



## PRESENTING BETTER AUDIO VISUAL SOLUTIONS FOR TOMORROW.

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## **Importance of Audio Visual Integration During Early Stages of Design**

More and more businesses are incorporating AV systems into their buildings. It is one of the contributors to the growth of the global display market, which is forecast to be worth nearly \$169 billion by 2022. As a result, AV design is no longer an afterthought.

Projects where architects and project managers consider integration in the early stages of interior and structural design result in better aesthetics, performance, and cost-savings.

### **AV INTEGRATION CONSIDERATIONS**

AV is relatively new in the architectural design plane compared to other disciplines like HVAC, electrical, plumbing, etc. AV started to appear in modern buildings in the 1970s and 1980s, and the technology in this space is changing rapidly.

Initially, the design of audio-visual components wasn't even part of architectural consideration. As more and more meeting rooms, schools, airports, stadiums, and hospitals started to use displays and audio systems, building designers began to pay attention to the challenges and opportunities of AV design.

AV considerations are distinctive from other architectural components. HVAC, electrical, or plumbing require attention to space and ductwork design; however, they don't dictate the look and feel of a room. AV has a direct effect on the aesthetics of architecture. Also, trying to retrofit audio-visual equipment into a room is expensive, so it's important to incorporate AV integration during the early part of structural design.



# IMPORTANCE OF AV INTEGRATION DURING EARLY STAGES OF DESIGN (CONTINUED)



## EARLY AV INTEGRATION

Of course, early AV integration requires proactive steps. Here are some things to consider:

### AV Consulting Community

For good AV design, engineers need to consider the physical, cooling, and power constraints of the audio-visual systems. Generally, construction firms don't have in-house expertise in this area. Architects should collaborate with an AV consultant to get advice and direction. AV consultants can help

incorporate necessary design decisions into the overall plan to lower installation costs, increase system efficiency, and provide a framework for better aesthetics.

### Better Customization from Integrators

Businesses often buy prepackaged AV solutions. Good AV integrators design displays and audio systems to meet the needs of their clients. Bringing them early into the design phase can help businesses create unique solutions. It's

harder to implement these ideas after construction. Even if your integrator can create curved video-walls or in-wall acoustic sound systems, it's going to be challenging to put them into your existing structure. Early AV integration can provide more options and flexibility.

### Avoiding Expensive Retrofitting

Retrofitting AV equipment often means structural reconstruction and reorientation. It's a lot more expensive to change a structure than a design. Retrofitting often results in totally unwanted consequences. Overall, the whole process can lead to expensive chaos. So it's better to incorporate AV design efforts at the beginning of the project.

## IN CONCLUSION

Today's businesses and consumers want attractive, cutting-edge AV systems that make their premises look good. Proactive design decisions lead to better results. Architects, consultants, integrators, and interior designers should work together during the early stages of projects for better AV integration.

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# CCS Becomes a Zoom Certified Integrator

## ZOOM ROOMS EXPANDS WITH NEW ECOSYSTEM AND INTEGRATOR PROGRAMS

Zoom recently announced the development of two new programs that expand the reach and impact of its software-based conference room solution, Zoom Rooms.

Zoom Rooms' superior user experience and scalability have enabled thousands of organizations such as Uber, Conde Nast, Zendesk, and REA Group to deploy tens to thousands of video-enabled collaboration spaces. The recently-announced Zoom Rooms Digital Signage and Scheduling Display demonstrate Zoom Rooms' growth from a video conference room solution to a broader platform that brings powerful, frictionless video communication and collaboration to any space.

Zoom has two programs that support enterprise collaboration requirements, with valued partners in each:

- Zoom Technology Ecosystem Program: AVer, Avocor, Crestron, Dell, DTEN, Heckler Design, Huddly, i3-Technologies, Logitech, MXL Microphones, PanaCast (Altia Systems), Polycom, Revolabs (Yamaha UC), Sharp, and Suirui are all developing products or bundled hardware kits to enable greater capabilities in Zoom Rooms, enhancing the overall user experience and the ease of deployment and management. Dell, as an example, now provides the Dell OptiPlex, large displays, and other components optimized for Zoom Rooms.

- Zoom Certified Integrator Program: Audiovisual Projects, BTC Direct, **CCS Presentation Systems**, Colortone Audio Visual, CoitCom, Connect NZ, Connect4Video, Cowbell Technologies, David Carroll Associates, DGI Technologies, Genesis Integration, Global Interactive Solutions, HB Communications, Immedia Integrated Technologies, IVCi, S&S IP SAS, TechSonic, VC Systems, VideoConferenceGear.com, Whitlock, and other global integrators plan, design, and deploy Zoom Rooms across enterprise customers' locations. These integrators are trained, certified, and enabled by Zoom's Professional Services Organization to ensure that they deliver happiness to Zoom customers.

"Zoom is hyper-focused on creating the best video communications software and innovating at a fast pace," said Oded Gal, head of product management for Zoom. "We are excited to work with these carefully-selected partners to expand our solution with the best technology and deployment experiences for our customers, whether they're outfitting offices, huddle rooms, training rooms, or any other spaces."

There is a pronounced need for high-quality, cross-platform enterprise video communications," said Ron Pugh, vice president and general manager for the Americas, Dell EMC OEM Solutions. "The combination of Dell's large displays and award-winning OptiPlex desktops with Zoom Rooms is an ideal solution for any meeting space. Together we are driving toward a future of frictionless communications."

<https://blog.zoom.us/wordpress/2018/03/12/zoom-rooms-expanded-with-new-ecosystem-and-integrator-programs/>





# Projection for the Conference Room in 2018

As the years go on, we are continuously finding ways to impress our clients. As humans, we are consistently wanting more. In this instance, when companies hold conferences, we want our communication and presentation skills to shoot sky high. Here are five easy ways to improve your office’s display:

1. Cost may not be your biggest concern, but value might be. Despite both being feature-rich, modern flat-panel displays tend to be more expensive, especially when scaling up. The average 84-inch flat panel display costs approximately six times more than an Epson projector capable of projecting a 100-inch display. If you are considering the return on investment, then cost per inch of screen size is certainly a factor.
2. Ease of use comes into consideration when you are buying technology with multiple users in mind. Consider how many times a meeting starts with half the participants working out how to get the presentation up onto the screen and the other half searching for the right remote. This not only loses the presenter’s time, but also his/her credibility and sense of professionalism. By utilizing software such as Network Projection, Multi-PC Projection, or the iProjection App, you can present the content you want to display quickly and easily via a simple user interface.
3. Think about the overall size and shape of a room. Long boardroom tables with screens placed at one end are fine for those sitting nearest – but what about those at the other end of



the table? The advantage of projectors is their scalable display size; this allows creating the optimum viewing experience to meet the varying requirements of rooms of all sizes – key to getting the most from meetings and presentations. While flat-panel display vary in size, the more affordable devices cannot deliver the same level of versatility and the very large and steeply priced models do not justify the investment.

4. Who is the screen for? Whether it is the automatic adjustment to the ambient light, reduced pixilation or providing clearer text and more detailed images, projectors can be easier on the eye than flat panel displays. Users in financial services, engineering or any industry in which intricate detail is important are likely to see the value in bigger display sizes, but what about other departments? Content legibility for everyone in the room is necessary for all business presentations to connect with an audience, create impact or just to deliver a message, so whether your screen is for accountants or creatives, you should consider the appropriate screen size for a consistent user experience.
5. It is worth considering the issue of flexibility. In a business environment, you are likely to display two different input sources simultaneously, such as video conferencing applications. The majority of large, flat panel displays can only show a single input source at any given time; the sliding split screen feature of interactive projectors allows you to split you viewing space, displaying two input sources with no border in between at the same time. You can even move the slider to re-size your screen areas as you use the applications.

Source article: Epson’s Upgrades ; Source image: The Solid Signal Blog

# CCS PRESENTATION SYSTEMS CONTINUES TO INVEST IN K-12 EDUCATION BY UNVEILING NEW MOBILE STEM LAB

CCS Presentation Systems, one of the largest leaders in audio-visual integration across the United States, proudly introduces its first all-in-one STEM cart solution as it continues its commitment to supporting collaborative learning and integrating the latest high-technology into classrooms nationwide.

The CCS STEM cart, first in a proposed series of education bundles, is essential for educators looking to enhance students’ abilities to learn through an engaging curriculum and will allow classrooms to become collaborative spaces for learning within minutes. The first release in a line of specialist bundles, the company envisions fine art, robotics and computer models to follow within the next year. Continued on Page 6...

# CCS HOSTS NEW ENGLAND TECHNOLOGY SHOWCASE

CCS Presentation Systems hosted its annual Technology Showcase on Thursday, March 29, 2018 in Nashua, NH. We featured the latest and greatest audio visual products on the market for the conference room, classroom and boardroom! CCS invited top audio visual manufacturers to its office for this exciting one-day Technology Showcase, including Biamp, Bose, Canon, Chief, Christie, ClearOne, Crestron, Cambridge Sound Management, Da-Lite, Danley Sound Labs, Discover Video, Epson, Extron, Hoylu, InFocus, Lumens, Mersive, Middle Atlantic, NEC, OneScreen by Claryicon, Panasonic, Revolabs, QSC, Shure, SMART, Sony, Vaddio, Yamaha, and zSpace.

Attendees received raffle tickets for attending as well as for visiting vendor booths and getting signatures on a game board – we gave out a plethora of exciting prizes!

We provided lunch around noon and discussed the latest and greatest in audio visual products with the best vendors on the market.



For questions regarding CCS’s Annual New England Technology Showcase, please contact:

Deb Ricci  
CCS Presentation Systems  
978-513-6522  
ricci@ccsnewengland.com

We look forward to seeing you at next year’s Tech Showcase – it’s always a blast!



# CCS Presentation Systems Continues to Invest in K-12 Education By Unveiling New Mobile STEM Lab



Students can design and print 3D models, check understanding through real-time formative assessments, play game-based activities, and much more. The all-in-one solution allows teachers to quickly and easily incorporate science, technology, engineering, and math lessons into their classrooms.

Equipped with Chromebooks or Windows laptops, intelligent and secure charging, premium water-resistant cases, MakerBot's Replicator+ 3D printer, and game-based learning software from SMART, the STEM cart offers technology advancements to teachers and students in a user-friendly, convenient way. By partnering with leading AV manufacturers, CCS Presentation Systems remains a top-tier provider of collaborative and learning tools for education and is committed

to investing in the latest innovations to better education nationwide.

"We continue to prioritize education and are proud to contribute to student engagement by providing them with resources previous generations weren't fortunate enough to have access to," said Julie Solomon, chief marketing officer for CCS Presentation Systems. "We have AV solutions in tens of thousands of classrooms nationwide. By introducing these new STEM cart solutions, we strive to develop new approaches to integrate technology into classroom learning."

One of the most important features of the STEM cart is professional integration training by CCS' full time training staff. All former classroom teachers, they work directly with educators to integrate technology into existing curriculum. These live integration training sessions include privately scheduled group sessions or cloud-based conferencing via interactive training sessions from its

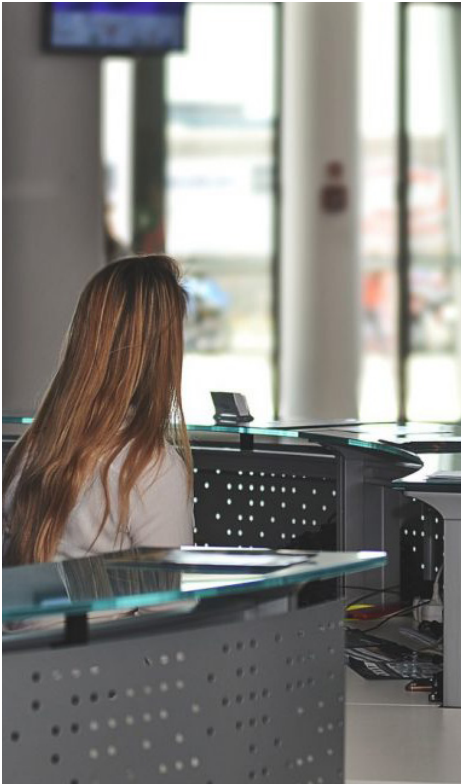
headquarters in Scottsdale, Arizona. This innovative training teaches educators how to integrate new STEM Lab curriculum into everyday teaching and leaves them with useful lesson plans. With the education that teachers and students are gaining from the STEM cart, there is no longer a need to visit a dedicated STEM lab in school or to permanently assign students devices.

For additional information, please visit: <https://ccsprojects.com/>.



**"ONE OF THE MOST IMPORTANT FEATURES OF THE STEM CART IS PROFESSIONAL INTEGRATION TRAINING BY CCS' FULL TIME TRAINING STAFF."**

## Commercial Integrator Tells Us How to Keep Schools Safe: Answer These 3 Questions About School Security Technology

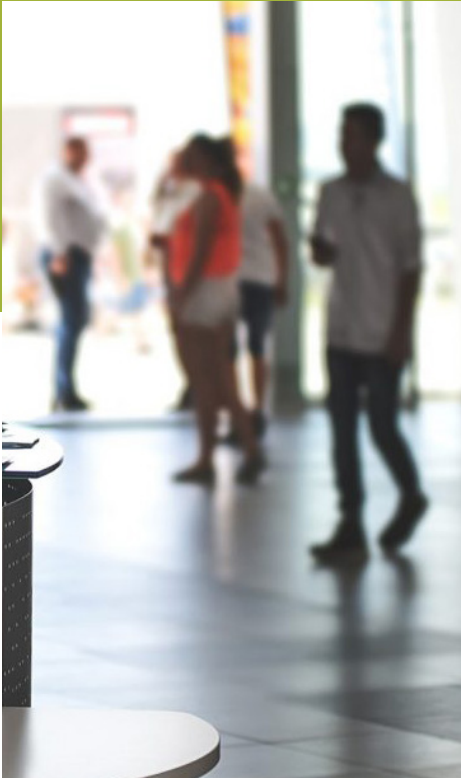


It wasn't just the tragic mass shooting at Marjory Stoneman Douglas High School that has everybody thinking about how to keep schools safe. It was the countless school shootings prior to the February 14, 2018 shooting in Parkland, Florida.

As we're thinking about school safety, we should realize that we can also do something about it. Whether you're a concerned parent, education professional, or a technology provider (or all of the above), a valuable step is to better understand school security technology.

According to *Commercial Integrator Magazine*, an effective MNEC (mass notification emergency communications) is vital for schools and all public buildings. We recommend that non-technology providers read up and understand the key elements of an effective MNEC solution.

## TAKE COMMERCIAL INTEGRATOR'S QUICK 3-QUESTION QUIZ TO GET A SENSE OF HOW WELL YOU UNDERSTAND SCHOOL SECURITY TECHNOLOGY.



There is no cure-all for how to keep schools safe. Understanding the answers to these three school security questions, however, will at least put security technology providers, school administrators and concerned citizens on the right path.

Take *Commercial Integrator's* Quick 3-Question Quiz to get a sense of how well you understand school security technology.

[Click here to take the quiz.](#)

School security technology providers, including AV integration firms and security companies, should look at MNEC as an opportunity to provide customers with a critical solution using skills they already possess in-house.

An MNEC system can alert those in harm's way using audio, video and lighting. They can provide information clearly, reliably and in a timely manner.

MNEC is a simple mnemonic for a complex proposition. While strobes, emergency house lighting and digital signage are important components of a proper MNEC system its audio elements are what most clearly distinguish an MNEC system from a standard paging system.





## Commercial Integrator Tells Us How to Keep Schools Safe (Cont'd)

"Too many AV integrators seem to leave MNEC systems to security systems vendors," says David Smith, vice president of marketing at Lencore, which develops system solutions used in corporate and other environments for applications such as sound masking, paging, audio and MNEC solutions.

### 12 LESSONS YOUR MASS NOTIFICATION CLIENTS SHOULD TAKE AWAY FROM ACTIVE SHOOTER ATTACKS

Communicate to everyone in your community in a proactive and non-fear-based way that they must take threats they hear, read, and see seriously, and encourage them to report their concerns to campus and local authorities.

Work with local first responders to develop response plans, and conduct drills and full-scale exercises with them.

Regularly and frequently train students, teachers, staff, clinicians and administrators on how to respond under stress to all kinds of emergencies, including active shooters, via drills and, when possible and appropriate, full-scale exercises.

[Read Full Article Here](#)



"Unfortunately, there is no cure-all for how to keep schools safe. Better understanding security technology is an important step to keeping schools safe."

## AUDIO ENHANCEMENT SAFE SYSTEM™



### ALERTING FIRST RESPONDERS IMMEDIATELY

The SAFE System is an alert notification system designed to work with Audio Enhancement's classroom systems. Using the built-in alert button on the transmitter, a teacher wearing the pendant microphone can discreetly send a signal for help. An entire network is alerted to respond promptly and appropriately to the situation. The SAFE System consists of a receiver/amplifier unit, teardrop microphone, Monitoring Station, and either a Network Adapter or a security camera. It can be customized to process alert notifications according to each specific school district policy.

### MEDICAL EMERGENCIES

Regardless of the severity of the health emergency, all medical incidents need immediate and appropriate response. According to a statement by the American Academy of Pediatrics, "70% of injury deaths occurring in school-aged youth (5–19 years of age). It is estimated that 10% to 25% of injuries to children occur while they are in school.

### BULLYING

According to StopBullying.gov, 28% of students in grades 6-12 experienced bullying. Furthermore, it isn't students alone who can become subject to bullying – 145,100 public school teachers had been physically attacked by students at their schools in the course of a single school year and that another 276,700 public school teachers had been threatened with injury by a student in that school year."

### FIGHTING

As pushing, shoving and name-calling occurs, it can often escalate into violent situations that affect more than the perpetrators and victims. According to the National Center for Education Statistics, "ten percent of students reported being in a fight on school property one to three times, 1 percent were in a fight on school property four to eleven times."

### WEAPONS

While many think "it can never happen here," recent news stories show armed students or intruders showing up in

the most unlikely of places. Having an informed staff that can instantly summon authorities with the SAFE System can be the key to handling these extreme emergencies. More than a handful of adults—parents, teachers, school administrators and counselors, coaches, and law enforcement—can make an important contribution to and play a key role in preventing violence on school grounds." Every day, teachers bring every tool at their disposal to help their students learn. Now, The SAFE System enables them to keep their students safe.

[Download the SAFE System Brochure here.](#)

### CONTACT US:

 Corporate Headquarters  
17350 N. Hartford Dr.  
Scottsdale, AZ 85255

 480-348-0100

 [jsolomon@ccsprojects.com](mailto:jsolomon@ccsprojects.com)  
[www.ccswest.com](http://www.ccswest.com)