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AV solutions

Quarterly, monthly, weekly, seemingly hourly — the pace of change in the world of audiovisual (AV) solutions can seem overwhelming at times to say the least.

In the past, integrating new AV technologies was a luxury for most companies, one that only a select few could afford and fully use to propel their businesses forward. Today, companies and institutions in western and central New York that realize the importance of staying on the cutting edge of new technologies know where to go for sales, installation, service and support. Time and time again, they turn to AV Solutions, a Toshiba Business Solutions New York company.

“As a technology-based company, one of our major challenges is just to stay on top of the technology. It changes every 20 minutes,” says John Voelkl, technical service manager for AV Solutions. “In order to provide the most current solutions for our customers, we have to spend an awful lot of time researching new products, making sure it would work in a particular application, making sure

all the manufacturers’ claims are true. It’s very important that we evaluate our products and pick and choose what works best for our customers.”

One of the keys to matching clients with the best products available is to know what works. The staff of technicians at AV Solutions receives regular and extensive training, and they go to work every day with the kind of expertise that makes their customers comfortable.

“We have probably one of the best technical staffs around. Our guys are familiar with IT [information technology] and how it integrates with our AV systems,” Voelkl says. “We have on-staff control systems programmers. We have guys with 30 years-plus experience in the AV business — all that under one roof. Plus, being part of the Toshiba family, we have the backing of a huge worldwide family.”

This combination of expertise and resources has brought an impressive list of clients and jobs to AV Solutions.

“We just recently revamped the entire executive boardroom for a Fortune 500 company with a touch-panel control system, audio and video conferencing, rear screen projection. We just put in an extensive AV system for the new SUNY Oswego ice arena,” Voelkl says. “That’s a large speaker system, public address, digital audio throughout the facility, with a custom automated control system.”

“Schools, sports arenas, boardrooms and auditoriums — from early computer projection setups to today’s high-resolution flat panel systems,

AV Solutions has been expanding its areas of expertise since the group got going in the mid-1970s,” adds John Frederick, operations manager for AV Solutions. Additionally, the company worked on the recent University of Rochester, Eastman School of Music Theatre Stage and Orchestra Shell Renovation project, upgrading the infrared system for the hearing impaired and modifying the backstage intercom systems.

“Close to 1990, we started to do system integration, which basically means we could take a computer projector, install it into a conference room or a classroom, and basically put together a little system that would allow you to take a computer from a desk and project it on the big screen,” Frederick says. “I guess the biggest change has been in the need for what we do. We used to work only for Fortune 500 companies and colleges. The costs of equipment have come down and the needs have changed. It’s making it much more popular for typical companies. They don’t have to have really deep pockets to get one of our systems.”

As the edge of the technological envelope continues to be redefined, Frederick said he sees a few trends emerging that will impact how we do business and live our lives.

“I think that there’s going to be, visually, a lot more need for displays,” Frederick says. “We’re seeing the next market trend to be digital signage. You can go into a mall or at a kiosk and you’ve got a big display that has ads on it. You can actually earn dollars by selling this space on the display board. It’s actually generating revenue.”

— Corporate Profile



Photos courtesy of AV Solutions