Integrate

NSCA
YOUR VOICE • RESOURCE • ADVISOR

GREAT LEADERS AREN'T BORN.
THEY'RE BUILT.

Companies that don't prioritize leadership training **now** will fall behind.

PLUS:
- How NSCA members helped save Division 27—at least for now
- Maintaining business integrity with gen AI
- Excellence in Product Innovation winner profiles

EDITOR'S LETTER

NSCA Has Your Back:
But We Need Your Help

A close call with Division 27 reminds us why industry advocacy—and your voice—matters more than ever.

Sometimes the most important work NSCA does is the work our members never see. NSCA board members believe it's important that all NSCA members know what happened in May 2025. In short, our industry came dangerously close to being redefined in a way that would have set us back two decades. Without swift, coordinated action, the progress we made in 2004 with the creation of the Construction Specifications Institute (CSI) MasterFormat Division 27 could have been undone. For NSCA members, that could have meant bidding confusion, reduced visibility in the construction process, and a serious blow to our industry's professional identity.

It's important that NSCA members either remember—or learn to appreciate—what happened in 2004. That's when CSI expanded MasterFormat categories to include Division 27. CSI MasterFormat is widely used in North America as a standardized system for organizing construction documents and project specifications related to building design and construction. It's a critical component of project bidding, especially for limited-energy integrators.

Before 2004, there were just 16 divisions, with electrical being the 16th. Communication and audio systems were lumped into that division. The addition of Division 27 finally created a dedicated category for communication systems, separating them from broader divisions like electrical. (Consider that almost all solutions on display at InfoComm 2025 likely fall under Division 27.) In total, the 2004 revision resulted in 50 divisions, reflecting the increasing complexity of the construction industry.

NSCA—Chuck Wilson, in particular—played a pivotal role in carving out Division 27. During the revision cycle leading into 2004, he made countless trips between his home in Cedar Rapids, IA, and Washington, DC, to ensure the industry had a voice at the table.

Fast forward to May 2025, when members of the Connected Technology Industry Consortium (which includes NSCA, BICSI, CEDIA, ESA, and others) discovered that proposed changes to the CSI MasterFormat would have rolled key components of Division 27 back into Division 26. In other words, the clear delineation we fought for—between integrators and electrical contractors—was at risk of being erased.

Time was short. CSI was set to meet within days. But thanks to rapid collaboration and strong grassroots advocacy, NSCA and our industry partners mobilized. We alerted our members, providing them with a templated email and contact information to help them speak up. And they did.

In less than 24 hours, the response was strong enough that CSI chose to delay the proposal and reintroduce it in a future cycle—this time with Consortium members invited to participate in the process.

This near miss is a wake-up call. It's a reminder that classification issues, while seemingly "in the weeds," can have very real consequences for your business. It's also a clear sign that grassroots efforts matter. Yes, NSCA has dedicated staff and resources monitoring legislation and industry codes. But, when employers raise their voices, it sends a powerful message.

Our board has long recognized the importance of advocacy. Now they want every member to recognize it, too. This recent situation provides a snapshot of the relentless risks and equally relentless efforts of NSCA, its members, and the Connected Technology Industry Consortium. ■

Tom LeBlanc is executive director at NSCA.
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YOUR VOICE MATTERS

Integrate

STAY INFORMED AND READY TO STEP UP

VISIT THE ADVOCACY TAB ON NSCA.ORG

NSCA Education Foundation 25th Anniversary Celebration: Throwback 2000 Party
Orlando, FL, June 11

Throwback 2000

Celebrate the 25-Year Playlist of the NSCA Education Foundation

For 25 years, the NSCA Education Foundation has been dedicated to advancing the industry by connecting professionals to educational opportunities, funding technical training, and fostering the next generation of talent. Your participation helps us continue these vital efforts!

Join us on **June 11** at the **Tin Roof in Orlando, FL,** as we bring together industry professionals for an evening of networking, live music, and celebration—all in support of the future of commercial integration.

RSVP Here

XBO Experience 2025
Austin, TX, Oct. 28-29

BE BETTER

XBO

XBO EXPERIENCE 2025 —
Cultivate Critical Leadership Skills

Austin, TX
Downright Austin Hotel
October 28-29, 2025

NSCA is excited to bring back the **XBO Experience** for its second year! Mark your calendars for **Oct. 28-29** and join us at **Downright Austin, A Renaissance Hotel,** for two days of interactive learning, career insights, and next-gen training designed to help integrators thrive.

Register Here

Updated *Financial Analysis of the Industry Report* Coming in 2025

The *Financial Analysis of the Industry*, a biennial research document, that tracks key financial ratios among NSCA member integrators, is an extremely valuable tool for integration companies as they benchmark themselves and set KPIs. However, in order for NSCA to complete its 2025 update, we need members to complete the survey. Please take the time or designate someone in your organization to complete the survey. You'll be paid back in the form of a valuable member resource.

Take the Survey

NSCA BizSkills at InfoComm 2025
Orlando, FL, June 10

Thousands of integrators converge on Orlando to learn about the latest AV integration technology at InfoComm. While you're there, you can also get business training from NSCA! Just like last year, we're leading a full-day BizSkills training session on June 10 (the day before InfoComm).

This comprehensive program delivers a strategic business curriculum, empowering participants with invaluable insights and tools that are crucial to enhancing pro AV business operations. Attend two morning sessions and two afternoon sessions, while also getting to hear a midyear industry report on trends impacting the integration market in 2025.

Registration is discounted for NSCA members. (Use "NSCA" as the coupon code.)

Register Here

Visit the NSCA Community Events Calendar to Discover:

- NSCA events
- Industry shows
- Important updates from member companies

View the Calendar

By Dean Zerbe

Have AI Do Your Tax Return? Taxpayer Beware

AI cannot replace the need for informed and knowledgeable tax experts making determinations on behalf of their clients.

When it comes to filing tax returns, artificial intelligence (AI) has become the go-to cure-all for some taxpayers—and more concerning—some tax advisors as well.

The IRS' *independent Taxpayer Advocate* recently came out with a sober caution to taxpayers who are relying on AI (or tax advisors who rely on AI) to do their tax returns. The *Taxpayer Advocate's* statement declares:

"Despite efforts to ensure accuracy, these AI assistants may encounter difficulties interpreting complex tax laws correctly or considering unique circumstances that could impact a taxpayer's return. As a result, taxpayers should not solely rely on AI-generated tax advice."

The *Taxpayer Advocate's* statement cites an informal review by the Washington Post, highlighting that the *Washington Post* analysis:

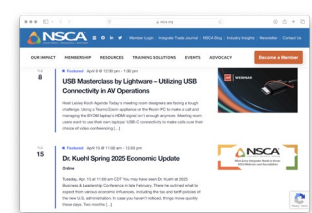**" ... found that two of the leading tax preparation companies' chatbots provide inaccurate or irrelevant responses up to 50% of the time when initially asked 16 complex tax questions."**

Yikes.

I see in my work that the problems of AI are especially pronounced with pop-up tax providers looking to assist taxpayers (especially small and medium businesses) to qualify for highly complex, fact-intensive tax incentives such as the R&D tax credit and the Employee Retention Credit (ERC).

This concern about the problems of AI and complex tax questions is reinforced by findings reported by CNBC in an article: *Proceed with Caution Before Tapping AI Chatbots to File Your Tax Return, Experts Warn,* referencing analysis by Subodha Kumar, professor of statistics, operations, and data science at the Fox School of Business at Temple University.

CNBC reported:

"Kumar has tested AI chatbots with his students and found the software works for general tax questions, but often provides wrong answers for more specific prompts."

The simple fact is that in such complex tax matters as R&D and ERC, AI does not have the necessary human judgment.

For example, in determining whether a taxpayer qualifies for the R&D tax credit, AI cannot interview employees, determine statistical sampling models, or perform on-site visits, much less conduct the necessary complex legal analysis.

As critical is to ensure that you and your tax provider understand all the tax implications (especially accounting for expenses) of your business taking a credit—especially the R&D tax credit.

And as a reminder, AI is only as good as the data provided to it by humans.

For example, I commonly see errors where AI just accepts a taxpayer's response to whether a project qualifies for R&D rather than probing and asking how the taxpayer substantiates each element of the four-part test for each project.

There is no question that the IRS—as it determines which taxpayers to audit—is highly aware of these problems with AI-generated tax returns (especially for complex matters such as R&D and ERC).

I expect the IRS will be focusing its limited audit resources on AI-generated returns—both the taxpayer and the tax preparer.

"Fish-meet-barrel."

In discussing all this with one of my colleagues, Darren Guillot, a national director at alliantgroup and former commissioner of small business/self-employed at the IRS, he said:

"I want to be clear: You are accepting considerable risks when relying on AI to do an R&D study."

Eyes open.

While there is certainly a role for AI in tax preparation, especially repeatable tasks with predictable outcomes, AI cannot replace the need for informed and knowledgeable tax experts making determinations on behalf of their clients.

Taxpayers need to be aware and ask questions of their tax preparer about who is doing the actual work on their tax return and what, if any, role AI is playing.

Tax advisors need to be similarly aware as to the limits of AI given that they will ultimately be responsible for their work.

Tax advisors will not be able to point to AI or software to excuse or wish away problematic results for their clients.

Unfortunately, AI does not provide easy answers for tax filing. The work still must be done. ■

Dean Zerbe is the national managing director at alliantgroup, an NSCA Business Accelerator.

GREAT LEADERS AREN'T BORN.
THEY'RE BUILT.

Companies that don't prioritize leadership training now will fall behind.

The leaders in our industry aren't simply integrating security systems or designing AV projects. They play a critical role in helping schools, hospitals, manufacturing plants, and many other organizations solve complex problems and improve outcomes: more engaged students, healthier patients, or higher production output.

But leadership doesn't just happen. It's built through leadership development and reinforced with ongoing training. It's about balancing technical expertise with business acumen.

Good leaders need to be deeply familiar with strategies like:

- Budgeting, resource planning, and vendor management
- Building positive team dynamics
- Cultivating long-term strategy and innovation
- Leading through uncertainty
- Using technology in the right situations

WHY LEADERSHIP TRAINING IS THE KEY TO STAYING COMPETITIVE

Here's the hard truth: Companies that don't prioritize leadership training will fall behind. Studies show that companies devoted to actively developing their leaders experience many benefits.

It drives higher revenue growth

Strong leadership leads to better strategic decisions.

A study from Zenger | Folkman shows that the top 10% of leaders (the highest-performing leaders) more than doubled the average profit at their location.

Organizations that prioritize leadership development often see higher financial returns because knowledgeable leaders make better strategic decisions, optimize resources, and inspire teams to perform at their best.

It improves employee retention

Employees want to work for leaders who inspire and encourage.

Of all the variables involved with employee engagement—corporate culture, compensation, work-life balance— the biggest factor influencing employee engagement is leadership. It accounts for 70% of the variance in employee engagement. In other words, 70% of the time, an employee's motivated, commitment, and productivity are linked to how well their leaders manage and support them.

Engagement can stave off high turnover rates and mitigate the negative impacts of significant organizational changes on motivation and performance.

It leads to more streamlined business operations

Leadership alignment prevents costly missteps.

Recent Forrester insights show that, when leaders are properly trained:

- **Productivity** increases by an average of 36%
- **Operational efficiency** increases by an average of 42%
- **Work quality** increases by an average of 48%

Strong leaders directly influence how employees work, communicate, and problem-solve. When leaders are properly trained, they create an environment that drives improvements in productivity, operations, and quality.

BE BETTER
CULTIVATE CRITICAL LEADERSHIP SKILLS
XBO

ALL ABOUT XBO 2025

Your company likely has strong leaders now, but who's in the pipeline to fill those spots when the time is right?

NSCA's XBO Experience (Excellence in Business Operations) gives up-and-coming professionals real-world training that prepares them to lead teams, solve problems, and drive business growth. It's hands-on, enthusiastic, interactive, and focused on skills that the leaders in this industry need to build most.

XBO helps you build leadership from within so you're not scrambling to fill gaps when a key leader is ready to move on.

If you have employees who show leadership potential (they already act as change agents, advocate for process improvement, seek out challenges, and have the desire to aim higher—but they need to develop and improve their leadership skills), then they're the perfect fit for XBO.

If you have young professionals who have recently taken on leadership roles but came in without much experience and didn't receive lots of training for the position, then they can build those critical skills by attending XBO as well.

XBO was designed to help rising stars in the industry prepare for leadership positions, regardless of their job titles. Make sure they don't miss out on this opportunity.

Top Leadership Sessions at XBO 2025

Here's what attendees will learn about at this year's XBO Experience.

Thrive Through Change: Leading with Confidence in Uncertain Times

Build practical tools to manage transitions, address resistance, and lead with confidence in uncertain times.

Risk-Proof Your Leadership: Strategies to Anticipate, Mitigate, and Adapt

Learn about essential strategies for risk management, compliance, and incident response so you can navigate failures, breaches, and operational risks with confidence and clarity.

Tech-Savvy Leadership: Leverage Technology to Empower Your Team

Discover strategies to evaluate new tools, guide teams through transitions, and embrace technology in ways that strengthen operations and skill development.

From Plans to Progress: Project Management for Leaders Who Get Things Done

Explore essential strategies for planning, prioritization, and execution, including proven frameworks to optimize workflow efficiency, mitigate risks, and improve task management.

Problem-Solving Like a Pro: Simple Strategies for Tough Challenges

Break down strategies for identifying root causes, adjusting decision-making speed, and applying frameworks like the 5 Whys and PDCA to troubleshoot challenges.

Unlock Operational Excellence: Learning to Streamline, Scale, and Succeed

Gain insights into how operational decisions—big and small—shape long-term success and learn strategies to foster efficiency, adaptability, and innovation.

Power in Perspectives: Embracing Differences to Unlock Your Team's Potential

Learn to foster collaboration and communication in dynamic teams so different viewpoints enrich brainstorming, problem-solving, and decision-making.

Trust First, Then Teamwork: Building Stronger Connections for Success

Explore practical strategies to foster trust, strengthen connections, and enhance team performance without sacrificing professionalism.

The Ownership Mindset: Building a Workforce that Drives Success

Find out how to foster motivation by reinforcing employee relevance to company success, building a culture of accountability, and striking the right balance between autonomy and support.

Listen Like a Leader: The Secrets to Influence and Impact

Learn to navigate tough conversations, simplify complex topics, and tailor your approach based on personality types to strengthen relationships and enhance credibility. ∎

Xyte Connect+

A single interface to manage all AV, UC and intelligent building devices and spaces

Xyte Connect+ is a single, secure, and scalable interface for integrators, dealers, managed service providers and end-users to remotely manage and monitor all AV, UC, and intelligent building spaces and devices from any brand, from anywhere in the world.

With Xyte Connect+, system integrators, dealers and end users can now monitor and manage their entire fleet of devices from a single pane of glass, simplifying operations and eliminating the need for multiple cloud environments.

For dealers and system integrators, Xyte Connect+ eliminates the inefficiencies of managing multiple cloud environments, interfaces, and on-premises hardware. By resolving issues remotely, integrators can improve customer satisfaction while minimizing costly and time-consuming on-site service calls. The platform helps integrators and MSPs to streamline service delivery and enhance operational efficiency while offering an opportunity to develop recurring revenue streams by bundling hardware with value-added software and services.

Designed with MSPs and system integrators in mind, Xyte Connect+ provides managed service providers with complete visibility and control in supporting various organizations, accommodating multiple sites, buildings, rooms, and devices, as well as assets connected on the local network. By simplifying operations through centralized cloud-based controls and real-time device monitoring, Xyte Connect+ enables integrators to address potential issues proactively before they escalate, ensuring minimal downtime and enhancing user satisfaction. Xyte Connect+'s enterprise-grade security features help organizations build digital trust and ensure robust protection against security risks.

Additionally, Xyte's cloud-to-cloud connectors enable integrators to connect securely with a variety of 3rd party cloud services such as Zoom Rooms, Microsoft Teams Rooms, Crestron XiO, QSC Reflect, BrightSign, Domotz, Neat, Poly, and others to automatically import, manage, and monitor all devices. Using Connect+ Edge, integrators or in-house teams can gain detailed insights of devices operating in local environments with network connectivity. This level of interoperability simplifies device management, reduces operational complexity, and empowers integrators to deliver consistent, high-quality service.

By leveraging Xyte's platform, integrators can position themselves as strategic partners, offering enhanced value to clients through efficient device management, reduced downtime and the ability to unlock premium features for existing hardware.

Schedule a Demo and Get Started Today
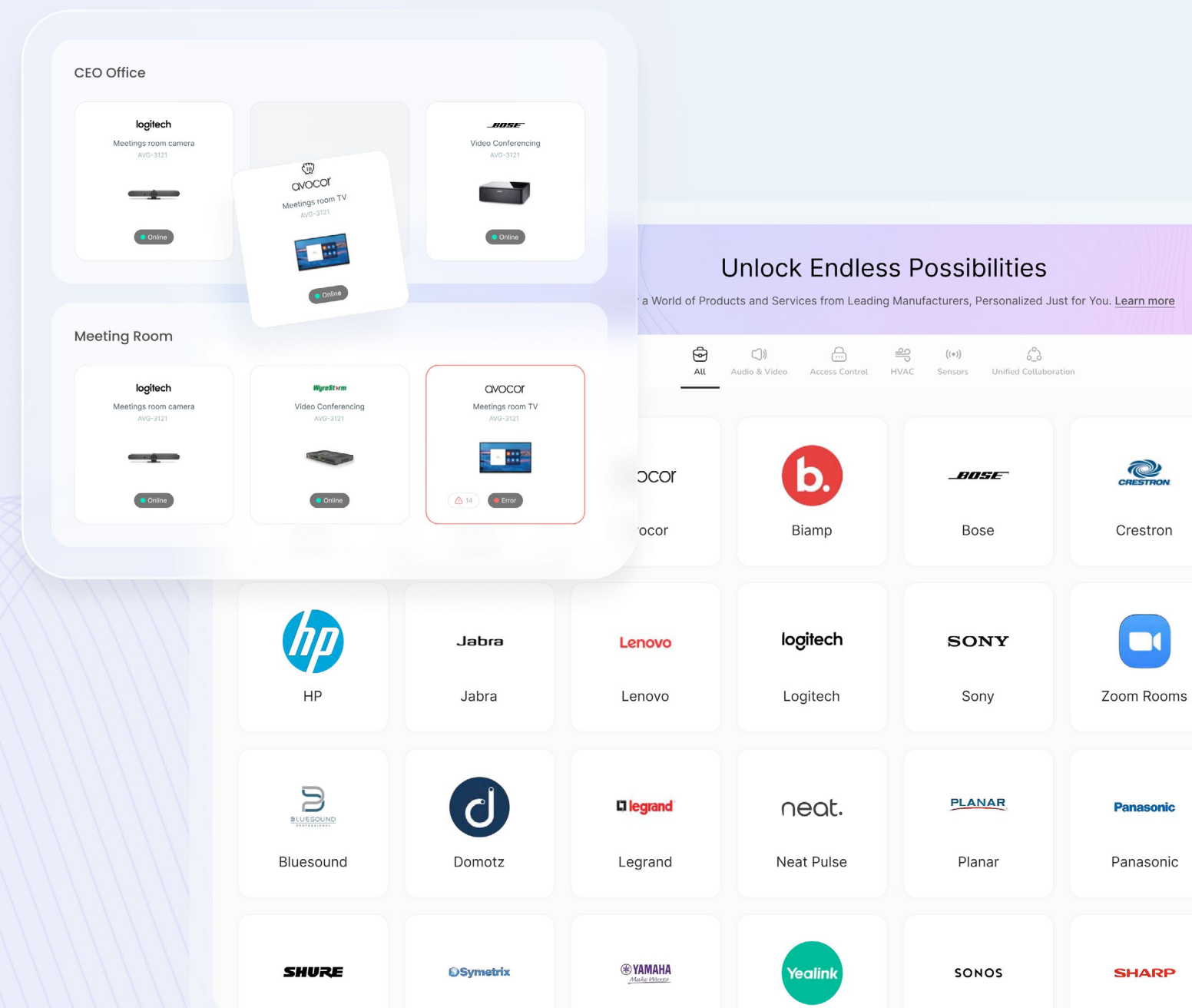
www.xyte.io

Excellence in Product Innovation Award Winner
Category: Technology Platform

DESIGNED FOR INTEGRATORS AND MSPS
BUILT TO SCALE

System integrators and MSPs leverage Xyte Connect+ to manage thousands of devices from various vendors in a single pane of glass.

Unlock Your Pricing Power:
A Guide for Integrators

> Strategically leverage pricing to maximize profitability, competitiveness, and perceived value.

Mastering pricing isn't just a strategy … it's a business necessity, especially for integrators facing the challenge of commoditization.

Here's how you can unlock the potential of pricing power.

Understand Buyer Psychology

Pricing decisions are deeply connected to customer emotions. As Zig Ziglar noted, "People buy on emotion and justify with logic." When you communicate value, you're not just selling a product or service—you're triggering an emotional response that motivates action.

The emotional drivers behind purchasing decisions can be mapped to Maslow's Hierarchy of Needs.

1. **Physiological and Safety Needs**
2. **Relationships and Community**
3. **Esteem and Status**
4. **Altruism**

Shift from Market Share to Profit Share

Integrators often focus on growing market share at the expense of profitability. Instead, prioritize profit growth over revenue growth. Focus on where you can provide the most value and command the strongest returns. Identify and focus on profit pools—segments that yield the highest revenue and customer satisfaction.

Conquer Pricing Fear

Fear is often the biggest barrier to maximizing pricing power. Common concerns include losing customers or the perceived inability to win new business.

Here's how to overcome these doubts.

1. Reframe the Fear of Losing Customers

Likely, only the least profitable customers will leave when prices rise. Focus on retaining high-value clients who recognize your offerings' unique value.

2. Highlight Value Over Price

Buyers rarely make decisions purely on cost. Show how your solutions deliver superior efficiency, ROI, or problem-solving.

3. Empower Your Sales Team

Train your team to sell value, not price. Role-play scenarios and reinforce their confidence by sharing successful case studies.

4. Test and Adapt

Raise prices incrementally through controlled tests, monitor feedback, and make adjustments to find a balance that sustains profitability.

Implement Strategic Pricing

A well-designed pricing strategy can elevate your business beyond the pressures of commoditization.

Here are three essential approaches.

- **Value-Based Selling:** Connect pricing directly to the value you deliver. Whether you increase client efficiency or reduce costs, showcase measurable outcomes that resonate with their goals.
- **Good-Better-Best Tiers:** Offer tiered pricing options that appeal to varied customer segments while encouraging upgrades to higher-value solutions.
- **Focus on Profit Pools:** Devote resources to nurturing high-profit customers. These are often clients who provide long-term loyalty, referrals, and synergistic partnerships. Losing less profitable customers may actually improve your bottom line.

Harness Your Pricing Power

Your ability to assert pricing power lies in addressing both the emotional and practical needs of your customers. By understanding buyer psychology, confronting internal fears, and implementing profit-focused pricing strategies, you'll not only sustain your business but also scale it effectively.

Take your first step by asking these questions:

1. What baseline value must we deliver to meet customers' expectations?
2. What unique capabilities set us apart?
3. How does our solution impact customers' emotions and outcomes?
4. What image does partnering with us project about our customers?
5. How do we help our clients win in tangible and intangible ways?

By answering these, you'll develop a clearer value proposition that justifies higher prices and secures lasting brand loyalty.
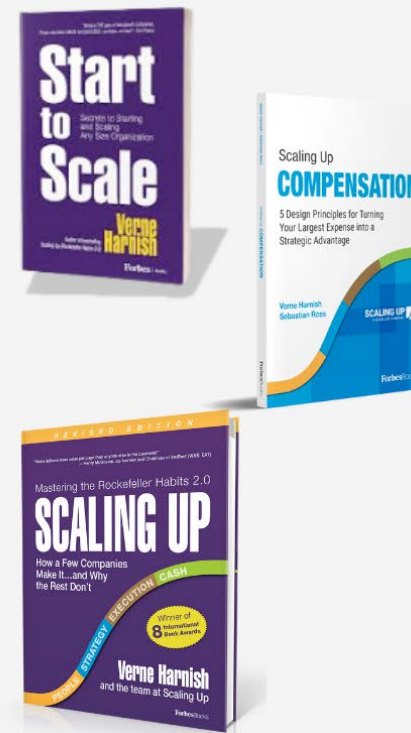
With the right mindset, backed by the strategies outlined here, integrators can confidently seize control of their pricing. It's time to move from fear to profit and unlock your company's full potential. ■

Mark Fenner is the president of RISE Performance Group, an NSCA Member Advisory Councilmember.

Stop Hiring Salespeople—
Hire Business Consultants Instead

Why the integration industry needs a new approach to boost sales.

The integration industry has a hiring problem. For decades, companies have taken high-performing team members from technical roles like engineering, project management, and operations and moved them into sales. At a glance, this strategy seems logical. After all, technical expertise should help build trust with clients and create tailored solutions that meet complex needs.

But here's the reality: **less than 70% of salespeople in the integration industry hit quota last year,** according to AIM Assessment data.

It's time to stop moving technical stars into sales roles without rethinking the strategy. Instead, here's what integration companies should focus on to hire top-performing sales talent that delivers results.

1. Hire for Vertical Knowledge Over Technical Knowledge

When hiring sales professionals, many integrators make technical knowledge their top priority. However, expertise in specific industry verticals often delivers far greater results.

Vertical specialists bring knowledge of the unique challenges, regulations, and priorities within those fields. They speak the customer's language, instilling confidence and fostering trust more effectively than technical jargon ever could.

Salespeople specializing in verticals can tailor solutions to pain points, such as offering HIPAA-compliant AV systems in healthcare or collaborative technology for corporate hybrid workforces. They can also sell on value rather than cost. A healthcare stakeholder is likely to pay more for AV solutions designed specifically to improve patient outcomes.

If you want higher win rates and larger deals, hire salespeople with deep vertical knowledge rather than relying purely on capabilities.

2. Focus Onboarding Around Vertical-Specific Strategies

Make sure your onboarding doesn't focus too heavily on technology and product knowledge. While understanding your offerings is important, great business consultants thrive when they learn to sell outcomes, not products.

Your sales training program should prioritize how solutions deliver measurable results for customers in specific verticals.

Equip new hires with playbooks tailored to verticals. These should outline what challenges customers face, the ROI your solutions deliver, and how to speak to business executives about outcomes like efficiency, security, or productivity.

Train your business consultants in techniques like consultative selling and outcome mapping, focusing on identifying customer goals early in the sales cycle.

Define KPIs related to sales activities, pipeline health, and quotas. For example, measuring a salesperson's ability to book early-stage discovery meetings with high-level decision-makers is critical for complex sales.

With the right training, your salesforce becomes a competitive advantage rather than a maintenance cost.

3. Define Your Hiring Process with Clear Metrics

Successful hiring shouldn't be left to chance. You need a structured, repeatable process that evaluates candidates based on proven criteria.

Start by identifying the qualities that align with proactive, outcome-driven selling: strong communication skills, the ability to build relationships, a track record of consultative selling, and vertical-specific knowledge.

Understanding how candidates communicate and approach challenges through DiSC profiles or similar frameworks ensures seamless cultural and operational fit.

Tools like Revenueify's sales aptitude assessments measure traits such as strategic thinking, cognitive ability, and customer-centric communication to uncover true sales potential.

By following a robust hiring process, integrators can confidently identify candidates who possess both essential sales skills and vertical market expertise.

Shift to Business Consultants, Not Salespeople

The integration industry needs business consultants who can proactively drive opportunity by solving client problems—not sales reps that sell products. This new kind of professional brings vertical expertise, strategic thinking, and consultative sales skills to the table—which are skills that are far more valuable than traditional feature-selling approaches.

If you're redy to hire strategically and build a proactive business consultant team, explore Revenueify's REVUP Assessment or Revenue Team Hiring Services. Revenueify's tools and strategies are uniquely designed for the integration industry, providing actionable models to recruit, onboard, and develop vertical-based sales consultants who deliver bottom-line growth. ■

Revenueify is an NSCA Member Advisory Councilmember.

By Tim Archambault

7 Reasons Why Systems Integrators Need an ERP System

There's no doubt that ERP systems bring multiple benefits to complex integration companies.

Here are the top seven reasons integrators tell us they need an ERP system.

Why rock the boat and spend time and money on a new system—especially right now?

1 They Want to Increase Efficiency

No company wants to carry unnecessary stock. An ERP system enables you to know exactly what stock you need for each job and when you need it. ERP software also allows you to automate processes so efficiencies can be created across the entire quote-to-cash process for less duplication, better scheduling of resources, reduced downtime, and accurate KPIs.

2 Existing Systems Don't Do the Job

Plenty of companies struggle with a legacy system that may once have done the job but is now inadequate to do the job of the modern ERP system. Eventually, this becomes unsustainable, whether through a lack of vendor support, a knowledge gap created when champion users leave, or a lack of functionality preventing access to meaningful information.

3 They Have Too Many Spreadsheets

The spreadsheet might once have been a fantastic resource to store data and provide basic analysis, but it's long been surpassed by ERP. Multiple spreadsheets are still a common occurrence, but you've probably got too much information to be handled by spreadsheets. An ERP system replaces spreadsheets, bringing together all your data and giving you real-time answers.

4 They Need Better Functionality

Projects require accurate traceability. If you want to bid on (and win) contracts, you need a system that can provide full traceability, manage your stock levels, schedule your installers/technicians, and manage plenty of other functions.

5 They Want to Minimize Errors

An ERP system offers the opportunity to reduce human error. When departments use their own standalone systems, incorrect or inconsistent data can be entered into each system. With ERP software, everything comes together so information only needs to be entered once. This information flows through the whole system, with each department accessing the correct original data. And because tasks and activities are also in that system, it's simple to check for status updates so nothing slips through the cracks.

6 They're Ready to Consolidate Data and Get Real-Time Info

Without having data in one place, it's difficult to make big decisions about what needs to be done. An ERP system usually includes a dashboard that displays KPIs and flags exceptions. The beauty of having data in one system is that all information about an order is centralized, giving you easy access to every job.

7 They Want to Increase the Value of Their Company

Owners looking for an exit strategy can create greater order and control by bringing in an ERP system to reduce inventory, streamline processes, and speed up the flow of jobs, resulting in an improved bottom line. Greater efficiency allows you to become more competitive and offers solid growth prospects.

How many of these reasons resonate with you? If you want to learn more about ERP systems for integrators, you can learn more here. ■

Tim Archambault is a sales executive at Solutions360, an NSCA Business Accelerator.

The Power and Pitfalls of Generative AI in Maintaining Business Integrity

Ease of access has unleashed a new wave of sophisticated digital deception, creating business risks that current verification methods may not detect.

Generative AI offers exciting opportunities to maximize value and efficiency. But this powerful technology also carries a significant risk: the ability to forge convincing documents and artifacts that undermine the foundation of trust in your business processes.

Understanding this duality is the first step in safeguarding your future.

The Escalating Threat

Ease of access has unleashed a new wave of sophisticated digital deception, creating business risks that current verification methods may not detect.

Consider these scenarios: A subcontractor submits AI-altered photographs showcasing unfinished work as complete. An external attacker generates convincing invoices from your trusted vendors, complete with proper letterheads and signatures. These aren't just theoretical concerns—they're happening now.

How This Impacts You

Several areas of your business are especially vulnerable to emerging threats.

Compromised installation verification: Don't trust everything you see. Perpetrators use AI to alter photos to show unfinished work as complete, hide physical damage, and mask problems like exposed cables or conduit. These changes often go unnoticed until system failures happen weeks or months later.

Vulnerable payment processing: Payment processing systems are increasingly susceptible to manipulation. AI can create realistic invoices, depicting correct technical terms and pricing. Without proper checks, these can trigger payments to fraudulent accounts.

Inflated expense reimbursements: Expense reimbursement processes are also at risk. Subcontractors could use AI to inflate reimbursement requests by altering lodging receipts or materials invoices, increasing the amounts and passing these inflated costs to you while pocketing the difference.

Manipulated project proposals: Proposal documents aren't immune either. Competitors might subtly alter submitted documents, creating confusion around scope definitions or pricing structures to undercut legitimate bids.

Compromised client communications: Even direct client communications can be compromised. AI can generate highly convincing emails or voice recordings that appear to come from clients, requesting project changes or payment redirects.

Practical Protection Measures

Protecting your business requires balanced procedural and technological safeguards. Implementing a "trust but verify" policy creates a foundation for security.

- All substantial project milestones should contain in-person verification to counter AI manipulation.
- Establish robust documentation standards with requirements for metadata, timestamps and contextual information that's harder to fake. Consider a live video process where a technician may be asked to show specific angles or approaches in real-time.
- For payments above a set threshold, require staff to verify vendor details using previously confirmed contact information—not the number on the invoice.
- Implement staggered approvals, requiring multiple verifiers for project completion and payment authorization.
- Use accessible detection tools to identify generated or manipulated images.

Finally, and perhaps most importantly, have proper insurance. Discuss your policies with your agent and determine what coverage is included for cybersecurity, social engineering and crime. Ask questions like, "If AI is utilized to produce fake documents resulting in a fraudulent payment or funds transfer, am I covered?" or "Is an AI generated voice scam that results in us sending a significant amount of money to an imposter covered?" Depending on the claim scenario, one of these types of coverage may be utilized in helping resolve the loss.

Trust But Verify

As AI technology advances, verification practices must evolve. By applying straightforward checks and balances, discussing these new risks with your team and understanding your risk exposure, you'll be better equipped to mitigate these emerging threats effectively.

For integrators that want to strengthen their defenses, TrueNorth offers effective solutions, including cyber liability insurance, risk assessments led by certified experts, and the development of tailored incident response plans. ∎

TrueNorth is an NSCA Business Accelerator.

PROPERTY & CASUALTY INSURANCE SOLUTIONS

MITIGATE THREATS AND ANTICIPATE CHANGE.

Organizations like yours face risk every day.

As your company grows, so do your potential risks. Without a solid foundation, it can be difficult to foresee and manage potential threats.

When it comes to managing risk, a secure foundation begins with a thoughtful, well-planned strategy.

We introduce tools and solutions to **confront exposures** and **manage claims**, elevating insurance from a mere purchasing exercise to a strategic approach to financing business risk.

A robust risk management strategy requires **vision**, **leadership**, **measurement** and **recognition** at all levels of the organization.

TrueNorth's risk management process is designed to deliver the structure, insight and guidance you need to propel your business forward.

Consider TrueNorth on your journey to protect and maximize your business.

OUR SOLUTIONS INCLUDE:

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Jetbot Transforms AV Service with Intelligent Automation

As the AV industry evolves, Jetbot represents a shift toward intelligent automation, redefining how integrators and end-users handle troubleshooting, support, and maintenance.

This AI-powered service tool, seamlessly integrated within the Jetbuilt ecosystem, has transformed the traditional service desk model by offering instant, device and project-specific support, proactive issue resolution, and automated scheduling—all while significantly reducing downtime and operational inefficiencies.

The Evolution of AV Service: Why Jetbot is a Game-Changer

For years, AV service management relied on manual processes and reactive support. When a system malfunctioned, end-users typically had to submit support tickets, wait for responses, and, in many cases, schedule an on-site technician visit—resulting in delays, lost productivity, and frustration.

Jetbot Service Desk challenges this outdated model by introducing a smarter, more intuitive approach. Users can now scan a QR code on any AV device to receive instant, AI-driven troubleshooting assistance tailored to that specific product's role and configuration within the system. By eliminating the guesswork and providing immediate solutions, Jetbot reduces service requests, minimizes downtime, and empowers users to resolve common issues without technical expertise.

What Sets Jetbot Apart?

Jetbot's recognition with the EPI Award underscores its innovative features and industry-wide impact:

- **AI-Driven Support:** Jetbot understands the context of each project and device, delivering precise troubleshooting guidance instantly.

- **24/7 Availability:** Always accessible, ensuring round-the-clock assistance.

- **Seamless Jetbuilt Integration:** Eliminates the need for third-party service tools.

- **Automated Ticketing & Logging:** Every interaction is recorded, providing actionable insights and trend analysis.

- **Smart Scheduling:** Prioritizes and schedules technician appointments based on urgency and service-level agreements.

- **Proactive Monitoring & Insights:** Identifies recurring issues and provides predictive maintenance insights.

If an issue cannot be resolved, Jetbot works with the customer to find an appointment day and time that suits them. To offer the best available appointment options, Jetbot scans the company's Jetbuilt calendar, every technician's current schedule, and established service hours in the company's Service settings. If none of the offered times work, Jetbot asks for the customer's preferred day and time, ensuring a convenient scheduling experience.

Why Jetbot Stands Out

NSCA's Excellence in Product Innovation Award recognizes forward-thinking solutions that enhance industry standards. Jetbot's ability to bridge the gap between users and integrators played a key role in its selection.

Unlike competitors that rely on reactive support models, Jetbot shifts service desks from a costly, time-intensive process to a seamless, automated experience. The award committee highlighted several factors that set Jetbot apart:

- **Efficiency Gains:** Automates ticket creation and troubleshooting, reducing manual intervention and allowing integrators to focus on high-value tasks.

- **End-User Empowerment:** Gives users control over their own troubleshooting, drastically reducing service disruptions.

- **Data-Driven Service Management:** Built-in analytics help track common failures, optimize preventative maintenance, and refine service strategies.

- **Industry-Wide Impact:** As AV technology advances, Jetbot not only meets evolving expectations but also redefines what efficient AV support should look like.

Real-World Impact: How Jetbot Is Transforming AV Service

Since its launch, Jetbot has been implemented across various AV installations, streamlining service operations for integrators, IT teams, and end-users.

One notable use case is within Jetbuilt's own support infrastructure, where Jetbot successfully handled 63% of service inquiries without human intervention, reducing response times and improving customer satisfaction. By logging every interaction and auto-generating support tickets, Jetbot keeps service teams informed while allowing them to allocate resources more effectively. Jetbot's ability to provide instant, AI-driven support is a game-changer.

The Future of AV Service Management

Jetbot's Excellence in Product Innovation Award signals a shift in how AV service is managed and delivered. As the industry moves toward more automated, proactive support models, Jetbot is at the forefront, proving that intelligent service solutions can reduce costs, improve system reliability, and enhance the user experience.

Looking ahead, Jetbuilt continues to refine and expand Jetbot's capabilities, ensuring it remains the gold standard in AV service automation. With its AI-driven approach, seamless integration, and commitment to proactive support, Jetbot is not just a product—it's the future of AV service. ◼

HT-COMALERT Keeps Every Word Clear

In today's evolving environments—whether educational institutions, corporate conference rooms, or collaborative meeting spaces—clear communication and effective safety systems are non-negotiable. Hall Technologies, a trusted leader in the Pro AV industry, rises to this challenge with its groundbreaking HT-COMALERT Audio Reinforcement and Digital Safety System.

This cutting-edge solution is designed to enhance both the quality of communication and the speed of emergency response through an integrated suite of advanced technologies. Whether you're presenting in a boardroom, teaching in a classroom, or leading a training session, ComAlert provides crystal-clear audio and peace of mind with its built-in safety features.

At the core of ComAlert is its capability to deliver superior voice reinforcement. The system features a wearable wireless microphone (HT-COMALERT-WM) that offers presenters freedom of movement without compromising audio clarity. Ideal for educators, executives, or speakers on the move, this lavalier-style mic transmits speech with precision and consistency.

To ensure signal stability and quality, the HT-COMALERT-WR Wireless Receiver captures audio from the microphone and feeds it directly into the room's sound system. The result is a clear, amplified voice that reaches every corner of the room—whether it's a large lecture hall or a compact conference space.

Complementing this setup is the HT-SATELLITE-CM Ceiling Microphone, engineered to provide wide-area sound pickup in any professional setting. When used alongside the wearable mics, it ensures that all voices are heard clearly and accurately.

What sets the ComAlert system apart is its built-in digital safety features, most notably the panic button integrated directly into the wireless microphone. With a simple press, users can silently initiate an emergency alert, sending signals to designated personnel or security systems. This silent alarm function complies with Alyssa's Law, which mandates the presence of panic alert systems in schools to improve emergency response times.

These safety alerts are routed through the system's Osiris™ Audio DSP Controller—the intelligent hub of the ComAlert platform. The Osiris controller not only mixes and manages all connected microphones but also acts as a digital safety communicator, broadcasting alerts to emergency response teams or home office systems in real time. This critical capability allows for immediate action in the event of a threat, medical emergency, or other urgent situation.

The Osiris™ DSP Controller provides full audio mixing and DSP control for all connected microphones, optimizing clarity, reducing feedback, and ensuring a balanced audio experience for all participants. The controller's web-based interface offers simple setup and configuration, making it easy]to manage settings remotely.

Additionally, the system is built for flexible integration. The wireless mic system can operate independently as a general-purpose Lavalier mic system, even without the microphone controller, making it ideal for plug-and-play scenarios or temporary setups. When used with the full ComAlert system, however, it unlocks a rich array of automation, control, and safety capabilities.

With both physical interfaces for external system connectivity and customizable messaging functions, the controller enables integration with existing emergency protocols or building-wide safety infrastructures.

Whether installed in K-12 classrooms, university lecture halls, corporate boardrooms, or multi-purpose event spaces, it scales effortlessly to meet the demands of any environment.

The optional in-ceiling speaker systems complete the solution, delivering even, room-filling sound that ensures every participant stays engaged and informed. The modular nature of ComAlert means users can select only the components they need or build a complete end-to-end solution tailored to their unique requirements.

At its core, HT-COMALERT represents Hall Technologies' commitment to innovation, reliability, and human-centered design. It merges the best in audio reinforcement with proactive safety solutions—without adding complexity to the user experience.

By delivering clear, consistent communication and instant emergency responsiveness, the HT-COMALERT Audio Reinforcement and Digital Safety System sets a new standard for integrated AV systems.

In a world where every second counts, and every voice matters, ComAlert ensures that both are heard—loud, clear, and safe. ∎

THE COMALERT SOLUTION

Designed for seamless integration and user-friendly operation, the HT-COMALERT system ensures clear and reliable audio reinforcement, while its advanced digital safety features provide an added layer of security.

HT-SATELLITE-CM

HT-OSIRIS-DSP1

HT-COMALERT-WM

HT-COMALERT-WR

The HT-COMALERT Audio Reinforcement and Digital Safety System is a cutting-edge solution for enhancing communication and safety in conference rooms, classrooms, and other settings requiring microphone systems. This innovative system includes a wearable wireless microphone with a panic button, a wireless receiver, optional in-ceiling speakers, and an audio DSP automated controller.

halltechav.com

Advocating for safe schools alongside educators and education associates.

PASS
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PARTNER

Want to learn more about how to get ComAlert Voice Lift and Safety Alert System into your schools?
Contact sales@halltechav.com

HALL TECHNOLOGIES

HT-COMALERT
Voice Lift and Safety Alert System

Digital Electricity Is Redefining How Integrators Power Technology

There are many ways that commercial integrators can take advantage of fault managed power.

There's a new type of power circuit on the scene, and it's changing the way buildings and technology are powered—and the way commercial integrators work.

While it goes by many names, it's most commonly known as Class 4, or fault managed power. It became part of the National Electrical Code in 2023 and is recognized by UL.

VoltServer's Digital Electricity™ is a type of fault managed power that uses built-in intelligence to manage and mitigate fault conditions.

Fault managed power combines the convenience and safety of low-voltage power with the power and distance capabilities of traditional AC power, which means it can carry more power over longer distances than Power over Ethernet (PoE). Its ability to transmit power in a digital format, similar to how data packets travel over a network, is what creates such safe and efficient distribution.

There are many ways that commercial integrators can take advantage of Digital Electricity.

Support Faster, Simpler Installation

Fault managed systems are easy to deploy, which can significantly reduce project costs and accelerate device setup and powering.

Unlike conventional electrical distribution, the inherent safety of fault managed power systems means they can be installed using low-voltage installation practices. Similar to Class 2 and Class 3 power, Class 4 power loads can be delivered through technology that combines power and data in a single cable run.

Integrators can complete the installation of a fault managed power without the need for high-voltage wires, conduit, or outlets. This decreases installation time and costs, allowing you to pass on savings to clients and deliver on a tight schedule.

In fact, Digital Electricity projects are known to reduce costs by up to 30%, based on savings we've seen from recent projects.

Expand Technology Offerings

Fault managed power systems enable integrators to expand the scope of solutions and services they provide to clients. This can increase wallet share by revealing new opportunities for business growth. Your clients will keep coming back because they know they can count on you to oversee more of their technology and infrastructure.

For example, with Digital Electricity, integrators can offer versatile power solutions to support systems like distributed antenna systems (DAS), IoT devices, LED lighting, and advanced security systems.

It even enables integrators to expand their portfolios to include outdoor and remote device installations to support campus-wide connectivity.

Overcome Distance Limitations of PoE

Unlike Power over Ethernet (PoE), which has inherent distance limitations that integrators are all too familiar with, Digital Electricity™ enables power to be carried over much longer distances. This means you can power network-connected devices that need to be installed in remote or hard-to-reach areas.

Centralize Power Management to Ensure Constant Connectivity

Integrators can boost their value proposition with fault managed power, thanks to built-in centralized power. It simplifies maintenance and ensures uninterrupted power supply for critical systems, even during outages.

A single backup system provides redundancy and resiliency to all connected devices, while centralized management allows for real-time monitoring and control of all those devices.
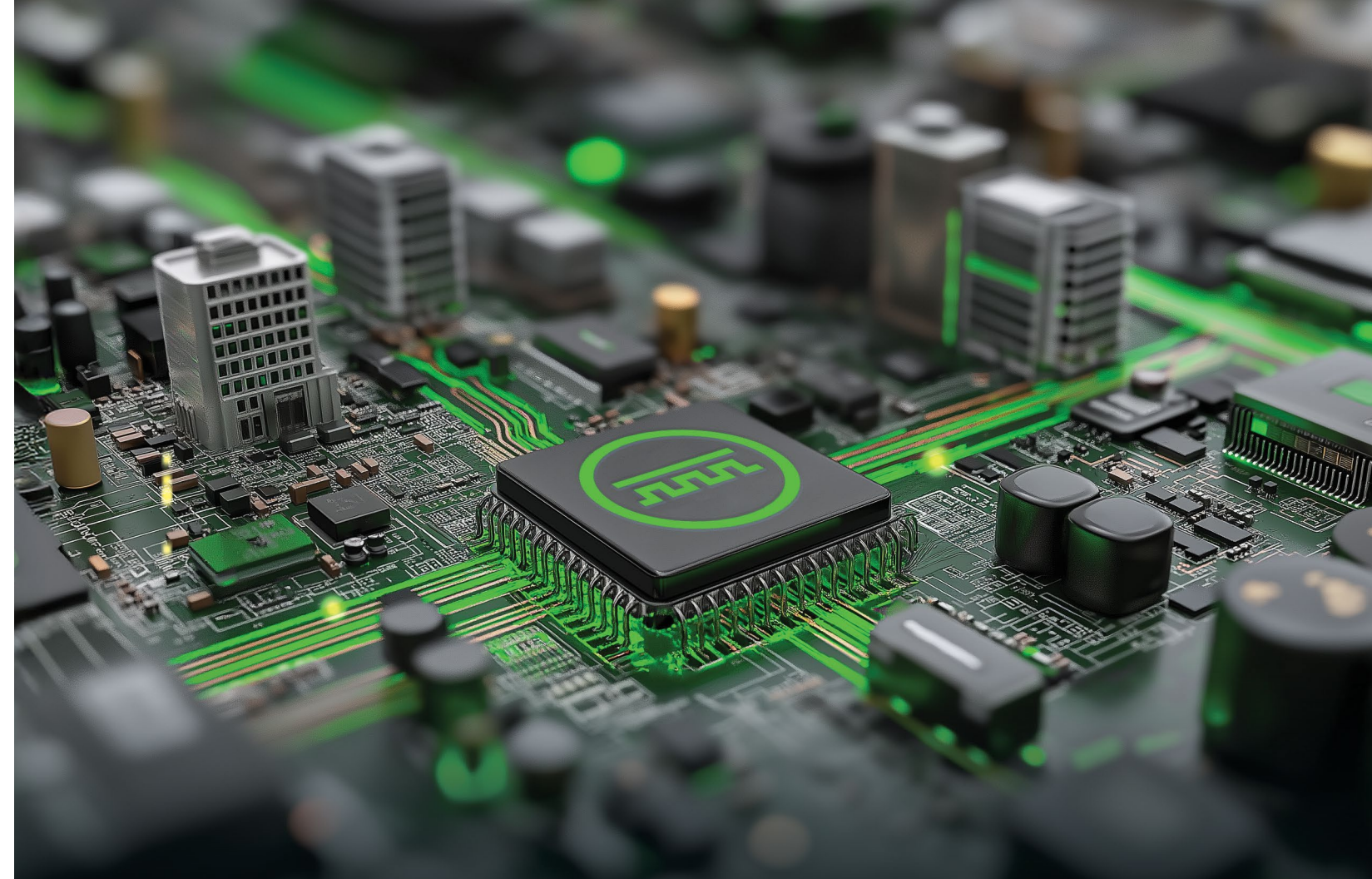
Ready to Help Your Company Stand Out?

Digital Electricity solutions are already being used in stadiums, office high-rises, hotels and more. Continued innovation now makes it applicable to an even wider variety of environments.

When you truly understand emerging technology and applications, you can position your company as an industry leader that offers cutting-edge solutions to solve power and connectivity challenges.

When your clients want to learn about new technology or try something innovative as part of their next project, they'll know who to partner with. ∎

Learn more about Digital Electricity.

How Technology Financing Can Benefit Your Sales Strategy

Integrators that offer financing options can overcome key sales obstacles while building a more agile and impactful sales strategy.

In the ever-evolving landscape of sales strategy, integrating robust technology financing is essential to enhance its effectiveness. One powerful yet often underutilized tool in this strategy is technology financing.

By offering financing options, integrators can address common sales challenges and create a more dynamic and effective sales process.

Wondering how financing can benefit your sales strategy? Financing can ensure that customers are able to acquire essential assets without straining their budget, and you can maximize your sales potential.

Beat Cost Objections

One of the most common hurdles in sales is overcoming cost objections; they can push back or turn down a deal altogether due to price. Customers often hesitate due to the high upfront costs associated with the deal. By breaking down the total cost into manageable monthly payments through vendor financing, you make it easier for customers to say "yes."

This approach reduces the perceived financial burden and makes your products or services more accessible and approachable. They can see their investments as monthly payments in smaller numbers rather than a large upfront cost.

Faster Sales Cycle

A lengthy sales cycle can slow down business growth for you and your customers. Technology financing helps speed up the process. When customers know they have the option to finance their purchase, they are more likely to decide quickly. This reduces deliberation and accelerates the sales cycle. Faster sales mean quicker revenue generation and a more efficient sales process, benefiting both the business and the customer. In turn, you are able to increase your performance metrics and help meet their targets.

Differentiate

In a competitive market, standing out is crucial. Offering financing options can set your business apart from competitors that do not provide such flexibility. It demonstrates a customer-centric approach and a willingness to accommodate their financial needs. This added value can be a deciding factor for customers when choosing between similar products or services. By incorporating technology financing into your sales strategy, you position your business as innovative and customer focused.

Set Up the Upgrade

Technology financing can help at both ends of the sales cycle with a systems integrator. It can help close the deal but can also set up the stage for future upgrades. When it comes time for asset upgrade, it can be hard to convince a customer to spend a large amount of money again.

Customers who finance their purchases are more likely to consider upgrading to higher-end products or additional services in the future at an obtainable price. The manageable payment plans make it easier for them to justify the additional expense. This creates opportunities for upselling and cross-selling, leading to increased revenue and long-term customer relationships.

A Game-Changer for Sales Growth and Customer Satisfaction

Incorporating financing into your sales strategy is more than just a way to close deals—it's a strategic move that can drive growth, enhance customer satisfaction, and ensure financial stability.

By understanding and leveraging the benefits of financing, businesses can position themselves for long-term success. GreatAmerica offers comprehensive technology financing solutions that seamlessly integrate with your sales strategy, empowering you to achieve your business goals with greater efficiency and confidence. ■

GreatAmerica is an NSCA Business Accelerator.

GreatAmerica® FINANCIAL SERVICES

WHAT ARE THE BENEFITS OF FINANCING?

THE KEY BENEFITS:

Higher profitability

Manageable payments

Faster sales cycles

Contact Max Adkisson
madkisson@greatamerica.com

WATCH MORE IN THIS NSCA BUSINESS QUESTION SERIES VIDEO: »

It's Time to Manage Difficult Conversations with Customers

Ideas to help salespeople manage confrontation and communicate clearly.

In today's unpredictable climate, many salespeople feel like they're operating in a world of chaos. Technological advances, four generations in the workplace (sometimes five), post-pandemic dynamics, and the recent turbulence surrounding tariffs have made conflict resolution a major skill requirement for sales professionals.

Much of a salesperson's job has evolved into managing heated customers and setting proper expectations. This can be difficult since most sales professionals aren't wired this way and aren't trained to perform these types of tasks.

However, it is possible … and salespeople should be acting as the front-line representatives during this crazy time.

Below are some ideas to help salespeople manage confrontation and communicate clearly with customers.

1 Prepare for Confrontation

Productive and tough conversations don't just happen—they're planned. Having the right mindset and framework to build a conversation is the first step to leading these discussions and bringing the most value to your customers.

Before you pick up the phone or walk into a meeting, ask yourself:

- Do I have all the facts?
- What's the client's likely reaction, and how will I handle it?
- What's the solution I'm bringing to the table?

2 Tell the Brutal Truth

If the project has been delayed or costs are going up, don't spin it into some "great opportunity." Start with something like, "I'm sorry to bring this news to you. I know this isn't what you expected, and frankly, I'm embarrassed because we pride ourselves on being better than this."

Choose your words carefully.

- Avoid pointing fingers.
- Don't use sharp-edged statements.
- Provide deadlines and use words like "I," "me," "we," etc.

3 Know that Everyone Is Experiencing Chaos

Your customers are having these same challenges with other vendors and in their personal lives. Many other vendors are complaining, making excuses, and staying focused on pointing their fingers at others, making it easier for you to shine.

- Communicate in person or on the phone.
- Take on the persona of the fixer.
- When in doubt, communicate.
- Follow up all resolutions in an email.

During the selling process, let potential customers know how you're handling common issues. They'll appreciate that your company has addressed them, and that you have a plan.

View this situation as an opportunity. Your current issues are opportunities for you to prove yourself to your customers. You may not be able to fix their pricing or lead times, but your effort and communication will impress them.

This is a tough time to be a consumer, and even tougher to be a salesperson. Follow the ideas above, and you'll move out of this time with minimal losses and many more committed clients. ■

Vector Firm is an NSCA Member Advisory Councilmember.

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With C2G Superbooster USB Camera Extenders, you can have total confidence in your AV configuration. That's because C2G has conducted extensive compatibility testing with the industry's leading PTZ cameras, saving you valuable time and effort.

C2G offers a complete family of extenders that deliver reliable signal transmission for all types of USB devices.

- Extenders available in 3 different form factors
- Test Results included in the datasheets
- Extends devices up to 150ft over a Cat6 or Cat6a Cable

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AtlasIED

AtlasIED introduces the IP-DB, a PoE commercial-grade doorbell built for indoor, outdoor, and harsh environments. Featuring a 2MP camera, RFID reader, and magnetic door lock control relays, it integrates seamlessly into the IPX Unified Communication ecosystem. Paired with the IP-CONSOLE-GH, it enables secure video and audio communication for guest access. Built with durable metal, it resists harsh weather and vandalism, while IR LEDs ensure clear low-light performance. Supporting RFID and pin code access, the IP-DB enhances AtlasIED's Security Technology Solutions Family with reliability and easy installation.

"After the success of IntelliSee at ISC West last year, we're excited to introduce another innovation," said Michael Peveler, VP of Sales for AtlasIED. "Our commitment to expanding security technology is relentless."

AtlasIED's Security Technology Solutions Ecosystem offers comprehensive protection for public arenas, schools, and healthcare facilities, ensuring adaptable and effective security solutions worldwide.

Learn More

Liberty

Welcome to the new Liberty website at Libertyonline.com!

We are thrilled to announce the launch of our new website, which more accurately reflects the range of our solutions and services.

Since 1991, Liberty has been providing infrastructure solutions that offer the reliability, affordability, and flexibility organizations need in today's environment. We continue to build on our legacy with innovative solutions supported by expert services.

Our offerings include audio/visual, security, and connectivity technologies that enable organizations to operate more efficiently and securely. Customers benefit from a comprehensive resource for innovative yet budget-friendly solutions, simplifying the procurement process.

We have products in stock and ready to ship globally to meet your project deadlines.

Learn More

Belden
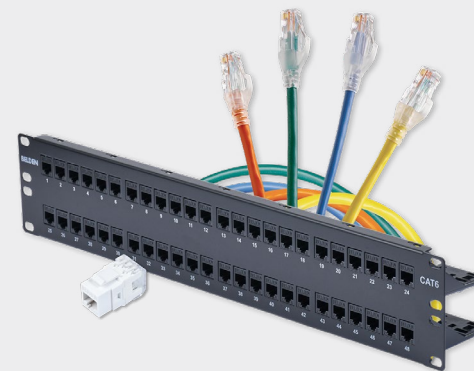
Performance meets value with Belden's DataConnect system, which is ideal for typical voice and data applications. The cost-effective cabling system provides standards-compliant products for a variety of industries, including K-12 education, government and multi-site retail operations. The DataConnect product family includes pre-loaded patch panels, patch cords, keystone-style RJ45 jack modules and horizontal cabling options for Category 5e, Category 6 and Category 6A systems.

This system aims to help you:
- Reduce installation costs via cost-effective, quality components
- Achieve reliable network performance
- Key applications include consolidation points, LAN/telecommunications rooms, work areas and 10 Gb/s systems.

Belden's complete connection solutions are designed to connect people, information and ideas. The DataConnect system brings Belden's reliable cable connectivity to your operation cost-effectively—so you can leverage our cable expertise to unlock new possibilities.

Learn More

Belden

Bose Professional

The newly expanded AMU multi-use loudspeaker series is your mix-and-match solution for both large distributed and small- to mid-sized audio systems in indoor and outdoor settings. A range of driver configurations, coverage patterns, mounting options, and orientations offers endless versatility for your installation needs. Every model is IP55-rated right out of the box—no custom orders or surcharges for weatherization. The surprisingly compact design and black/white color options blend seamlessly into any space. AMU Series loudspeakers combine total versatility with the high-output sound, exceptional vocal clarity, and rich musical depth that you've come to expect from Bose Professional.

Learn More

Christie

Christie is proud to introduce the Sapphire 4K40-RGBH, the world's first high-brightness hybrid RGB pure laser and laser phosphor projector. Delivering vibrant DCI-P3 color and stunning native 4K clarity in both 2D and 3D, Sapphire 4K40-RGBH is truly in a class of its own. We're also excited to launch a TAA-compliant edition of the ultra-short-throw Captiva projector and unveil powerful updates to Pandoras Box, enhancing real-time media playback and control. For live events, sports venues, and broadcast, the new Spyder-S series raises the bar in image compositing and processing.

Learn More

Axis Communications, Inc.

Announcing the newest members of the Axis network audio portfolio. AXIS C1710 Network Display Speaker and the dual-sided corridor model, AXIS C1720 Network Display Speaker are 3-in-1 network devices providing audio, strobe lights and color text displays. AXIS C1710 is a wall mount unit with an 8" co-axial speaker providing 110dB and AXIS C1720 is dual sided for hallway applications with (2) 3" drivers providing 96dB. Both offer an 8" 480-1920 LED fully customizable display with scrolling text capabilities, PIR sensor to dim display when no motion detected, built-in mic for two-way echo free communications and operate in PoE Class 4 or 6.

Add to that another new audio product, AXIS D4200-VE Network Strobe Speaker with 102dB, 9 color LED, IK66 and IP09 rated and operates in PoE class 3, 4 or 6. PoE out, using Class 6 allows you to power up another device such as a camera, another speaker strobe or AXIS C17 Network Display Speaker Series.

All are SIP driven and perfect for audio and visual solutions in security, public address, and mass communications projects regardless of the vertical as well as perfect notification devices in high ambient noise environments.

Key features include:
- Cyber compliant - FIPS 140
- 5-year warranty
- Two-way audio with echo cancellation for live communications
- Remote health monitoring capabilities
- Recorded messages can be triggered dependent on the event
- Ease of installation, integration, and scaling
- Content prioritization and audio zoning to enable custom messaging
- Fully compatible with InformaCast by Singlewire and Lynx Systems for mass notification

Learn More

AXIS COMMUNICATIONS

XTEN-AV

XTEN-ΔV®

Something intelligent is coming to the AV industry—something that will change the way you design, sell, and manage projects forever.

The only cloud-based platform in the industry that lets you **complete designs, proposals and project management, all in one place. We're about to take things even further to the future of AV, built on speed, automation, and intelligence!**

Be among the first to witness what's next. **Come experience it live at InfoComm 2025, Booth #4075.** Your AV operations are about to get a serious upgrade.
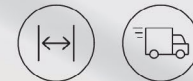
Learn More

Sharp

The introduction of new projection technology has given people the power to bring their imaginations to life like never before through projection mapping and alternative projection uses, paving the way for unlimited visual possibilities. Artists, museums, schools and businesses are leveraging the high detail, true color rendition and cinema-quality video of projectors to reimagine spaces all over the world to educate, attract and engage new customers or to uplift and inspire people in new and innovative ways. Simply put, projection technology is paving the way to new possibilities.
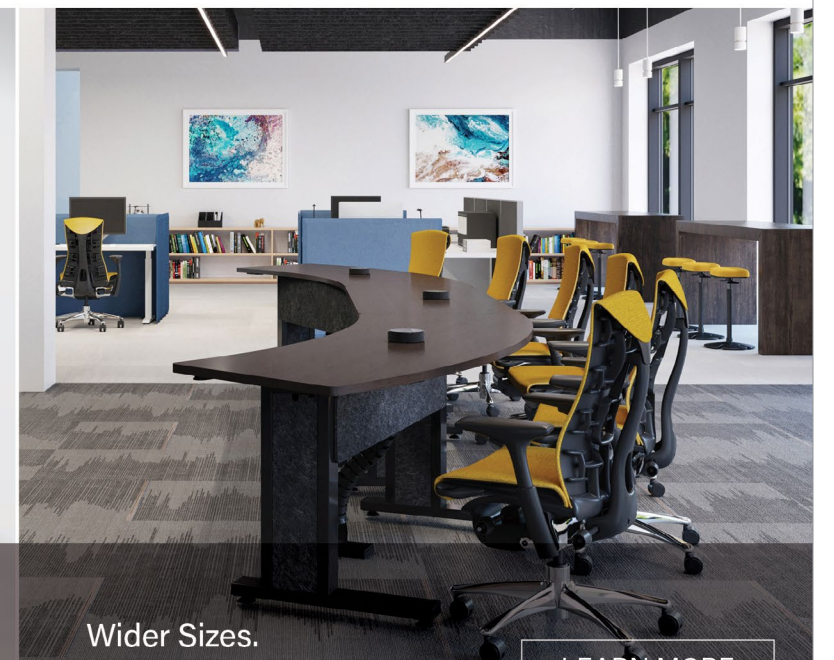
Learn More

Valcom

Valcom's ezIP product line offers a seamless transition from analog to digital communication systems, providing an affordable and comprehensive collection of IP speakers, horns, gateways, and page controllers. Designed for compatibility, ezIP products integrate effortlessly with existing analog speakers and are compatible with both analog and VoIP phone systems, making them ideal for retrofitting older systems. The system's scalability allows it to grow alongside your facility, extending to multiple buildings on the same site. Additionally, ezIP products are upgradeable through simple software updates, ensuring a future-proof investment. Starting as a standalone analog system with up to six zones of one-way paging, ezIP operates independently of facility networks or telephone systems, allowing you to pay only for the features you need. This flexibility makes it an ideal solution for organizations looking to modernize their communication infrastructure confidently.

Learn More

Daktronics

Daktronics NPN Series is our professional indoor narrow pixel pitch product offering. The series is available in three distinct, LED technologies to align perfectly with unique application needs. Engineered for industry-leading visual and operational performance, all options deliver exceptional color depth and contrast to optimize the viewing experience with vivid details and lifelike color. We treat our partners as part of our team because your success is our success. Our partner portal was designed with AV Integrators in mind and features helpful design tools, product and technical information, training options and more to support your success when working with Daktronics.

Partner Portal

Jeron

All Jeron systems are proudly designed, manufactured, and assembled in the USA with 97% of all components sourced in the U.S.

One of Jeron's recent enhancements to Provider® nurse call and workflow solutions is the Touchscreen Graphic Annunciator that gives mobile staff at-a-glance views of active patient calls, staff emergencies, rounding reminders, and expired workflows. The Annunciators are wall-mounted in key staff areas such as hallway intersections, lounges, and utility rooms.

Provider nurse call and workflow solutions offer the most flexible alerting and notifications of any system on the market today.

Learn More

Solutions360

At Solutions360, we believe the most successful AV integration firms are those who treat their business operations with the same precision they apply to their projects. That's why we built Q360—a purpose-built ERP platform designed specifically for technology integrators.

Q360 unifies your entire business under one roof—from sales and project management to service, inventory, and accounting. No more disconnected tools, no more silos. Just one platform, one version of the truth, and one path to smarter, data-driven decisions.

We understand that running an integration business is about more than just completing jobs. It's about managing profitability, scaling effectively, and empowering teams with the tools they need to work better together. With Q360, you gain real-time visibility across departments, eliminate duplicate data entry, and create workflows that are as integrated as the systems you deploy for your customers.

Solutions360 has been a longtime supporter of the NSCA community, and we align closely with NSCA best practices to help integrators build more predictable, profitable businesses.

If you're headed to InfoComm this year, come by and meet us at Booth 2755. Whether you're looking to gain better insight into your margins, improve project handoffs, or just get your arms around the chaos of disconnected systems, we'd love to show you how Q360 can help.

Your business deserves software that's built for how you work. Let's talk about where you're headed—and how we can help get you there.

Learn More
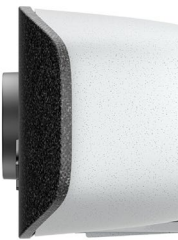
Jabra

The only small room Android™ bar that captures the entire room. Our enhanced Android video lineup offers a unique 180° degree field of view to capture the entire room in pin-sharp precision, so everyone is seen, heard, and included. With intelligent AI-enabled video experiences and impressive audio, with Jabra you can transform your meeting rooms into truly professional collaborative spaces. Our expanded range for small and medium meeting rooms means we can meet more of your needs, for more of your meeting rooms.

Learn More

Audio-Technica

The ATND1061 beamforming ceiling array microphone is an ideal solution for conference rooms, boardrooms, and meeting spaces of all sizes. The small, easy-to-install unit packs powerful processing capabilities, 6 outputs, and 32 pickup zones – all configurable through the user-friendly Digital Microphone Manager software. Available in two configurations, ATND1061DAN (Dante-enabled) and ATND1061LK (Audio-Technica LINK-enabled), the microphone features proprietary voice activity detection (VAD) technology to discern between a voice and unwanted noises, VISCA over IP to control PTZ cameras, and voice lift technology to ensure that everyone in a large room can hear equally well.

Learn More

Cleerline

Cleerline has introduced a new fiber connector pack size designed to enhance integrator experience in the field. Based on feedback from residential and commercial integrators, Cleerline's popular, easy-to-terminate LC multimode and single-mode UPC connectors are now available in convenient 2-packs that are easier to handle, reducing termination prep time and increasing overall efficiency.

"We embrace any opportunity to apply input from the field to better serve our channel," explained Rick Sant, Managing Partner at Cleerline Technology Group. "Our bulk 10 and 25 LC connector master packs are great, but installers frequently terminate duplex (2-strand) fiber with two connectors at each end—and these new smaller packs are much easier for them to handle, increasing efficiency in the field."

Cleerline LC Connector easy-to-handle 2-packs come with a duplex clip included. These superb connectors ensure precise fiber alignment, producing easy, durable, low loss terminations for multimode or single-mode fiber in less than one minute. Cleerline LC connectors are compatible with 250 μm, 900 μm, 2 mm and 3 mm fiber cables. Each connector features a large confirmation window for easy verification and a V-groove channel for easy fiber insertion. Cleerline LC connectors are compatible with all SSF™ fibers as well as all traditional 50/125 multimode or 9/125 single-mode fibers. (207)

Learn More

Biamp

The Biamp Voltera amplified loudspeaker controller family now includes three new powerful models. These models double the wattage of previous Voltera ALCs to meet needs of larger venues like stadiums and concert halls. The Voltera D 4800.4 offers four channels, while the D 4800.2M and D 4800.4M feature two and four channels respectively. Like all Voltera ALC models, they integrate digital signal processing while offering enhanced reliability, and power efficiency. All also integrate with Biamp configuration and remote management software platforms, including Tesira, VenueTune, and Biamp Workplace, simplifying room design and tuning.

Learn More

Exertis | Almo

Exertis Almo has rebranded its services team as LinkLab—a fresh identity that reflects our evolving role as more than just a provider of professional services. LinkLab represents how we seamlessly connect people, projects, and technology through flexible, customized support. The new name underscores our mission to act as an extension of our customers' teams, helping them scale, simplify, and succeed across a wide range of initiatives. It's a symbol of partnership, precision, and forward-thinking integration.

Learn More

Bogen Communications

Bogen Communications has launched Tiny Town, an interactive online platform that showcases how Bogen's solutions enhance communication, safety, and efficiency across diverse markets— from healthcare and government to retail, hospitality, and more. Visitors can explore each market-specific environment, engage with interactive imagery, view floorplans, and access tailored guides that demonstrate real-world product integration. With features like downloadable CAD files, sample BOMs, and lead-generating webforms, Tiny Town brings Bogen's expertise to life—offering a dynamic way for customers and partners to experience the full scope of Bogen's capabilities.

Learn More

ScreenBeam

We're in the final stretch before the end of the school year, and keeping students engaged is more important than ever. Energize your classroom with the ScreenBeam 1000 EDU Gen 2.

More than just wireless screen sharing, this next-generation platform enhances collaboration with an integrated whiteboard, digital signage, and instant alerting tools. It delivers powerful performance, expanded storage and seamless device compatibility, with flexible pricing.

Beyond classroom collaboration, ScreenBeam supports daily communication, security alerts, and event management through third-party EMS integration, ensuring a connected, informed campus.

Connect with Our Team

AUTORA DSM

Lightware

After five years of continuously developing its USB and USB-C signal management solution, Lightware now offers a well-rounded and comprehensive portfolio of products that help AV professionals successfully integrate USB-C into ProAV operations. The Taurus product family enhances and simplifies BYOD applications in meeting spaces and classrooms while also addresses common challenges associated with USB connectivity. Taurus variants also allow dual screen extended desktop, bridge Dante and USB extension capabilities, and seamlessly integrate with leading meeting room technology solutions such as Cisco, MS Teams, Sennheiser, Poly and Barco.

Visit Lightware's Booth #3909 at this year's Infocomm to see their latest USB-C innovations in action.

Learn More

Niveo Professional

Is it time to give Niveo's AV over IP switches a try? Uncertainties abound with chip manufacturing issues, supply problems for some of our competitors, and potential tariffs.

Niveo has stock, uses US-made chips, has no manufacturing issues, and offers the most proactive engineering team in the US. I'm also extending our 20% off offer on our lead switches through May for NSCA members.

Please contact David Stephens for the details:
- 954-261-6582
- david@niveopro.com

Lencore

Lencore's sound masking, paging, and audio solutions are designed, engineered, and manufactured in the USA, ensuring high-quality products and quick turnarounds on shipping. We are proud to be fully compliant with both the Trade Agreements Act (TAA) and the Buy American Act (BAA). Count on Lencore for secure, compliant solutions that deliver performance and peace of mind. Through domestic production, we're committed to supporting American jobs and helping integrators confidently meet project specifications and procurement guidelines..

Learn More

Simpro

Simpro is the leading field service management software built for trade service businesses ready to streamline operations and drive growth. Whether you're managing multi-phase projects, preventive maintenance, or asset management, Simpro offers a complete solution to boost efficiency. From quoting and scheduling to inventory tracking and invoicing, our powerful platform simplifies every step of your workflow. With over 20 years of industry expertise, Simpro is the trusted partner for businesses aiming to improve productivity, profitability, and customer satisfaction.

Learn More

Captivate Audiences with Cutting-Edge Digital Signage *Content Management*

Distributed by **exertis** | ALMO

As a proud distributor of Autora DSM and recipient of the Excellence in Product Innovation award for Recurring Revenue Potential, Exertis Almo is excited to bring you a powerful, cutting-edge solution for managing your digital signage content. Autora DSM simplifies the complexities of content creation and distribution, making it easier than ever to keep your displays vibrant, engaging, and always up-to-date. With its innovative approach, Autora drives increased audience interaction, improves the effectiveness of messaging, and supports long-term business growth.

By leveraging Autora's innovative capabilities, you can:

Elevate audience engagement with dynamic, real-time content updates that keep your displays relevant and attention-grabbing.

Improve operational efficiency through an easy-to-use content management system, streamlining your workflow and reducing manual efforts.

Drive revenue growth by optimizing content scheduling, ensuring the right message reaches the right audience at the right time.

Boost brand awareness consistently across all your locations, unifying your brand message and creating a cohesive customer experience wherever your displays are.

From layout design and content organization to scheduling and content integration Autora DSM is your go-to solution for intelligent digital signage management. By incorporating Autora DSM into your next project, the user-friendly interface brings efficiency and impact to retail spaces, restaurants, corporate offices, and more.

Experience the power of Autora DSM »

LEARN MORE

exertis | ALMO

Sony

InfoComm 2025 Orlando

June 11-13 Booth #2001

Professional Display Solutions

Visit us at Booth #2001 this InfoComm and experience AV tech powered by Sony Professional Display Solutions. We're innovating and "Creating Connected Experiences" with our alliance partner network to offer an end-to-end solution that helps to connect people, facilitate memorable experiences, and create a sustainable future. In today's hyper-connected world, our solutions amplify engagement and foster collaboration that transcends boundaries, sparking innovation.

Discover how our professional products are designed to solve the unique AV challenges faced by businesses, educators, consultants and integrators across a wide range of applications. Featuring a full product lineup, hands-on tech and solution demos, and expert discussions, don't miss this opportunity to explore Sony's technologies and connect with our team.

Learn More

SONY

HP Poly

Have you heard of the HP Poly Studio V12?

The Poly Studio V12 USB video bar has you covered for successful conferencing in any small room. Users will feel empowered when walking into BYOD rooms with superior AI-driven AV capabilities, simple deployment and centralized management. It's conferencing made simple!

We work everywhere you do.

Poly Studio V12 is compatible with leading collaboration platforms. We are certified for Microsoft Teams & Zoom!

Reach Out to TD SYNNEX

Shure

✚ INTELLIMIX ROOM KITS

DREAM TEAM ESSENTIALS

shure.com/IntelliMixRoomKits

Clear audio quality is crucial for meeting participants and the accuracy of AI-driven tools. In the workplace, AI tools like Microsoft 365 Copilot rely on the intelligibility of the audio input to generate accurate transcriptions and summaries, to ensure key points and action items are understood, and to identify and attribute talkers in the room. Shure's IntelliMix Room Kits deliver superior audio performance, ensuring every word is heard – and transcribed – clearly. With Shure's century-long expertise in audio engineering, customers can trust they're getting the best sound quality for Teams Rooms.

Learn More

SHURE

Leading Through Uncertainty: Why Strategic Communication Is Critical for Integrators

Now is the time to communicate with purpose.

Periods of uncertainty test the resilience of every business and every leader. This couldn't be more the case in the systems integration industry. As integrators navigate a landscape marked by the specter of tariffs, rising costs, and supply chain disruptions, it's not just your operations that need attention—it's your voice, too.

Leadership isn't about making decisions behind the scenes. It's about stepping forward, offering clarity, and reinforcing confidence to your employees and your customers. In times of disruption, your customers look to you for products, services, and reassurance that you have the vision, stability, and strength to lead them through the tumult and smooth the path forward.

Now is the time to communicate with purpose. Instead of focusing on aggressive selling, shift your messaging to emphasize trustworthiness, stability, expertise, and your commitment to providing great service. These are the building blocks of relationships, and they provide reassurance for skittish clients.

Here's how strategic communication reinforces leadership:

- **Demonstrate transparency through direct updates.** Proactive emails that acknowledge the challenges and highlight the steps your organization is taking to address them show strength and accountability. Your clients don't expect you to have all the answers, but they expect honesty and direction.

Consider Altadena, CA-based ClearTech AV, which was greatly impacted by the Los Angeles wildfires. Rather than retreat, the company conducted a marketing campaign that communicated to its customers that ClearTech was fully operational and ready to assist in maintaining their business continuity.

- **Reinforce your brand on social media.** Use your platforms to communicate a steady, informed point of view. Share how your teams are adapting, what customers can expect, and why they can continue to rely on you. And always share and celebrate your successes.

- **Recalibrate website messaging.** In moments of change, your website becomes more than a digital storefront—it becomes a statement of your priorities. Refresh your messaging to emphasize stability, partnership, and strategic thinking. Let visitors know your team is equipped to guide them forward, not just react to change.

- **Shift your content strategy.** Highlight projects that stayed on time and on budget during challenges and, once they were up and running, generated measurable ROI. Create thought-leadership content, perhaps through articles, white papers or webinars on topics like how the importance of long-term planning and risk reduction, or how to futureproof your infrastructure during economic uncertainty.

- **Launch a campaign of proactive customer check-ins.** Take advantage of phone, emails, and LinkedIn messages and reach out to past and current customers. Resist the urge to sell. Instead, listen, offer advice (if asked), and simply let them know you're thinking of them.

SVT in Brighton, MI, also understands that communication instills customer trust. "With the uncertainty in the marketplace due to the tariffs, we need to be intimate with our customer and prospects," says Steffan Ramage, VP of managed services at SVT. "We make sure we have weekly touch-base conversations with them, even if there aren't any details to share. It makes them feel more connected to us and the situation."

When times are uncertain, there's a temptation to pull back. But, remember, visibility is valuable in a downturn. It reassures customers and prospects that you're still in the game, and the relative quiet of the marketing environment means you'll capture greater share of mind with buyers.

Something else to consider is the length of the buying cycle and the importance of feeding your pipeline. When you cut back on communication, you risk crippling it. After all, even if your prospects aren't ready to buy at the moment, they're still researching, shortlisting, and planning.

When you lead with communication, you do more than inform—you inspire trust and reinforce dependability. And that's what carries your business through uncertainty into long-term loyalty. This is the moment to show your customers that your organization is built to lead through change. ∎

Supervox is an NSCA Member Advisory Councilmember.

The Importance of Developing a Strategic Plan for Your Business

How a well-defined blueprint can help you create a clear vision and direction and define long-term goals.

Without a clear direction, businesses can easily lose focus, misallocate resources, and struggle to adapt to changing market conditions. This is where a strategic plan becomes invaluable.

Without one, employees and management may work toward different priorities, leading to inefficiency and confusion.

Here are a few ways that a strategic plan can help you create a clear vision and direction and define long-term goals to make sure stakeholders understand where the company is headed.

Boosts Decision-Making

Running a business involves making countless daily decisions, from product development to marketing strategies. With a sound roadmap in place, leaders can ensure their choices align with long-term objectives. This framework allows businesses to evaluate opportunities and risks more effectively, leading to informed decisions that support the company's mission.

Align Resource Allocation

Resource allocation is another crucial aspect that a strategic plan improves. Every business operates with limited resources—whether time, money, or manpower. Prioritizing these resources effectively ensures that efforts focus on activities that drive growth and profitability. One often-overlooked aspect of creating a corporate master plan is workforce planning. Business leaders should ask themselves, "What will our team need to look like to achieve our long-term goals?"

Keep Up with Changes

Markets are constantly evolving, with new competitors changing consumer preferences, and technological advances reshaping industries. A strategic plan enables businesses to anticipate and respond to these changes proactively. Regularly reviewing and updating the strategy helps businesses stay ahead of the competition and remain relevant in their industry.

Strengthening Finances

A strategic plan also plays a key role in securing funding and investment. Investors and lenders need assurance that a business has a clear plan for growth and profitability before committing financial resources. A well-structured master plan demonstrates that your company has a solid vision, realistic goals, and a clear path to achieving them. This can improve the chances of securing funding from banks, venture capitalists, or other sources.

Improves Progress Toward Goals

Beyond funding, developing an organizational blueprint encourages accountability and performance measurement. Establishing measurable goals and benchmarks helps track progress over time. By setting clear objectives, businesses can assess their performance, identify areas for improvement, and make necessary adjustments. Key performance indicators (KPIs) should align with the strategic plan to measure progress toward intermediate goals effectively.

Enables Growth

Companies without a sound game plan often struggle to scale effectively. A well-thought-out strategy outlines how the company will grow—whether through market expansion, product diversification, or mergers and acquisitions. Having a roadmap for growth allows businesses to make informed decisions that lead to sustainable success.

Creates a Competitive Edge

A sound blueprint strengthens your advantage. In a crowded marketplace, integrators need to differentiate themselves. Identifying unique strengths, targeting the right audience, and positioning products or services effectively can provide a competitive edge. A strategic plan enables businesses to focus on core strengths and develop strategies to outperform competitors.

Turn to NSCA + Navigate for Expert Strategy & Execution

NSCA is partnering with Navigate Management Consulting to offer expert guidance tailored specifically to integrators.
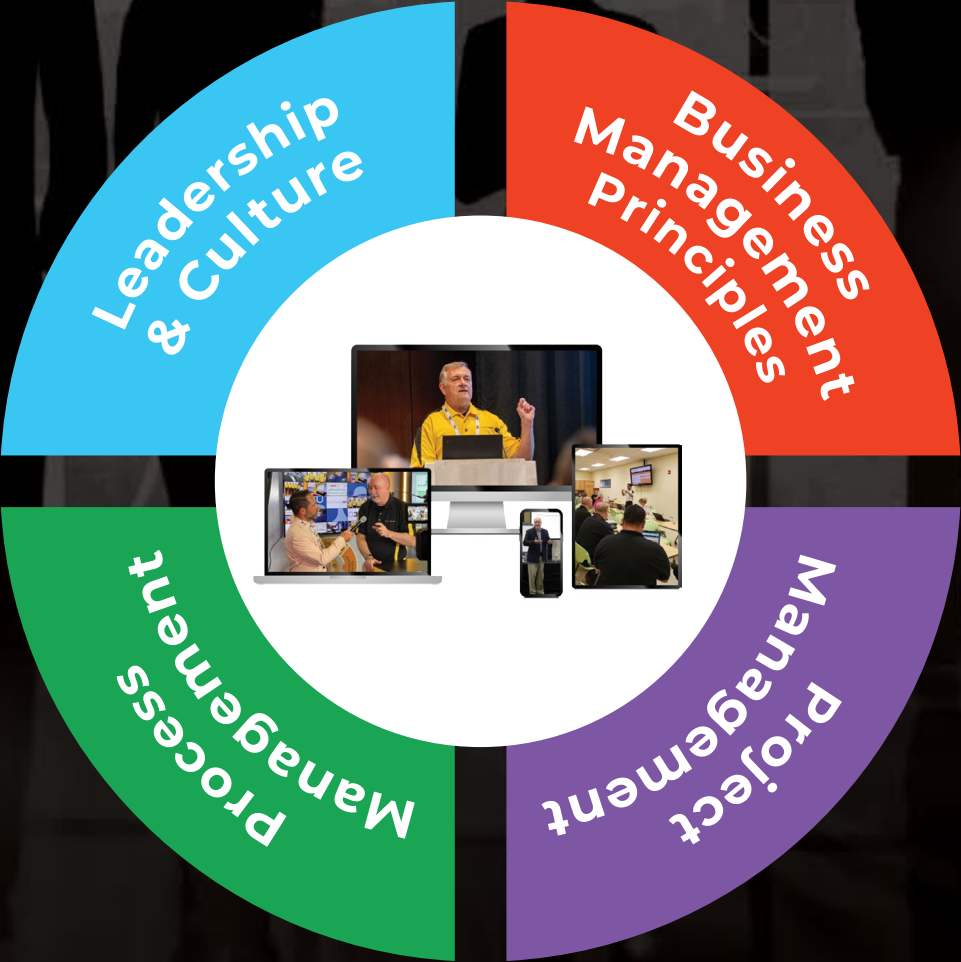
This collaboration is designed to help you not only create or update your strategic plan but also implement it effectively, track progress, and adjust as needed.

Investing time in planning today can create a clearer path to sustainable growth tomorrow. Learn more by contacting NSCA's Mike Abernathy or Navigate Management Consulting's Patrick Britton. ∎

Navigate Management Consulting is an NSCA Member Advisory Councilmember.

NAVIGATE MANAGEMENT CONSULTING

Grow. Improve. Get Results.

Leadership & Culture · Business Management Principles · Project Management · Process Management

Always Room for More:
MXW neXt Now in 4- and 8- Channel Options

The Microflex MXW neXt 2 introduced us to a new age in wireless audio for hybrid events. An all-in-one wireless microphone system and perfect for all small to medium sized spaces that required two channels of wireless audio, whether for sound reinforcement, video conferencing, or both.

But what about larger, more complex collaboration spaces?

For larger channel count requirements, MXW neXt has now been expanded to offer 4 and 8 channel options—with a totally reimagined industrial design for unparalleled performance.

So, what's new?

- **Speed & simplicity of setup:** Go from lights on to mics on in minutes with the push of a single button that links mics to the APX via the networked charging docks + pre-optimized system modes.

- **Built-in IntelliMix® DSP:** As with the MXW neXt 2, the new neXt 4 and neXt 8 APX units also include a full suite of DSP functionality including Dante, USB and analog outputs.

- **New gooseneck transmitter:** Upgraded with new LCD display and now with 39h battery runtime for multi-day usage.

- **Redesigned network chargers:** 4 x network chargers in 4 and 8 bay versions with dedicated space saving gooseneck/boundary chargers. New daisy-chaining option.

- **Integration with ShureCloud:** Offering remote management and control, Designer 6 for streamlined deployment, and compatibility with leading videoconferencing platforms.

MXW neXt 4 and neXt 8 let you select any microphone transmitter combination that meets your needs. In addition to the new MXW1X bodypack transmitter, the MXW2X handheld transmitter, and the MXW6X boundary transmitter introduced as part of the MXW neXt 2 launch in 2024, the neXt 4 and neXt 8 are also available with the MXW8X gooseneck transmitter; perfect for discussions where all participants are required to have a microphone. Now upgraded with LCD information screens on each microphone that display battery time remaining, the room name, and more.

Excellence in Product Innovation Award Winner

Category: Ease of Customization

All microphones drop into networked charging stations at the end of the day so they're always ready to use. Bodypack and boundary microphones run for up to 17 hours on a full charge, and handheld and gooseneck microphones run for up to 39 hours. The neXt 4 and neXt 8 are also available with new dedicated gooseneck and boundary chargers so that each setup can be configured according to specific requirements.

The transceiver includes analog, Dante, and USB-C interfaces for easy connection to a computer, sound system, and videoconferencing codec. You can send mic audio to the remote participants only (for conferences), to the room loudspeakers (for presentations), or both (for hybrid meetings).

The MXW neXt 4 and neXt 8 integrated wireless system is the next step in audio for hybrid events in corporate and higher education meeting spaces. With MXW neXt, there's always room for more. ■

Seamless Meetings, Superior Sound:
The Power of TeamConnect Bar

Sennheiser TeamConnect Bars (TC Bars) offer a remarkable combination of features, making them the most feature-rich products in their class. Notably, the TC Bars are the first audio and video conferencing bars on the market to integrate with Dante, a leading technology for professional audio over IP networks. This integration sets them apart, offering unique benefits that can significantly enhance the conferencing experience in any business or organization.

At the heart of the TC Bars is a 4K Ultra-HD camera that delivers a superior video experience, ensuring that meetings are visually crisp and clear. Whether the meeting is taking place in a small huddle space or a large conference room, the 4K camera provides a seamless and high-definition video solution. This cutting-edge video technology ensures that all participants can be seen clearly, contributing to more effective communication.

While video plays a crucial role in conferencing, audio is the most critical component. The TC Bars feature Trusted Sennheiser Audio Quality, delivering unparalleled audio performance to ensure that participants can hear and be heard with crystal-clear sound. Whether it's a small team huddle or a large corporate meeting, the TC Bars provide rich, natural sound that supports effective communication, making it easier for teams to collaborate and solve problems together.

The flexibility of the TC Bars is one of their most compelling features. While they work exceptionally well in smaller rooms, their design allows them to scale effortlessly to larger meeting spaces. Thanks to Dante I/O (Input/Output) and control integration, the TC Bars can be deployed across an entire organization, from small conference rooms to large, campus-wide meeting areas. This scalability ensures that businesses can deploy these devices in various settings without needing to invest in different solutions for each room size.

There are two models within the TC Bars Solutions to cater to different needs. The TC Bar S, designed for smaller rooms, features four microphones and two speakers. On the other hand, the TC Bar M, which is ideal for larger spaces, comes with six microphones and four speakers, providing even more comprehensive coverage. Both models offer organizations flexibility in choosing the right device for their specific room size and requirements.

What truly sets the TC Bars apart from other solutions on the market is their scalability. Organizations are not locked into a single device. These devices are engineered to expand and adapt as needed. Additional microphones, such as Sennheiser TeamConnect Ceiling microphones, can be added to extend the audio coverage. Furthermore, a second external USB camera can be connected, offering even more flexibility for

Excellence in Product Innovation Award Winner

Category: Retrofit/Installer-Friendly

different types of meetings and events. With this level of customization, the TC Bars are designed to grow with an organization, meeting evolving needs as businesses scale.

The TC Bars also simplify installation and reduce clutter. Thanks to built-in DSP (digital signal processing), PoE, and an available single cable mode, the setup process is quick and straightforward. By reducing the number of cables and devices required for installation, the TC Bars provide a cleaner, more organized setup that improves both the user experience and the aesthetic of the meeting space.

Plug-and-play devices designed for ease of use, TC Bars offer fast setup with minimal installation. A simple USB connection allows businesses to get started quickly. Integrated beamforming technology automatically adjusts microphone sensitivity, ensuring clear audio for all participants, even in dynamic meetings with multiple presenters. The TC Bars also feature AI-driven enhancements, including auto-framing and person tiling, which ensure the camera focuses on the presenter and maintains equal-sized video tiles for all participants, making virtual meetings more engaging.

These devices are easy to integrate with multiple mounting options and remote management through Sennheiser's Control Cockpit software. This software supports integration with leading control systems and video platforms, ensuring seamless compatibility. Security is a priority, with encrypted communication, password protection, and industry-standard network authentication.

For IT professionals, the TC Bars offer advanced management features, including preconfigured settings based on mounting positions and audio features like Exclusion and Priority Zones. With robust security and a lens cap for added privacy, the TC Bars provide a scalable, secure solution for modern conferencing needs. ∎

Streamline Your Daily Operations

Your NSCA membership puts hours back into your day with free access to time-saving tools and resources that help you run your business better.

Labor Installation Standard

- ☑ Accurately estimate labor units for better project profitability
- ☑ Get trusted installation estimations based on difficulty, installer experience, and site conditions
- ☑ Find the middle ground between over-estimating and under-estimating

Technical Assessment Tool

- ☑ Streamline hiring and find the best new job candidates
- ☑ Gauge proficiency of technicians and installers before you hire them
- ☑ Evaluate internal candidates who express interest in roles requiring technical knowledge

Essentials Online Library

- ☑ Access industry-standard reports, agreements, contracts, and more
- ☑ Find templates for everything from scheduling matrices and system checklists to change orders and close-out forms
- ☑ Download and customize your own business documents

Project Contribution Simulator

- ☑ Determine accurate pricing to identify a project's breakeven point
- ☑ Follow a four-step process to determine whether your project will be profitable
- ☑ Discover how labor units impact project profitability

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