

business trends

taking charge and ushering in change to continue reinvigorating the industry in new ways.

Sarah Beggs, Director, Commercial Marketing, Crestron

The convergence of AV and IT has hit both sides of the industry. IT professionals are more involved in technology decision-making than ever before, and many are now responsible for the myriad AV products that are touching the network. Even as AV and IT continue to blend, integrators and end users alike are still confused about the benefits and drawbacks that come from the convergence. This will be a popular topic at the show and one that will be discussed at Crestron's booth at InfoComm 2019.

I am personally looking forward to the Young AV Professionals Reception. This is a great event where we can encourage and educate our younger generations that are coming into the industry, which, in turn, supports our industry's future.

John McMahon, Senior Vice President of Marketing, Meyer Sound

After attending a few European trade shows in the beginning of the year, we are excited to see how InfoComm compares. We can always count on InfoComm to bring together the best in the audiovisual industry, and we expect nothing short of that this year. Immersive audio has been all the rage for a while now, and we are interested to see other technological developments in this area. These days it takes an exceptional experience to get people out of the comfort of consuming media in their own homes—lighting, visuals, and audio all have to work together to make this happen. We obviously have our own developments we're bringing to the table, but this trade show is a comprehensive space for our industry, and we are always intrigued to see what's new.

As the Avnu Alliance's Pro AV segment chair, I'm also excited about the Milan interoperability demos in the Luminex booth (6967) throughout the entire show, along with Milan news updates in member demo rooms. We're also hosting an AVIXA education session on Friday, June 14, from 10 to 11:30 a.m. to offer a technical overview of networked AV systems with Milan.

Brian McClimans, Vice President of Sales, Americas and APAC, Peerless-AV

You can always expect to see the newest and most innovative technologies at InfoComm, and this year will be no different. I'm looking forward to walking the floor to see what some of our partners are introducing. I'm specifically interested in advancements in LED technology and unique mounting patterns. I'm also looking forward to seeing some of the different applications being explored and how technologies like AI and analytics are being utilized.

Each year AVIXA continues to outdo itself with new additions to the InfoComm show, making it one of the can't-miss events in North America. This year I am once again looking forward to attending the AVIXA Women's Council Networking Breakfast. Held on June 13, this breakfast is a wonderful opportunity to meet with some of the leading women in AV and hear their perspectives on the industry. Not only is it nice to sit and enjoy breakfast with our peers, but it also is a true knowledge-sharing experience. I would highly encourage anyone who has not yet registered to do so.

Clint Hoffman, CEO, Kramer

I'm looking forward to the continuing evolution of traditional hardware solutions into what I would call software-based AV platforms. We at Kramer are leading that change in the marketplace, and it's an exciting one.



5 Classes You Can't Miss at InfoComm 2019

InfoComm 2019 is filled with educational opportunities. Here are our top five picks for classes at the show.

1. Using Human Hearing for Audio System Tuning

Learn how to use your ears to streamline audio system configuration, tuning, and troubleshooting before needing to unpack the measurement gear. Make meaningful observations about the acoustics of a space. Take home techniques you can use to continue to develop your ears for years. Become aware of the ways your ears can fool you. This session includes both formal instruction and practical listening practice with guidance and development.

2. Esports: A New Frontier in AV

In 2017, esports had more than 7 billion hours of viewership; it is projected to be a \$1 billion industry in the very near future. These kinds of numbers cannot be ignored. Live events, permanent installations, and many other future opportunities in esports will require unique digital displays, interactivity, and content. Get a grip on this growing market and its audience as it expands.

3. Deploying Immersive Hyperreal Sound

In the last five years, immersive audio experiences calling on multidimensional, object-based mixing have rapidly evolved from the field test phase to increasingly frequent deployments in live events, touring, and installed environments. As the technology continues to become more prevalent in addressing audiences of all sizes, engineers who have had the opportunity to use object-based mixing report that it represents the future of the audio industry. This session will explore the challenges and benefits of implementing object-based mixing and multidimensional/immersive audio through real-world case studies in discussion with FOH engineer end users.

4. The Role of Digital Signage in Smart Cities

Explore global best practices for smart cities with examples from Singapore, Estonia, and Dubai, as well as North American projects including Link NYC and Google Sidewalk Labs in Toronto. Learn the do's and don'ts of smart city concepts, including the relevant value-add of digital signage to smart cities, the role of sensors and data, visualizing smart city data, the business role of DooH and advertising, and how to get started with your own smart city project.

5. Navigating Difficult Customer Conversations

Have you ever been in a scenario where you are forced to tell a customer that the work they are asking to be done is not the right solution for their organization? This session will deal with the conflict between sales and operations from the customer's perspective and provide tools that will help reframe the stated customer wants into a solution that meets the customer's needs.