

MARKET RESEARCH MAKES SENSE OF BIG DATA

Understanding the industry's big data can help your company become more efficient, and better target your potential customers. As *Forbes* magazine recently stated:

“ One thing is clear: Every enterprise needs to fully understand big data – what it is to them, what it does for them, what it means to them – and the potential of data-driven marketing, starting today. Don't wait. Waiting will only delay the inevitable and make it even more difficult to unravel the confusion. ”

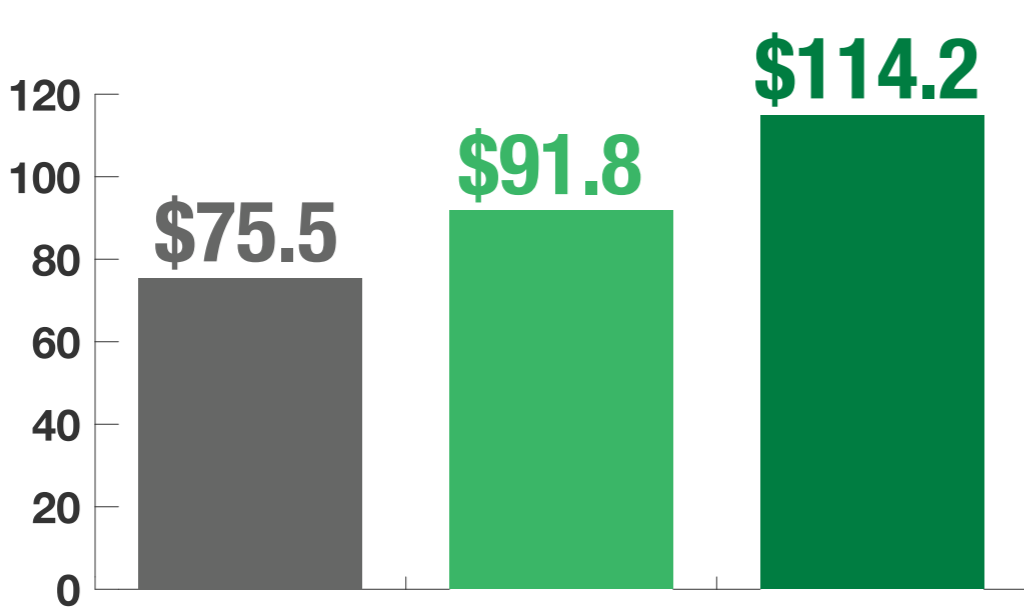


**THAT'S WHERE INFOCOMM INTERNATIONAL®
ENTERS THE PICTURE.**

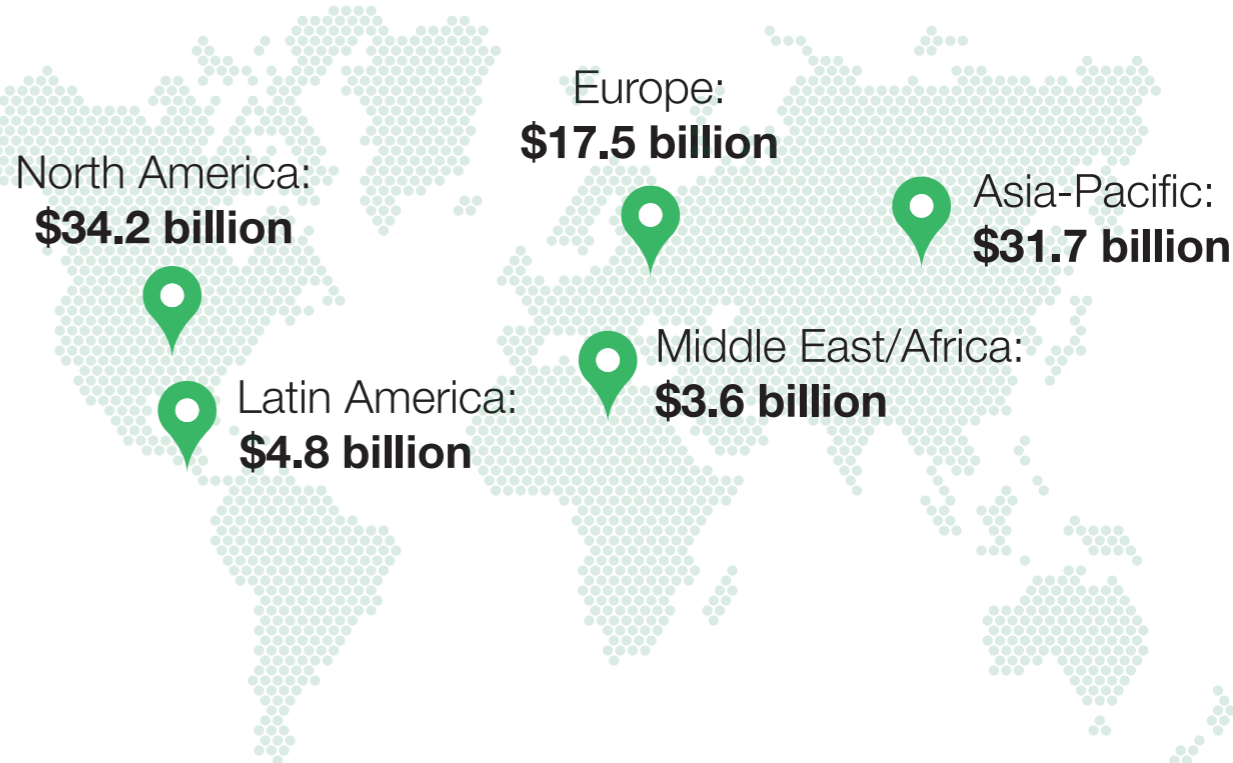
Market Research Can Help Your Company

UNDERSTAND YOUR OVERALL MARKET POSITION:

The global pro-AV market grew from **\$75.5 billion** in 2012 to **\$91.8 billion** in 2014 and is forecast to reach **\$114.2 billion** in 2016.



2014 Regional Markets:



IDENTIFY EMERGING TRENDS:

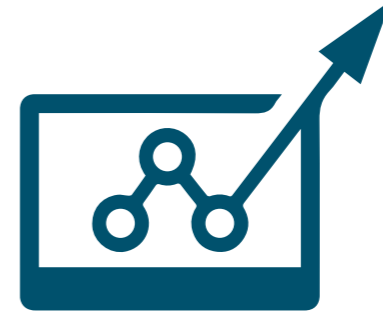
Projects with 100-plus rooms are becoming more common.



In response to demand for more controlled meeting and teaching spaces, **the control systems segment has become Australia's second largest product category**, with a projected 19% CAGR from 2014 to 2016.

DETERMINE GROWING, PROFITABLE MARKETS:

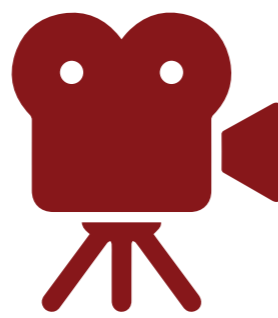
You'll find 600 digital signage content management software vendors today, compared to a couple dozen only five years ago.



Globally, **AV acquisition and delivery is one of the fastest growing product categories**, with a projected 16% CAGR from 2014 to 2016.

SPOT OPPORTUNITIES IN EXISTING MARKETS:

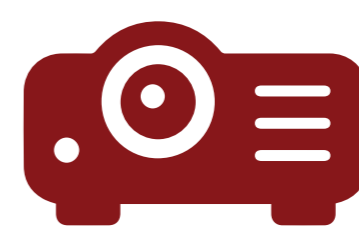
By 2018, China is predicted to have the largest cinema market in the world, creating significant opportunity for audio and projector manufacturers.



In Latin America, **the signal management market is forecast to reach \$520 million by 2016**, due to growth in digital signage and videoconferencing.

OBSERVE TRENDS OR CHANGES IN BUYING HABITS:

In North America, as displays continue to increase in size, **customers are shifting their preferences away from projectors in favor of displays**. From 2014 to 2016, the projected CAGR is 8% for the display segment and 2% for the projector market.



In the Middle East, there is significantly more demand and activity in managed services and maintenance contracts.

PINPOINT FUTURE TRENDS INDUSTRY EXPERTS BELIEVE ARE THE KEY TO GROWTH AND SUCCESS:

In Mexico, **the growing presence of multinationals** is driving demand for technology.

\$1.35 billion

Cisco announced plans to invest \$1.35 billion this year for a Mexican manufacturing operations and support center.

In France, the **AV-as-a-Service model is gaining traction**,

which shifts businesses from a CapEx to an OpEx investment model.

MINIMIZE RISK WHEN CONSIDERING A NEW MARKET:



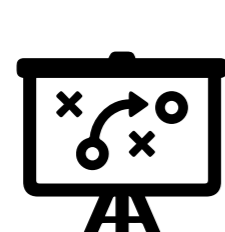
In the venues/events market, **27% of providers** surveyed cite competition/pricing/margins as their biggest sales challenge.

DISCOVER HOW REVENUE MODELS ARE CHANGING:

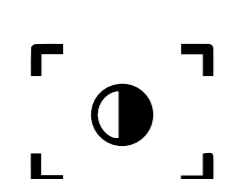


As margins on pro-AV products mimic product margins in the IT industry, pro-AV firms are increasingly focusing on **growing services revenue**.

KEY INFOCOMM PRODUCTS



Market Definition and Strategy Study



Economic Snapshot



Compensation and Benefits Report



Channel and Distribution Study



Vertical Market Study



Live Events Report

As the need for essential communications grows worldwide, many end users will have greater needs for pro-AV equipment, management and knowledge. Pro-AV companies with the broadest understanding of this marketplace will be well-positioned to take advantage of these growing requirements. **InfoComm International is the only resource that can supply the worldwide market research your company needs.**

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