

InfoComm 09 — Biggest AV Show Ever Held on the East Coast

By InfoComm International, June 19, 2009

The Power of AV is Stronger than the Global Economy

ORLANDO, Fla. -- June 19, 2009 — InfoComm International today announced that InfoComm 09, the annual conference and exhibition for professional audiovisual buyers and sellers worldwide held June 17-19 in Orlando, Florida, was the biggest commercial AV show ever held on the East Coast of the United States, with more than 29,000 AV professionals attending from more than 80 countries.

"InfoComm continues to be the one tradeshow where most professional AV service providers make their important buying decisions for the year," said Randal A. Lemke, Ph.D., Executive Director, InfoComm International. "Despite the global economy, the AV marketplace has enthusiastically embraced InfoComm as the place to make their purchasing choices, network with product and service providers, and enhance skills through our robust educational program."

Education at InfoComm Remains Robust, Interest in Certification Skyrockets

Registrations for InfoComm Academy educational courses totaled 7,249 for 2009. Super Tuesday, a full-day of advanced instruction for AV pros, attracted 356 registrants in 2009. The Institute of Professional Development (IPD) attracted 388 registrants.

Attendees come to InfoComm for the diversity of courses on topics ranging from acoustics to videoconferencing. Among the most attended courses were *Technology Trends* and the *Business Executive Symposium*. Other popular classes included *The Future of Audio*, *CTS Study Group*, and *Customer Service from the Inside Out*. Master classes, including one taught by industry-legend Buford Jones, were of great interest to the advanced students who often attend InfoComm for the opportunity to become more educated and earn renewal units for the CTS credential. With half of all of the education sessions being new, participants flocked to classes on sustainable AV, digital signage and more.

This year, all 60 seats to take the Certified Technology Specialist (CTS) exam at a local testing center were sold out. There are about 9,000 AV Professionals who have achieved the CTS designation.

Exposition Flourishes, With Sights, Sounds, 3-D and Sustainability

There were 850 exhibitors participating at InfoComm this year, representing an increase of 80 since the last time InfoComm was in Orlando. Exhibitors occupied 425,000 net square feet of exhibit and special events space.

Generosity Abounds at InfoComm 09

InfoComm International is pleased to announce that the winner of NEC's Best of InfoComm Award, Da-Lite Screen Company, has designated InfoComm's foundation, the International Communications Industries Foundation (ICIF), as the recipient of its \$25,000 prize donation. In addition, Da-Lite has elected to match its prize winnings with an additional \$25,000 donation to the ICIF. "Da-Lite is honored to receive the first-ever NEC Best of InfoComm Award, and congratulates the other finalists," said Wendy Long, Vice President of Marketing, Da-Lite Screen Company. "It was only logical for us to donate our winnings to ICIF, which is dedicated to promoting industry education. Da-Lite is pleased to match its prize money with an additional \$25,000 contribution to help develop the next generation of AV professionals."

InfoComm 09 Platinum Sponsors include Bosch, Christie Digital, Crestron and Extron. Gold Sponsors include Middle Atlantic Products, Polycom and TANDBERG.

About InfoComm International®

InfoComm International® is the international trade association of the professional audiovisual and information communications industries. Established in 1939, InfoComm has 5,000 members, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end-users and multimedia professionals from more than 80 countries. InfoComm International is the leading resource for AV market research and news. Its training and education programs set a standard of excellence for AV professionals. InfoComm International is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers worldwide. InfoComm also produces trade shows in Europe, Asia and China. Additional information is available at www.infocomm.org.