

## ABOUT ICIA

The International Communications Industries Association, Inc. (ICIA) is the premier trade association for the professional audiovisual communications industry. ICIA is the founder of InfoComm, the conference and trade exposition for audiovisual communications professionals who come to learn about the latest technologies and available services as well as new and alternative applications.

ICIA is the industry leader in education and certification for AV professionals. The industry standard for professional expertise is ICIA's Certified Technology Specialist (CTS) designation. Companies that achieve a minimum level of certified staff members are eligible to become certified through the Certified AudioVisual Solutions Provider (CAVSP) program. These companies participate in ICIA's industry awareness campaign, AVolution (visit [www.AVolution.info](http://www.AVolution.info)), which promotes the professionalism of the AV industry. ICIA also offers information services including Market Intelligence, news, and InfoComm iQ, an online database of over 80,000 AV products.

Visit [www.infocomm.org](http://www.infocomm.org) for news and information gathered from industry sources and publications. Contact ICIA at 800.659.7469 or 703.273.7200 for more information.



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A large, semi-circular image on the left side of the page shows a person in a light-colored shirt working on a server rack. The image is overlaid with a green tint.

# CERTIFICATION MEANS BUSINESS. NOW.

**Certification pays off. Learn more, earn more and**

## SHARPEN YOUR COMPETITIVE EDGE.

**Consultants say, integrators with certified staff are those they recommend in their bids.**

**Your certified staff will dramatically increase your business opportunities.**

# CUSTOMERS ARE ASKING FOR PROOF OF EXCELLENCE.



As the demand for audiovisual services grows, suppliers and industry professionals everywhere are under pressure to prove themselves in this highly competitive market.

Training and experience are critical factors when customers select a provider. They want to know that they will get the best services available from a highly skilled staff. But they're not going to just take your word for it anymore. You need to show your staff is certified.

## CERTIFICATION MEANS BUSINESS. INCLUDE IT WITH ALL YOUR BIDS.

When your company becomes a Certified AudioVisual Solutions Provider (CAVSP) through ICIA's certification program, you'll have the proof you need. Proof positive of your advanced knowledge and experience. You will be recognized for having the highest trained, technologically advanced personnel in the industry.

That's because a certified company earns this special designation based on the percentage of employees who receive and maintain their ICIA certification training or "CTS."

## EDUCATION AND CERTIFICATION – HAND IN HAND.

The comprehensive InfoComm Academy education and training program is the best way for your employees to gain the latest technical knowledge, skills and experience in the audiovisual field. Using online and physical classroom formats, the educational program fully engages students in a way that enables them to put their skills to use immediately and hit the ground running. And ICIA makes it convenient and cost-effective for members to put their staff through courses, offering deep discounts on education, whether at InfoComm or elsewhere, year-round.

Certification is simply the easiest way to prove to customers that you have put your employees through comprehensive and appropriate training, and that they have the skills necessary to complete the job at hand with distinction and attention to detail.

The certification test is rigorous and thorough to ensure that those who pass have truly earned the right to add "CTS" (Certified Technology Specialist) after their names.



## STRIVE FOR THE GOLD.

Your certified personnel qualifies your company as a Certified Audiovisual Solutions Provider (CAVSP).

### Steps to success:

At no charge, join the industry-wide Avolution campaign and make a commitment to Ten Standards of Excellence.

**1** set up your technical, sales and customer service personnel to take the online certification test. For installers and designers, the best way to prove their superior knowledge and skills is to obtain the **Install and Design Certification** designations. These individuals need to first pass the general certification test, then sit for the advanced installation or design test to earn the CTS-I or CTS-D.

**2** based on number of staff certified, apply for one of the three levels of **corporate** certification designation (the company designation, rather than the individual designation). This corporate designation is known as CAVSP, which stands for Certified AudioVisual Solutions Provider.

**3** your CAVSP level is determined by the percentage of technical, sales and customer service personnel (working for you at your location) who are ICIA certified.



### General CAVSP

25% of your personnel are certified at the general level (CTS). **General** level certification recognizes that 25% of all sales, customer service and technical staff at a specific location or in a department have and maintain valid general or specialized CTS certification.

### Silver CAVSP

50% of your personnel are certified at the general level (CTS). **Silver** level certification recognizes that 50% of all sales, customer service and technical staff must have and maintain valid general or specialized CTS certification. NOTE: If you have 25% of your sales, customer service and technical staff certified at the general level and 10% with specialized CTS certification (CTS-D, CTS-I, CTS-R or CTS-S), you can also obtain the silver level of CAVSP for your company.

### Gold CAVSP

75% of your personnel are certified at the general level. **Gold** level certification recognizes that 75% of all sales, customer service and technical staff must have and maintain valid general or specialized CTS certifications. NOTE: If you have 50% of your sales, customer service and technical staff certified at the general level and 15% with specialized CTS certification (CTS-D, CTS-I, CTS-R or CTS-S), you can also obtain the gold level of CAVSP for your company.

# MAKE YOUR MARK WITH OUR MARK

Once your company or organization has joined the Avolution Campaign, and at least 25% of your technical, sales or customer service staff have achieved their individual certifications, you are ready to apply for CAVSP status. Submit a CAVSP application by email to [certification@infocomm.org](mailto:certification@infocomm.org) and upon approval, you'll receive your official certification designation and a CAVSP logo.

Now you're ready to put the distinctive CAVSP brand to good use! From press releases to posters; from presentations to portfolios, the CAVSP logo distinguishes your company as a trustworthy, skilled and knowledgeable source. At a glance, your prospects and customers will know they're doing business with an industry leader.

## DON'T LOSE ANY BUSINESS!

Any company whose primary business is the manufacture, sales, integration, design, or rental of AV equipment, systems and services is eligible to become a Certified AudioVisual Solutions Provider (CAVSP).

Contact us today at 703-273-7200.  
Or go online for all the details and an application: [www.infocomm.org](http://www.infocomm.org)

*"Certification is included as a component of our bid specifications and is taken into consideration when we award a contract."*

Randy S. Tritz, CTS-D, Partner, Branch Director, Shen Misom & Wilke-Chicago

No-one does it like ICIA! ICIA has offered the certification program for over twenty years and every year certifies more qualified AV professionals than anyone else. The current rate of certification is at around 1,000 annually. You'll know that when you and your staff participate in the education and certification that ICIA offers, it's being done right. Certification through ICIA indicates a combination of skills, experience, knowledge, and ethical values. It's simply the best AV training and experience standard there is – and customers know it!

If you have advanced design or installation knowledge, it is highly recommended that you take specialized testing to achieve the appropriate designation of CTS-D or CTS-I.

# DESIGN

## WHAT DOES DESIGN CERTIFICATION (CTS-D) COVER?

You may be just a heartbeat away from gaining the elite CTS-D designation after your name! Check this summary list to find out what you need to know to pass the two-day test. If you are a designer in consulting, dealer systems, engineering, or if you are a sales professional or manager involved in AV systems design, this designation is for you. Testing addresses facilities and systems design. A CTS-D is certified based on the following skills:

- Properly calculate and design display systems determining appropriate image size, brightness, contrast ratio and viewing area
- Design program, reinforcement and conference audio systems and make necessary calculations to assure proper coverage, equipment placement, component selection and signal level.
- Determine required control system functionality, equipment and interface wiring
- Determine system power and grounding requirements
- Prepare a narrative describing the capabilities of the designed system
- Prepare a system budget summary
- Prepare floor plan and reflected ceiling plan indicating all base building requirements such as conduit and power
- Prepare conduit riser diagram
- Prepare complete audio, video, display and control system drawings including labeling of all inputs and outputs
- Prepare required rack elevation drawings
- Prepare required wall plate drawings
- Complete both a written and oral test to determine the completeness of the candidate's knowledge base

Specialized Certification rewards those with higher skills and career veterans. Tests are taken at various venues and include written, oral and hands-on formats. You must first have a general CTS and 2 years' industry work experience to be eligible to take specialized certification testing.



# INSTALLATION

## WHAT DOES INSTALLATION CERTIFICATION (CTS-I) COVER?

If you are an installer, installation manager, systems designer, engineer or service professional, you may want to add the coveted CTS-I after your name. Testing addresses advanced knowledge of installation methods and technologies. A CTS-I is certified based on the following skills:

- Demonstrate the proper termination of BNC, RJ-45, Balanced Audio connectors and cables assuring the cable is the proper length and type, that the termination has been made to specification and that the cable is functioning properly.
- Create a cable pulling snout with a minimum of 3 cables assuring that the cables and pull string meet the instructed minimum length, the pull string does not allow any of the cables to slip when tension is applied, the snout is smooth and snag free, and that the bundle withstands an examiner's full-force pull without slipping.
- Demonstrate rack building skills assuring that the rack is completed in the time allotted in accordance with provided documentation; that all interconnection cables are of the proper type, that all cable are properly terminated, dressed, secured and labeled; all equipment is properly mounted; that all power cords are properly mounted, routed and are not formed into a uniform EMI radiating coil; that there is proper signal separation and that a proper and consistent grounding scheme has been followed.
- Properly setup a data projector in the allocated time by completing calculations for minimum and maximum throw distance; place the projector near the midpoint of the min/max throw distance and properly orient it to the projection screen; properly connect a test generator to the projector and create an image that is the appropriately sized, positioned and calibrated.

### Why do customers know about ICIA's certification?

Because ICIA, through its AVolution Awareness Campaign, is promoting the value of working with AV professionals and especially with Certified Audiovisual Solutions Providers (CAVSPs)

### Who is eligible for taking individual certification?

Technicians, engineers, designers, salespeople, customer service personnel, managers and executives.

### What does the certification signify?

Technical expertise, techniques, trends, ethics awareness and skills in the latest technological advances in the industry.

### How do people know you've passed the general test?

After completion of general testing, with or without a program of study prior to it, you earn the designation of "CTS" (Certified Technology Specialist).

- Properly setup the gain structure of an audio systems by demonstrating that the candidate can correctly adjusted the settings on the test equipment, place the test instruments in the proper location for the test and show there is OdBu across the test points and correctly measure the signal to noise ratio of the system.
- Properly equalize a sound system to a target equalization curve and provide the specified sound pressure level within the defined audience area.
- Demonstrate the ability to upload control programming to a control system by connecting the computer to the control system, establish communications between the components and determine that the proper program was loaded into the control processor, the touch panel we addressed as instructed and that the correct touch panel program was loaded.
- Complete both a written and oral test to determine the completeness of the candidate's knowledge base.

# GENERAL

## WHAT DOES GENERAL CERTIFICATION COVER?

General Certification-CTS is offered online to all disciplines and levels. It has a timed test of 100 questions based on four general topics: audio, video, systems and display. The test assesses the applicant's knowledge of the science, technology and applications in:

- Audio Systems
- Video Systems
- Display Systems
- Control Systems
- Power, Grounding and Electronic Signal Basics

You must get 80% or more to pass. And you must adhere to the Code of Professional Ethics.

*"I don't let a contractor pick up a tool to work at my place without a CTS."*

Ernie Bailey, CTS  
Director of AV Services  
University of Arkansas for Med.Science



# SOME FAQ'S

## HOW LONG DOES CERTIFICATION LAST?

To maintain the integrity of the designation, the program allows for a three-year term.

## HOW DO I RENEW?

You can be re-tested or you can accumulate 30 renewal units (RU's) during your term through any number of sources—InfoComm Academy online and onsite courses, workshops, seminars, approved manufacturer, private vendor and association courses or postsecondary education, as well as by becoming an instructor for InfoComm Academy. The annual InfoComm tradeshow is also a great opportunity to obtain renewal units at 1 RU earned per hour of training.

## WHAT DOES CERTIFICATION COST?

General CTS—\$200  
Specialized CTS—\$590  
Renewal—\$50  
\*EduBucks not applicable.

## WHAT IF I NEED HELP?

ICIA training counselors are available to advise you. As an independent service, you can take courses through InforComm Academy to refine your skills and knowledge.

## I'M READY. HOW DO I DO IT?

Just contact ICIA at 800.659.7469 or 703.273.7200. Or check the website at [www.info-comm.org](http://www.info-comm.org) under Certification for detailed information and an application.

# WHAT'S THE AVOLUTION CONNECTION

**How does AVolution tie to ICIA's certification program? Recognizing the competitive advantage that certification offers, the AVolution campaign places a strong emphasis on education. ICIA's Certified AudioVisual Solutions Provider (CAVSP) program is tied to AVolution through its name and the requirement to adhere to 10 Standards of Excellence. Depending on the percentage of your staff that is certified, your company or organization may qualify for CAVSP basic, silver or gold levels, and you will be able to display the appropriate logos on your website and business cards.**

*"As a consultant, when I am contacted by a new integrator interested in working on our projects, the first thing I do is see if they are ICIA members. This indicates to me whether or not they are truly in the AV business. Then, I look to see if they are an AVolved Company. This tells me if they have a cultural philosophy that aligns with the professional ethics and aspirational goals of the AVolution Standards of Excellence. Next, I check to see if they are a CAVSP. This designation indicates their commitment to advancing the quality of their firm through the training of their staff."*

Scott Walker, CTS-D, Principal, Waveguide Consulting, Inc.



**AVOLUTION**

WHEN SIGHT & SOUND POWER IDEAS & INFORMATION<sup>SM</sup>



## 10 STANDARDS OF EXCELLENCE

### COMPLETE SOLUTIONS

The AV Solutions Provider (AVSP) works to provide a comprehensive AV system that meets the client's communications needs.

### INFORMED ADVICE

The AVSP pursues a collaborative relationship with the client to understand the needs and recommend solutions to achieve complete customer satisfaction.

### BEST VALUE

The AVSP seeks to give the client the best possible value and return on investment.

### ON-GOING TECHNICAL SUPPORT

The AVSP provides on-going support for the AV system through warranty and maintenance programs to ensure the system's usability and the client's satisfaction.

### SYSTEMS COMPATIBILITY

The AVSP designs or provides a seamless operational interface for components used in a rental environment or permanent installation to create a stable and viable system.

### SCALABILITY

The AVSP designs and integrates AV systems that promote ease-of-use, long-term cost-effectiveness and upgradeability.

### CLEAR SCOPE OF WORK

The AVSP specifies in the proposal and quotation all the necessary components and services required to create the AV system and clearly calls out and discusses any exceptions.

### APPROPRIATE DOCUMENTATION

The AVSP provides appropriate and complete documentation of the system as specified in the vendor's proposal and quotation or the consultant's specification.

### EXPERT TECHNICAL STAFF

AVSP staff are in programs to become industry certified, to maintain their certification and to keep current on new developments in AV technology.

### TRAINING SUPPORT

The AVSP is a source of professional training services to help the client become proficient in using AV technologies and systems and to advance their communications goals.

