDIA Daily or the CEDIA registration brochure, I would encourage you to think of a few things that will push you outside of your comfort zone. Maybe it's finally taking those home-networking courses, or perhaps it's making sure you don't miss that CEDIA Talk on the "Internet of Intelligent Things." Better yet, maybe it is slotting out some time to network and talk to people you don't know.

Our industry is constantly evolving and attendees at CEDIA 2016 have an unparalleled opportunity to dig in and not only think BIG but also plan BIG. It's going to be a great show and I can't wait to see everyone in Dallas!

## AVPro Global Spotlights Full Product Line

**BOOTH 7318** AVPro Global Solutions is making its most prominent appearance to date at CEDIA. There each of the company's brands—AVProStore, Murideo and the all-new AVProConnect—will be represented.

"I have been a customer of theirs for years. I have yet to find a time when they couldn't help

with questions, advice or just having items I need in stock. Jeff, Jerry and Matt are the best at what they do. Do not hesitate to call them for anything you need," says Lowry Brock of Calibrations by Lowry.

Beginning Thursday, September 15 to Saturday, September 17, AVPro Global will be demonstrat-

ing products including the Murideo collection of generators and analyzers, Fresco Six-G and Six-A. Also in the spotlight will be the new AVProConnect product lineup, including their exclusive family of 4K 18GBPS Distribution Amplifiers used in retail signal distribution, bars, restaurants, digital signage, and residential and commercial installations.