

IS THE DOOR OF CORPORATE AMERICA OPENING FOR VIDEO PRODUCTION PROFESSIONALS?



# AVTECHNOLOGY

THE AV RESOURCE FOR TECHNOLOGY MANAGERS AND USERS

## GO THE DISTANCE

6 STRATEGIES FOR EFFECTIVE DISTANCE LEARNING ROOM DESIGN

### NOT SO FAST

*IT Wants to Own The AV Departments? Good Luck!*

### UNDER THE SEA VIA LCD

*Monterey Bay Aquarium Uses AV to Fulfill its Mission*

### TIME TO SHINE

*AV Technology End-User Awards Finalists*

### PRODUCT REVIEW

*AMX's ENOVA DVX-2100  
HD AV Control System*

InfoComm 2011  
Product Showcase





# The Contents

## PERSPECTIVE

4 AVT AWARDS

## THE FEED

6 TOP 10 E-MAILED NEWS STORIES

Blog Bits and Top Tweets

8 iPad Apps to Consider

Get Smart: Upcoming trade shows and educational offerings

10 NEWS ANALYSIS: End-users report growing DOOH revenue.

## BIG IDEAS

12 ASK PROFESSOR PHIL

How do audio or video bridges work?

14 FAIR GAME

Is the door of corporate America opening for video production professionals?

16 RIPPLE EFFECT

The case of the vanishing hardware server.

18 NOT SO FAST

IT wants to "own" the AV departments—hmmm—good luck!

## AV IN ACTION

36 UNDER THE SEA VIA LCD

Monterey Bay Aquarium uses AV tech to fulfill its mission.

40 UNDERGROUND SENSATION

An inside look at London's "Under The Bridge" AV shrine.

## PRODUCT FORUM

42 AMX'S ENOVA DVX-2100 HD AV CONTROL SYSTEM

## THE GOODS

44 InfoComm 2011 Product Preview

## HOW IT'S DONE

50 TIPS AND TRICKS FOR SUCCESSFUL USAGE OF WIRELESS MICS IN CORPORATE VENUES.

## FEATURES

20 WHAT'S NEXT?

Control system trends to watch after InfoComm 2011.

24 FORM, FUNCTION, FLAIR

Innovations in AV furniture combine aesthetics with practicality.

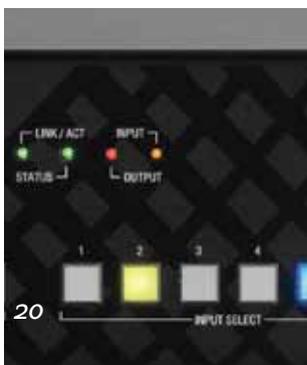
26 GO THE DISTANCE

Are your distance learning systems designed with instructors in mind?

32 FIRST PERSON:  
CAROL EVERETT OLIVER

BICSI award-winner integrates IT with a range of industries.

34 AVT END-USER AWARDS  
2011 FINALISTS



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## AVT Awards

Our mission at AV Technology magazine is singular: to build community in the AV and IT Industries and create a forum for end-users to share best practices.

Critical to our mission is empowering technology managers and IT directors in all commercial sectors—higher education, government, hospitality, and the corporate environment. We created the 2011 AVT End-User Awards and Scholarship to actualize this goal. We want to support dedicated AV end-users as you advance to the next level of your career. The manufacturers who respond to and anticipate the needs of the end-user community also deserve recognition; this awards program shares their vision with the larger public.

Winners of this first-ever end-user awards program will have profiles written in AV Technology and will be invited to blog for us, lead Webinars, and online Tech Manager Tours. Turn to Page 34 to see the finalists in categories such as “Best Use of AV in Emergency Preparedness,” “Best Interactive & Remote Learning System,” and Most Innovative AV Installation in Healthcare.” Congratulations to every finalist!

To offer full coverage of noteworthy innovators and innovation in this InfoComm 2011 edition, we turned the focus to a BICSI Award-Winner. (Page 32, “First Person: Carol Everett Oliver”). In this profile, we see the specific ways that this IT luminary integrates IT with a range of vertical industries.

In roving reporter Pam Derringer’s article “What’s Next?” (Page 20), learn about the trends impacting AV control system deployment and usage. Derringer ascertained that the growing popularity of IP-based network control systems is a major influence. It is no surprise—“centralized management saves time and money, enabling AV techs to monitor and adjust settings remotely,” she writes. This will only become more popular as users move from simple AV tasks like controlling projectors and screens, to more complex tasks like live video capture and storage that are more likely to require more tech support. “IP controls are just a mechanism for getting the job done,” comments Joe Andrusis, AMX marketing vice president. “More and more devices will incorporate IP. The network has won the day.”

In John Laughlin’s article, “Go The Distance” (Page 26), he asks the critical question: “Are your distance learning systems designed with instructors in mind?” Laughlin’s belief is that the distance learning system should maximize the quality of audio and video while creating a natural connection between instructors and students in different locations. Six strategies can help with these goals. How closely aligned is your distance learning design?

In a large InfoComm product showcase, we brought to the foreground solutions with special interest for end-users. Dozens more will follow in our July, post-show report. What product will you demo at InfoComm 2011? What product won you over? What was a disappointment? Let us know. And enjoy Orlando!



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## CAROL EVERETT OLIVER

### BICSI AWARD-WINNER INTEGRATES IT WITH A RANGE OF INDUSTRIES

by Virginia Rubey

**C**arol Everett Oliver is BICSI's Outstanding Member of the Year for 2010, but the Berk-Tek Marketing Analyst remembers a time when "People would say, 'Who is this blond journalist?'"

In the 1990s, Oliver was the VP of Account Services at Berkley Advertising, the owner at Everett Communications and an industry-leading technical author. She achieved a successful advertising career promoting fiber optics when it was a new technology and engineered the nascence of Everett Communications.

Post-1996 Oliver was running her own company, writing articles for a cabling company, publishing pieces on connectivity and offering freelance marketing services on the side—but she says her BICSI accreditation is what made her name stick in the tech industry.

#### BICSI ACCREDITATIONS

BICSI offers internationally recognized credentials in six areas of Information Technology Systems design or installation; programs in cabling installation, and certifications in ITS design fundamentals. The association has a wealth of resources for BICSI accreditation candidates including courses, conferences, publications and pro registration programs. Successful candidates must demonstrate rigorous qualifications and application—and knowledge-based mastery of the ITS designation area. Oliver holds an RCDD.



Registered Communications Distribution Designers must have at least five years of ITS design experience, a passing score on BICSI's comprehensive exam and 45 hours of professional development every three years. RCDD is more than a four-letter word. Oliver, who earned her RCDD and has been a BICSI member since 2003 notes, "As a woman in the industry [it] makes a big difference." Without a BICSI certification, "People don't take you seriously," she says.

#### BICSI WOMEN: WHY SO SERIOUS?

According to a study by the American Association of University Women commissioned by the National Science Foundation, women represented 17 percent of the computer and information sciences industry workforce in 2006. The remaining 83 percent were men, including two percent of males who were working in the industry part time and one percent that was seeking employment.

#### THE AWARD

BICSI's Outstanding Member of the Year award is named for the late David K. Blythe, Civil Engineering Department Chair and Associate Dean for Continuing Education and Extension at the University of Kentucky College of Engineering. BICSI's Board of Directors confers the Blythe award annually to an individual who has volunteered outstanding efforts in promoting BICSI's educational programs and professional development within the industry.

The David K. Blythe/University of Kentucky Award distinguishes Oliver's commitment to industry advancement and helping other professionals excel in their own AV and IT careers. BICSI was founded in Kentucky in 1977. The BICSI World Headquarters is currently located in Tampa, FL.

"They [BICSI] started talking about the presentations I've given," remembers Oliver, who is known to offer two presentations in completely different subjects at a single event. "But the one that really got me," she says, was the allusion to a presentation she gave at a BICSI regional meeting in Hawaii where she was on vacation with her family.

"Promoting education is important," she says. While the average score on the Advanced Placement Computer Science exam is similarly a 3.6 for boys and girls, of the 42,596 bachelor's degrees awarded in computer science in 2007, 7,944—just 18.6 percent of them—were awarded to women. Are these degree statistics part of what makes BICSI's ed resources so important? Oliver majored in advertising.

#### BICSI OUTSIDE THE BOX

The awards selection committee asks, "What do [nominees] do outside the box?" According to Oliver, "I look into other markets so I can teach other technologies and [reach] different industries... I'm interested in the new stuff coming down the road."

On April 19, she was in Atlanta to research a Berk-Tek client case study. "I called my local BICSI rep and coordinated a BICSI breakfast in Atlanta," she says. Oliver's drive to initiate the event and present on Cabling Selection for IP Convergence was driven by the understanding that shared knowledge benefits the industry and enhances the professional stature of BICSI members. "I don't even think twice about doing that," she says.

"I try to... keep technology new and fresh for BICSI members," Oliver explains. "I want people to remember why cables make a difference when you're hooking up security cameras because they saw this presentation."