

# The Complete Commercial AV Integration Guide

FOR YOUR ORGANIZATION



# What is Commercial AV?

Commercial AV is the technological asset your company can't afford to ignore. Learn about the new standard for workplace collaboration.



Commercial audio-visual (AV) provides companies with the technological tools necessary to remain competitive in today's ever-evolving professional environment. Presentation, video conferencing, and digital signage systems have become integral to workplace collaboration and serve as invaluable tools for unifying remote offices.

Commercial AV technology enhances collaboration and efficiency in conference rooms, classrooms, and many other spaces. These systems help individuals share information, meet goals and communicate more effectively.

# This is the new standard for professional communication:



## REMOTE CONFERENCING:

Improvements in streaming quality have made video and/or audio conferencing a practical – and much more efficient – way to meet with remote workers.



## HUDDLE SPACES:

New technology have made these an increasingly popular commercial AV asset, and for good reason. In these areas, various commercial AV technologies create an efficient meeting location – culminating in an all-in-one collaborative space capable of connecting to other huddle spaces to create instant virtual meetings.



## DIGITAL SIGNAGE:

Increasing internal communications, digital signage quickly and efficiently conveys information on company mission and vision, product line and brand awareness, and critical internal messaging - fluidly and dynamically - editing and updating content as needed.

Commercial AV has improved greatly, and is more viable today than ever before because the technology is regularly improving. Hardware is quickly evolving, and commercial AV tech is consistently being optimized to the needs of professionals. Audio and video quality have never been better, thanks to advancements in ceiling microphones, cameras, and digital audio processors.

There is no question why commercial AV has become an integral element of workplace efficiency, and you play an important role in maximizing the benefits of this technology. Educating yourself about the possibilities of commercial AV, and your role in integration, is a necessary part of project success.

Consider these three factors, which all play a crucial role in the success of integration:

1. Picking the correct solution
2. Preparing your organization for commercial AV
3. Partnering with a professional integrator

Let's explore each of these elements in depth to better understand how your company can be proactive in commercial AV integration, and how you can help maximize the benefits of a new system.

# 1. Picking the Correct AV Solution

Selecting the right hardware is a big factor in getting the most out of commercial AV. Those unfamiliar with the options might default to the most affordable, biggest display or the loudest speakers – but this is a mistake. AV hardware requires thorough consideration to determine the best solution for your unique needs.

For example, when it comes to display options, a large LED display might initially sound like the best solution available. However, alternatives such as an LCD flat panel array or a projection system can offer better performance, at more economic price point, depending on particular requirements.

Picking the right commercial AV solution is a complex decision that depends on several easily overlooked variables. There are many audio and video hardware options available, and factors such as bezels, natural light, and room size play a role in AV results.

Quality AV capability is a universal business need, but no two AV projects are the same. Here are some key points all organizations should consider before picking a commercial AV solution:



## ORGANIZATIONAL NEEDS:

This is quite possibly the most important consideration for customers. Commercial AV is most effective when it is optimized to the needs of a given organization. Consider the gaps in organizational communication, and assess which AV technologies could improve day-to-day processes.



## SPACE RESTRICTIONS:

Room space, wall material, furniture, and much more will affect hardware performance. For example, **infrastructure can have a direct effect on room acoustics.** Finding a quality AV solution, within budget (which is also conducive to space requirements) can be a difficult balancing act.



## DATA BEING DISPLAYED:

The type of information that needs to be displayed on your system should be a determining factor in your equipment decisions. The choice to integrate a LED display, LCD flat panel array, or projection system will depend on room dimensions, natural light, and budget.

While this list focuses on the most foundational considerations, it should give you an idea of the key variables that go into picking the correct commercial AV solution. The specifics of your professional space will inform which AV solution to pursue, and these criteria deserve serious review.

## 2. Preparing For Commercial AV Integration

Being proactive is the best way to ensure a smooth AV integration and avoid company downtime. After all, AV integration is a collaboration between your organization and your integrator, so consider the following steps to better streamline the process:



### ASSESS NETWORK CAPABILITIES:

Many AV hardware components require network connectivity, so without a stable network in place, a company could experience bandwidth bottleneck. **Collaboration between the IT department and AV technicians** is key to cutting down on downtime and maximizing integration capabilities.

### FINALIZE INFRASTRUCTURE:

Companies expecting a new AV system might also take this as an opportunity to upgrade, or redecorate, their professional space. Whether you're creating a new huddle room, or reconfiguring existing office space, it's common for customers to experience delays during the design phase. Procrastinating on room design can lead to additional integration challenges. Be sure to communicate with the AV integrator early in the process to avoid these potential issues.

### GET TO KNOW YOUR INTEGRATOR:

Trust is the most important element of any professional relationship, and AV integration is no exception. Find an integration partner with a proven record of successful projects.

### 3. Partnering with a Professional AV Integrator

It's clear that there are many details to consider when it comes to optimizing a commercial AV system, but what does all of this amount to?

Ultimately, it's important to know that there is **no one-size-fits-all commercial AV solution**. Achieving the best results possible requires serious consideration of space requirements, hardware capability, budget, business needs, and much more. Naturally, this can be overwhelming.

That's where a professional AV integrator can help. Commercial AV experts outline system options and pricing, and customize an AV solution specific to your company's requirements and budget.

Partnering with an integrator eliminates the guesswork because all of the factors outlined above – and more – are addressed. Integrator

expertise is the key to a truly optimized system for your infrastructure.

There are many factors, technical challenges and differing organizational needs that can impact a custom solution, especially for organizations that operate within highly specialized industries such as manufacturing, automotive or military. Professional AV integrators have experience guiding every step of your **customized integration** to ensure optimal system performance.

At IGI, our team of AV designers, electrical engineers, and mechanical engineers are trained to deliver the ideal corporate AV solution for your professional space. The process begins with a comprehensive site survey and needs assessment. From there, our expert staff will collaborate with you to install a commercial AV system crafted to your needs.

**Contact IGI to learn more about commercial AV integration.**

