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IMCCA and AVIXA Announce the 2018 Group of Emerging Trends Fellows

***Honorees to Present Updates During a Full Day of Emerging Trends Education on
Tuesday, June 5, the Day Before InfoComm 2018 Opens***

New York, NY (April 23, 2018) – The IMCCA, in partnership with InfoComm 2018 and its producer AVIXA™, the Audiovisual and Integrated Experience Association, will host the second annual day of emerging trends education on Tuesday, June 5th, the day before the InfoComm 2018 show floor opens at the Las Vegas Convention Center. This special day of insights into the future of technology will feature the second-ever group of Emerging Trends Fellows—experts chosen for their knowledge of critical technology within key vertical markets.

In its second year, this unique program will feature rapid-fire, 30-minute presentations on specific topics, presented by the ETFs – industry-leading experts in those topics. Attendees will be able to join any or all of the sessions of interest to them. Additionally, the honorees will be available at two roundtable sessions during the day for ad-hoc, in-

depth discussions on their area of expertise with any attendees who want one-on-one follow-ups.

The 2018 honorees and their topics for discussion are:

Jim Lundy, CEO and Lead Analyst, Aragon Research
The Race To The Digital Workplace, Smarter Tools and Smarter Buildings

Florian Rotberg, Managing Director, Invidis Consulting
Display and Digital Signage Technology

Pete Putman, President, Roam Consulting
Media Signal Distribution

Evan Kirstel, Chief Digital Evangelist, Evirahealth
Tracking, Sensors and Monetizing the Data

Paul Erickson, Senior Analyst at IHS Markit
Live Experience Technology

Steve Koenig, Vice President Research at Consumer Technology Association
Leviathan Wakes - Global Brands in the AV Space

Roopam Jain, Industry Director – Connected Workplace Practice, Frost & Sullivan
Conferencing and the Huddle Room

Andrew Davis, Business Advisor and Consultant, AWD Associates
The Collaboration Camera: Evolution / Revolution

David Maldow, Founder and CEO, Let's Do Video
AV as a Service

Dr. S. Ann Earon, President of Telemanagement Resources International and Chairman Emeritus of the IMCCA, will moderate the day's session, ensuring attendees obtain either up-to-date information on just the topics that interest them or a full snapshot of where technology is headed.

Rachel Bradshaw, Director of Expositions Content, AVIXA, said, "This year's class of Emerging Trends Fellows has not only a deep understanding of the technologies under discussion, but keen insight into the marketplace for their use. Attendees will come away armed with not only tactical understanding of current AV technology, but the tools to build a strategy for future development."

Carol Zelkin, Executive Director of the IMCCA, said, "It's our pleasure to be able to provide timely and actionable information to InfoComm attendees in the rapidly changing worlds of Technology and Collaboration—especially in light of other industry

conferences minimizing or removing their collaboration tracks — and at the same time honor this second ever group of Emerging Trends Fellows.”

David Danto, Dimension Data Americas’ Principal Consultant for Collaboration, and co-organizer of this event, explained, “It was an honor and privilege it is to be selected to present at InfoComm’s Emerging Trends Day last year, and an even greater honor to have helped assemble this second group. The ETFs strive daily to maintain their expertise in their core areas. They take very seriously the responsibility for boiling down their topics into brief, understandable, actionable updates for InfoComm attendees.”

Emerging Trends Day is part of InfoComm’s Seminar and Workshop Package. For 2018, package programming starts on Tuesday and runs through Friday. It includes Emerging Trends Day, the new Integrated Life Day, all Manufacturers’ Training, and more than 150 additional InfoComm Seminars and Workshops. At InfoComm 2017, over 3,000 attendees opted for the package, which allows them to pay one price for unlimited access to education sessions.

To learn more about InfoComm 2018 and register, visit infocommshow.org.

For more information about the IMCCA, visit www.imcca.org or contact Carol Zelkin, Executive Director at 516-818-8184 or email at czelkin@imcca.org.

About IMCCA

The Interactive Multimedia & Collaborative Communications Alliance (IMCCA) is a not-for-profit user application and industry focused association with membership comprised of service and product providers, consultants, and users. Members benefit from the understanding and the use of various interactive and collaborative communications technologies in their professional and everyday lives.

About AVIXA

AVIXA™ is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry. Established in 1939, AVIXA represents AV manufacturers, systems integrators, dealers and distributors, consultants, programmers, live events companies, technology managers, content producers, and multimedia professionals from more than 80 countries. Additional information is available at avixa.org.