



The Merger of AV/IT Part 1

How has the conference room changed?

Moderator:

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What Is The IMCCA?

Interactive Multimedia and Collaborative Communications Alliance

- **Non-profit, technology neutral**
- **Focus on all multimedia & collaboration**
- **Increase awareness & branding**
- **Unification of organizations & interests**
- **Further learning objectives**
- **Industry Alliances**
- **Networking Opportunities**
- **Monthly Newsletter**
- **Educational Opportunities**
- **Special Interest Groups**



www.IMCCA.org

***Free Membership For End Users
Many Benefits for Vendor Members***

***Contact Carol Zelkin, Executive Director
Czelkin@imcca.org***

Stop by booth 2079

Who am I



Founding Chairperson, IMCCA

Program Chairperson, IMCCA

President, **Telemanagement Resources International Inc. (TRI)**

Industry Godmother, not Grandmother!

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AV / IT “Convergence”

This is no longer a conversation about:

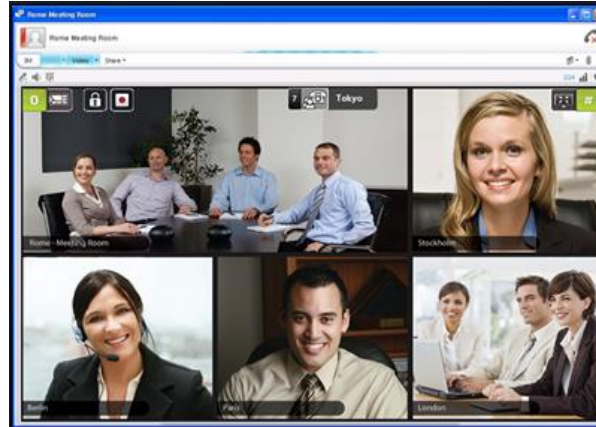
AV installers knowing how to terminate RJ45 connectors

AV engineers understanding how to design AV networks

AV sales professionals being able to speak with the CIO

This is now a conversation about how users needs have changed. IT influences have driven the demand for simple, repeatable, manageable, reliable, self-service solutions.

The Way We Work Has Changed



Today's world is virtual. Remote working has become the norm. Users' internal teams, business partners, and clients might not even be in the same country much less within driving distance. This has caused us all to change the way we meet. Instead of face-to-face in the boardroom, we meet via audio and web conference—typically with no more than three people in any one location.

What do end-users say about traditional boardroom AV systems today?

“That’s the CXX’s Room.”

“We just use that for big meetings.”

“I’m afraid to use the gear in there.”

“Nobody uses the AV system.”

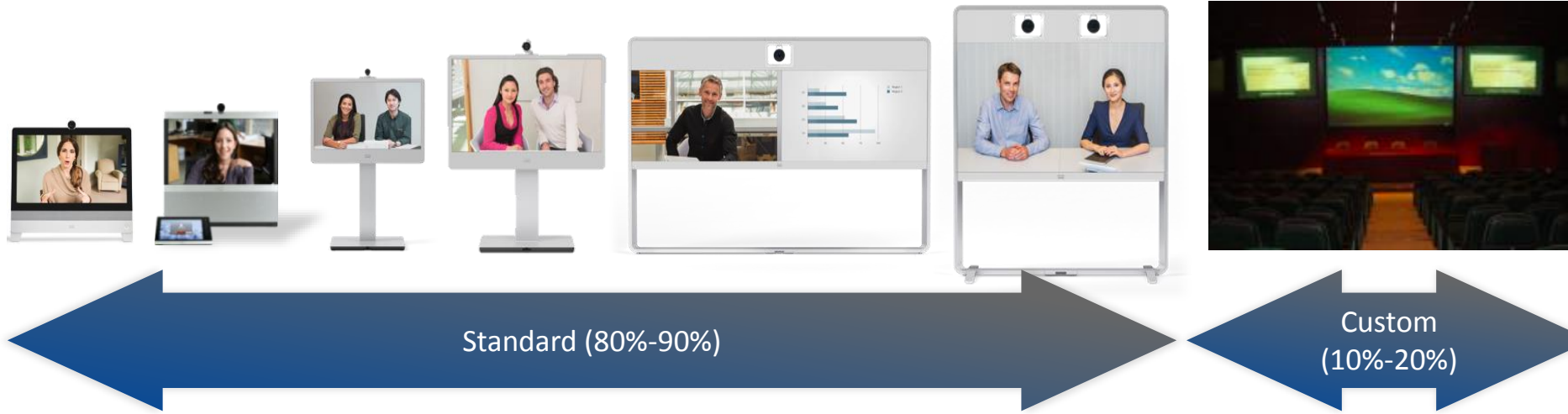
“I wouldn’t dare use that system without one of my AV/IT guys in the room to make sure it works.”



At the vast majority of organizations today, these big rooms are empty unless “the boss” is using them (or in use without a need for the technology) and people are looking for spaces to hold 3-5 person meetings.

There are new, modern solutions to meet almost all needs

Custom installations are arguably only appropriate in 10%-20% of rooms



Caution - many new, inexpensive systems are only glorified webcams

Experience would be poor in conference rooms



Expertise is required to identify the good options from the bad ones

The Truth About Webcams in Conference Rooms



What the marketing suggests:

- Big "head & shoulders" shots
- Clear expressions
- Eye-contact



The likely reality

- Small, distant shots
- Difficult to see expressions
- Odd angle, no eye-contact

While nearly all modern AV components are now IT / Network ready...



Multi-Component , Networked AV Systems Have Multiple Security Holes



“The security breaches reportedly didn’t come from a direct attack to the strongest points of defense, but rather the weakest, least likely systems. In one case an HVAC contractor on a service call brought malware into the network through standard system adjustments.”

Typical Integrated AV Systems Have Up To 20 Components, All Using Different Platforms With Different Vulnerabilities.

The Important Questions For The AV / IT Industry

- **Custom Rooms** – Why are AV Consultant firms and Integrators still suggesting / creating custom rooms with multiple points of failure if simpler, excellent solutions exist?
- **Clarifying Options** – How can organizations identify the good systems and reject the bad ones?
- **Break Paradigms** – How do we put a stop to the practice of AV professionals specifying the same type of solution they did on the last job (end “hang and bangs”)?
- **Security Nightmare Coming** – Now that AV components ride the network, can we get manufacturers to adopt a standard for operating systems, ports, protocols, etc.?

Our Panel Today

Joining us to discuss these trends are:



PANELISTS

- Arrive Systems
 - Aseem Gupta, Founder & CEO
- Cisco
 - Paul Depperschmidt, Manager, Business Development
- Dimension Data
 - David Danto, Principal Consultant, Collaborative Technology
- Kramer
 - Michael DiBella, Director, Collaborative Solutions
- Revolabs
 - Tim Root, CTO & EVP of Business Development