

InfoComm Certified AV Solutions Providers Reach Record Numbers

By InfoComm International, March 21, 2007

Customer demand for CTS credential, industry commitment to quality, drive participation

FAIRFAX, Va. -- More than 250 audiovisual locations in 17 countries have been designated as Certified AudioVisual Solutions Providers (CAVSP®), marking a 50% increase in the program over last year. Companies that have achieved the CAVSP status have demonstrated their commitment to professional excellence by supporting their employees who achieve and maintain the individual InfoComm International® certification credential, known as Certified Technology Specialist (CTS®). The AV industry's marks of professional expertise are the CTS, for general AV knowledge; CTS-D, for specialization in AV Design; and the CTS-I, for specialization in AV Installation. InfoComm is currently seeking ANSI-ISO 17024 accreditation for its CTS program. The company-level CAVSP is based on the percentage of technical, sales, and customer service personnel who have achieved these certifications.

Many large companies, government agencies, architectural firms and consultants are giving preference to audiovisual integrators and design firms that have earned the CAVSP designation. The dependability factor has never been more important in business, and customers looking to have the work done right the first time recognize that CAVSP companies have a strong commitment to providing reliable and knowledgeable service.

"For many companies and institutions in the market for videoconferencing equipment, digital signage and board rooms, it is easiest to hire a company that is dedicated to quality and professionalism and has received InfoComm International's Certified AudioVisual Solutions Provider (CAVSP) designation," said Randal A. Lemke, Ph.D., Executive Director, InfoComm International.

Nearly 60 new locations have received the CAVSP designation in the past three months. One of the largest AV integrators, SPL Integration, has 12 locations that have received this mark of distinction in 2007, but its goal is to have all 27 of its locations qualify. "Being CAVSP makes us more visible, and competitive, in the marketplace," said Jay Paul, SPL Vice President for Engineering and Quality Assurance. "The CAVSP credential shows the world that SPL engineers, technicians, and project managers are committed to their craft, our company and our clients."

Audio Visual Innovations has five locations that have achieved the CAVSP designation. "The CTS sets the standard for fundamental knowledge in the AV industry," said Jennifer Schwartzberg, Manager, Training and Development, Audio Visual Innovations. "Our company's goal is to have all 210 members of our technical staff earn their CTS to show our company's commitment to excellence. Currently all of our Level Two technicians must hold a CTS, all Level Four Installers are required to earn their CTS-I, and Design Engineers must hold a CTS-D."

There are three levels of CAVSP:

- Gold CAVSP, recognizing 75 percent of all sales, customer service and technical staff have and maintain InfoComm Certification
- Silver CAVSP, recognizing 50 percent of staff are InfoComm Certified
- Basic CAVSP, recognizing that 25 percent of staff are InfoComm Certified

The CAVSP is awarded on a location-by-location basis, and additional branches must qualify separately to obtain the designation. CAVSP companies have also agreed to comply with 10 Standards of Excellence that were developed in collaboration with industry experts to emphasize the best practices of AV businesses.

Established over 30 years ago, InfoComm's certification program is used to measure best practice in application of AV technology and procedures. It is recognized by the National Certification Commission and approved by the U.S. Veterans Administration for reimbursement for veterans under the current GI Bill. InfoComm has applied for ANSI-ISO accreditation of the CTS program, and expects to receive it in 2007. More than 6,200 AV professionals have earned their CTS.

CAVSP companies may be found around your town or around the globe because InfoComm's training is so widely respected and available. To become a CAVSP company or to locate one, visit www.infocomm.org/CAVSP.