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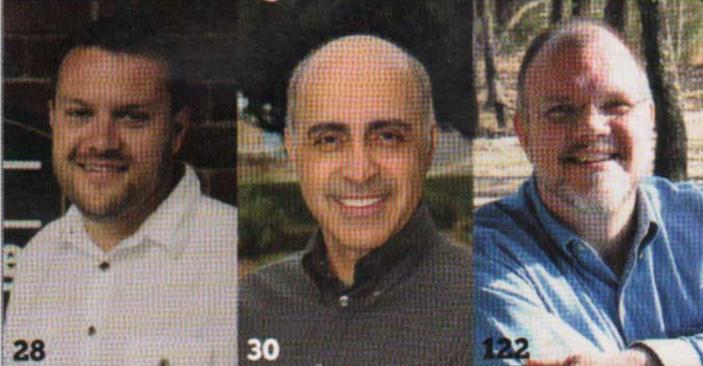
SYSTEMS CONTRACTOR NEWS



Experiencing InfoComm 2015

A COMPREHENSIVE GUIDE TO
ALL THE SHOW THRILLS

» industry insiders



28 Tech Tales
Scott Harkless of Alcorn McBride talks modern storage solutions.

30 The Way They See It
Hall Research's CEO explains how the company continues to evolve.

122 Viewpoint
Customer-centric outcomes that value the buyer.

The World's *First* True UHD Video Wall Display Processor

MediaWall

Single-wire I/O

Resolutions to 4K

Fully scalable windows



Exhibitor Vox Pop

WHAT MANUFACTURERS ARE SAYING ABOUT INFOCOMM 2015

BY KELLEIGH WELCH

InfoComm is here, but that doesn't mean it hasn't been on our minds for the last year. In preparation for this year's show, SCN spoke with some of the leading manufacturers in AV about the trends, technologies, and solutions they are looking for at the show this year. Here's what they had to say:

What is the most important learning experience you hope to share with integrators this year?

"The expanding 'Internet of Things' will be encompassing the AV world in a big way over the coming years. Digital transport systems for audio will become even more relevant in a very short length of time. Reliance on Cat-6 cabling is going to increase as more products go fully digital, and the cost benefits will continue to drive R&D in that direction."

—Gordon Moore, vice president, sales, Lectrosonics

"Quality doesn't have to be synonymous with high bitrate encoding. JPEG2000 (J2K) has its place in the market because it is excellent for many things, multi-pass encoding in particular, but it's not the optimal solution for quality encoding for distribution of AV over IP. It is possible to send low-latency, high-quality streams over IP without the big bitrate hit of J2K."

—Samuel Recine, director of sales, Americas and Asia Pacific, Matrox

"Never confuse the concepts of price and value. It can be easy to underestimate the value of receiving effective technical support and having features at your disposal that save you time and money in the field. Try to look at the big picture of a project rather than focus on the bottom-line hardware cost."

—Scott Harkless, director of sales, Alcorn McBride

"Unified communications end users want more than consumer grade products in their offices. Technology is offering a much improved user experience, and the users are aware of that capability. Everyone needs to pay more attention to audio."

—Perry Goldstein, director of business development, Pro AV, Marshall Electronics

What technology trends and product features will you be on the lookout for at InfoComm?

"There's been a steady adoption of incorporating technology in more localized spaces, and that's one trend we intend to address with the combined lineup of Middle Atlantic, Wiremold, and C2G products that we'll demo in our booth. Another movement is product design purposed for AV—designed with the integrator in mind. Products like value-priced UPS options that are smaller, lighter, and faster to install save integrators time loading up the equipment rack. Trends in connectivity addressed with C2G's newest offering include the newly released standard for USB 3.1 and USB Type-C connectors, and the increasing interest in HDBaseT extenders to extend DisplayPort signals over Cat-5 cable while maintaining 1080p resolution."

—Rebeca Villareale, public relations manager, Middle Atlantic Products

"The technology trends and product features FSR will be expanding on at InfoComm are collaboration and HDBaseT. FSR's HuddleVU Collaboration Solutions moves to the forefront in almost every environment—from education, to corporate, software development, and the medical field. Our HDBaseT line will also have more products available to help integrators deliver superior signals, control, and power over longer distances via a typical shielded Cat-6 backbone."

—Jan Sandri, president, FSR



"As our industry constantly evolves and grows, we anticipate that H.265/HEVC and all the technological benefits it brings to all aspects of video workflows—such as IPTV, video conferencing, and telemedicine—will be a very popular topic at InfoComm 2015."

—Hamish Macmillan, national channel manager, VITEC

"QSC Systems expects to see many examples that demonstrate a closer alignment between AV and IT at InfoComm. The reason is simple: corporate AV is the largest market and the best opportunity for growth among AV integrators. With IT teams weighing in heavily on AV purchases, products that use IT technology and standards will outpace those that rely on proprietary AV technology or non-standard hardware. The integrators who find the most success in corporate AV will be those who can create true integration with IT infrastructure (not workarounds) and of course co-existence with other IT products that sit on the network."

—Joe Pham, President and CEO, QSC

Technology is offering a much improved user experience, and the users are aware of that capability. Everyone needs to pay more attention to audio.
—Perry Goldstein, director of business development, Pro AV, Marshall Electronics

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