

AV field had traditionally created their own proprietary ecosystems with closed-loop hardware architecture and proprietary software. Major control companies, for example, had their own programming protocols and integrators had to be trained extensively in software programming to maximize system installations of each specific brand. Many of these companies developed their own proprietary system interface devices for audio, video, HVAC, access control, etc. Each brand had its own devices driving their own ecosystem.

Interoperability with other systems—a fundamental tenet of IoT—just didn't exist in these proprietary-branded worlds.

The CI world began to change with the amazing success of the Apple iPad. Soon, clients began asking why integrators couldn't set the system up to be controlled by the user's iPad. Many clients resisted spending thousands of dollars on proprietary touchpanel control pads because they were just more comfortable using their own iPad. Furthermore, with the emergence of cool new products like the Nest self-programming

thermostat, customers started asking integrators to incorporate these new products into their system designs. Suddenly, consumer demand for this whole new class of open-architecture devices, with easy and open software programming protocols (many providers openly publish their APIs) threw the AV integration industry into turmoil.

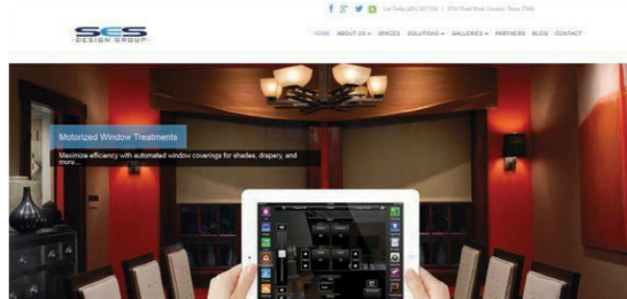
Today, most manufacturers are, at some level, beginning to reconceive their systems to play nice in this new IoT world. Perhaps some are getting dragged along kicking and screaming, but resistance is beginning to look more and more futile.

Is this the zombie apocalypse?

And so it was with the status of some integrators and custom installers as well who, like the major brands over the last few years, also resisted this move into lower-priced, easy-to-program-and-operate, open-source world of IoT devices. In the recent past, many integrators expressed their concern about the way IoT was literally rewriting the fundamentals of their business, and not in a good way.

Many integrators have complained that—whether as a direct result of the emergence of IoT or an unintended consequence of it—hardware margins were dropping, squeezing their net profitability. Earning a reasonable profit has always been a challenge in this business, but now the decline was truly concerning.

And there was another terrifying prospect, especially for those installing home automation systems. Up until now, if someone wanted even a basic home automation system, he or she had no choice but to go to his or her local residential installer or integrator. This fact automatically drove a level of business through their doors. But



The Internet of Things is at the heart of everything that SES Design Group does, because everything is going to hang on or off the strength or quality of the internet that is provided in a home. The Houston, TX-based integrator services homes with more than 200 devices in them.

OUTDOOR DISPLAYS | KIOSKS | VIDEO WALLS | WIRELESS AV | MENU BOARDS | PEERLESS-AV.COM

Only one outdoor TV has this kind of fan base.

The official outdoor display of the Daytona Speedway



As the official outdoor display of the Daytona Speedway, the UV2™ really gets it right. It's the only fully sealed, weatherproof TV on the market. But it's the bright, clear picture—even in sun—that gets the crowds cheering. At the track and in your customers' backyards.

- The only fully sealed outdoor TV that keeps dirt, moisture, bugs and fumes out
- Aluminum construction provides the ultimate defense against weather, discoloration and impact
- Anti-reflective, impact-resistant safety glass
- IP65 rated

Learn more about the best-in-class outdoor TV at peerless-av.com/UV2.

peerless-AV®

