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TOP 50

SYSTEMS INTEGRATORS



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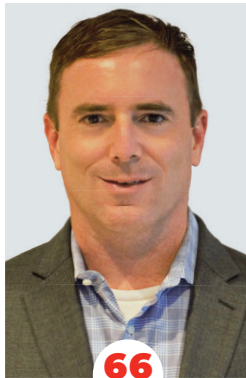
DECEMBER 2022



18



22



66

INDUSTRY INSIDERS

- 18 Executive Q&A**
Powersoft CEO Luca Lastrucci embraces the “driving force” of R&D.
- 22 Beyond the Tech**
Douglas Kleegeer has a suggestion for your New Year’s Resolution.
- 66 Viewpoint**
NSCA’s Tom LeBlanc shares six steps for financial success in 2023.



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GETTY IMAGES

By Mark J. Pescatore

The Pro AV industry is getting back to normal—though many would say it is a new normal resulting from the COVID-19 pandemic. Despite the challenging environment, integrators have been able to survive and even thrive by supporting the booming live event industry, meeting the technological demands of a growing hybrid workforce, and more.

The SCN Top 50 Systems Integrators list is also getting back to normal. Unlike the past couple of lists, which relied on three-year averages to account for the impact of the pandemic, SCN has returned to calculating results based on projected revenue for commercial AV systems installations for the current year. In case of a tie, we look to the projected *total* revenue from 2022. We had two companies report the same numbers in both categories this year, so the list includes one tie.

One of the first things you'll notice is a new

company topping our list. AVI Systems | GPA jumped three spots to take the top spot *and* joined the very exclusive billion-dollar club for projected revenue. How did the company make such a significant leap? Get the details in our Executive Q&A with president and CEO Jeff Stoebner on page 38.

Last year's leader, AVI-SPL, moved down to second, but the company reported higher revenues for 2022. Diversified dropped to third, but also had higher revenues. In fact, whether integrators moved forward or backward on the list, revenues increased for many when compared to the 2021 list. That's a good sign for the Pro AV industry, especially considering the current U.S. economic climate and lingering supply chain issues.

There were a couple of other notable moves. Bolstered by its early November acquisition of Spinitar, Solutionz entered the top five. Paladin Technologies (which acquired Spectra Audio Design) and Key Code Media both reported significant revenue gains and moved into the top 20. EKC Enterprises moved up nine spots to land in the top 25, while Level 3 Audiovisual

jumped ahead six spots for 2022.

Positions may have shifted, but there are plenty of familiar names on this year's list, as well as new names like Bluum, which is the rebranding effort of Trox + Tierney. You'll also find Pavion, the new brand of the company formerly known as Corbett Technology Solutions, Inc. (CTSI). Learn more about that relaunch from our Executive Q&A with Joe Oliveri, president of Pavion, on page 46. And don't be surprised if you see more new names in 2023, such as HS Solutions, Interstate Electronic Systems, and PIVIUM, which barely missed our list this year.

Some important points to remember about our Top 50. First, all submissions are voluntary. Second, all information provided comes directly from the integration firms that choose to participate (for some reason, no one seems willing to let me rifle through their books). Still, the fact that so many companies continue to publicly share their financials speaks to the importance of this list. We appreciate their participation, as it helps SCN readers better understand the size and scope of the Pro AV industry. **scn**



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SCN TOP 50

PROJECTED 2022 REVENUE FROM COMMERCIAL AV SYSTEMS INSTALLATIONS/PROJECTED 2022 TOTAL REVENUE IN MILLIONS

2021 REVENUE FROM COMMERCIAL AV SYSTEMS/2021 TOTAL REVENUE IN MILLIONS

NUMBER OF 2022 INSTALLATIONS/FULL-TIME EMPLOYEES/COMPANY LOCATIONS/YEARS IN BUSINESS

PRIMARY SERVICES OFFERED

1 AVI SYSTEMS | GPA Minneapolis MN | (855) 521-0050 | http://www.avisystems.com

\$1,411.0/\$1,494.0	\$1.2/\$1,363.0	21,265/4,876/170/48	AVI Systems GPA delivers better technology outcomes through the integration of human impact, systems, and technology. It is a global technology solutions provider easing technology deployment/support in 50 countries. It works with customers of all sizes, offering audiovisual systems integration, managed services, Microsoft consulting, and digital streaming globally. Its unique business structure offers a standardized delivery model and global managed services.
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2 AVI-SPL Tampa, FL | (813) 884-7168 | https://www.avispl.com

\$1,350.0/\$1,350.0	\$1.2/\$1.2	11,500/3,782/63/43	AVI-SPL serves global enterprises, mid to large companies, higher education, government, and nonprofit organizations from all industries. It has particular strengths in financial services, professional services, technology, manufacturing, and life sciences, as well as particular expertise in IT services, meeting solutions, digital signage, experience environments, video production and broadcast, operations centers, and visualization and simulation.
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3 DIVERSIFIED Kenilworth, NJ | (844) 767-2738 | http://www.onediversified.com

\$990.0/\$1,100.0	\$878.0/\$976.0	2,600/2,400/50/29	Diversified is enabling a digital future—connecting people, technology, and experience where and when it matters most. Its global technology solutions are experienced by millions every day: energizing fans for the big game, connecting global enterprise teams, broadcasting the latest news, and supporting crisis management.
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4 SOLUTIONZ Pacific Palisades, CA | (888) 815-6128 | https://www.solutionzinc.com/

\$259.0/\$264.0	\$224.5/\$228.0	2,150/495/22/22	Solutionz is a worldwide AV integrator and services provider specializing in custom project design, implementation, and comprehensive maintenance plans. Its professional services include cybersecurity, AV security, remote monitoring and management, audio and videoconferencing, cloud video, building environments, infrastructure cabling, managed on-site services, and grant program services.
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Has your company returned to ‘normal’ operations?



Dennis Wang, COO, Golden Star Technology

Yes, GST has returned to “normal” business operations. A number of employees come to the office every day or are on a hybrid work schedule. I am curious to see the long-term effects of this 2-3-year period on company cultures and values. We see no pushback by clients for on-site field installations or projects.



Matt Goff, Business Development Manager, IES Communications

Yes, we have a diversified business around many types of customers and various technologies, and we have seen our offerings increase as new technologies are being implemented, especially in the cloud infrastructure space, education, healthcare, manufacturing, warehouse, and public spaces.

26 SCN // December 2022 // avnetwork.com

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SCN TOP 50

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PRIMARY SERVICES OFFERED

5 SOLOTECH Montreal, Quebec, Canada | (514) 913-3081 | <http://www.solotech.com>

\$225.0/\$315.0

\$175.0/\$225.0

2,200/800/18/45

Solotech is a source for audio, video, lighting, rigging, soft goods, control, and collaboration solutions and services. The company is internationally recognized for its expertise in live productions and systems integration in various markets, including music, sports, business, culture, and education. Clients can also benefit from its service center, online store, and virtual technology know-how.

6 KINLY Amsterdam, Netherlands | (973) 585-3000 | <http://www.kinly.com>

\$221.0/\$316.0

\$193.0/\$282.0

2,973/1,100/20/32

Kinly is a global provider of AV systems integration and support that brings people and technology together for better productivity. Its solutions and services include AV integration, cloud solutions, and managed services.

7 PAVION Chantilly, VA | (866) 572-8466 | <http://www.pavion.com>

\$204.0/\$638.0

\$108.0/\$363.0

3,394/1,669/63/53

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SCN TOP 50

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FROM COMMERCIAL AV SYSTEMS
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2022 TOTAL REVENUE IN
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INSTALLATIONS/
FULL-TIME EMPLOYEES/
COMPANY LOCATIONS/
YEARS IN BUSINESS

PRIMARY SERVICES OFFERED

8 AVIDEX Cary, NC | (704) 299-0129 | http://www.avidex.com

\$175.0/\$175.0	\$156.5/\$156.5	2,827/453/10/18	Avidex delivers solutions that enhance how people work, learn, and live. With global reach, Avidex creates unparalleled client experiences from strategic planning and system design through deployment, training, managed services, remote monitoring, and support. Its expertise includes digital signage and video walls, meeting and presentation systems, and security and infrastructure solutions—bringing reliable, scalable, and user-friendly solutions to its clients.
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9 FORD AUDIO-VIDEO Oklahoma City, OK | (405) 946-9966 | http://www.fordav.com

\$166.4/\$166.4	\$159.3/\$159.3	683/540/15/49	Ford AV offers design, installation, and service of professional and commercial audiovisual systems.
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10 IES COMMUNICATIONS Tempe, AZ | (480) 379-6200 | http://www.iescomm.com

\$150.0/\$1,800.0	\$138.0/\$1,537.0	890/7,778/91/38	IES strives to be at the forefront of technology that transforms the way people live, play, communicate, and work by performing and perfecting cutting-edge audiovisual design and integration services. IES provides enterprise solutions for room automation, video collaboration, digital media, background music/paging/sound masking systems, distributed AV infrastructure, and commissioning/calibration/programming. Additional services include data center services, life safety, security, structured cabling, and Wi-Fi/DAS.
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SCN TOP 50

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PRIMARY SERVICES OFFERED

11 BLUUM Phoenix, AZ | (602) 803-7028 | <https://www.bluum.com/>

\$120.5/\$656.6	\$112.0/\$608.0	2,500/843/8/45	Bluum's primary services offered include consultation and design, advisory services, integration and installation, technical support, professional development, white glove, leasing and financing, warranties and repair, and buyback programs.
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12 ELECTROSONIC Orlando, FL | (407) 839-1154 | <http://www.electrosonic.com>

\$106.9/\$106.9	\$99.3/\$99.3	256/388/11/58	Electrosonic is an experiential technology company, providing a full suite of professional services that create memorable experiences by fusing architecture, storytelling, and technology. Electrosonic offers design consulting, project management, engineering and programming, build and system integration, and support and managed services.
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13 YORKTEL Eatontown, NJ | (866) 836-8463 | <http://www.yorktel.com>

\$92.0/\$180.0	\$78.0/\$152.0	9,000/380/10/37	A global IT service management company with a strong pedigree in collaboration and communication, Yorktel designs, consolidates, installs, manages, and secures collaboration estates with a focus on increasing productivity. The company leverages its experience through industry partnerships with Cisco, Microsoft, Poly, Zoom, and others for desktop, video, voice, monitoring/management/reporting, help desk, virtual and in-person live events, and security solutions.
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SCN TOP 50

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PRIMARY SERVICES OFFERED

14 ADVANCED SYSTEMS GROUP Emeryville, CA | (510) 654-8300 | http://www.asgllc.com

\$81.1/\$118.8	\$72.0/\$106.0	78/415/6/25	Advanced Systems Group (ASG) is a source for professional video, audio, high-speed data, CCTV/surveillance, and other systems design, installation, and maintenance on premise and in public cloud, along with managed services that enable sophisticated, high-impact communications. From presentation spaces to broadcast and recording studios to high-speed media storage and cloud workflows, ASG brings the best in experience and value.
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15 TRITECH COMMUNICATIONS New York, NY | (631) 254-4500 | http://www.tritechcomm.com

\$75.0/\$100.0	\$75.0/\$100.0	225/300/6/20	TRITECH provides audiovisual design, system integration, and managed services.
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16 WPS | WASHINGTON PROFESSIONAL SYSTEMS Wheaton, MD | (301) 942-6800 | http://www.wpsproav.com

\$71.0/\$79.5	\$66.0/\$73.0	90/51/3/37	WPS designs user-centric audiovisual solutions that help connect people, elevate experiences, and transform spaces into collaboration powerhouses. It offers expertly engineered broadcasting, audio, lighting, videoconferencing, and control systems for organizations throughout the United States. From 55,000-seat stadiums to multi-campus universities, the WPS team has the experience and capabilities to solve today's most challenging technology problems.
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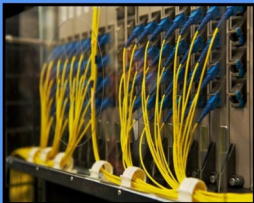
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How has the pandemic changed your company's workflows or policies?



Lisa Hale, Chief People Officer, Level 3 Audiovisual

More work-from-home related policies have been implemented as employees want to work from home instead of coming into the office. We are no longer requiring that employees (other than operations) work from the office. In addition, we implemented a COVID program: Stay home when sick, the company will provide COVID home tests, vaccinations (keeping track of who is vaccinated when necessary), masks, etc., along with office cleanings every day, instead of every other day.



Dale Bottcher, EVP, Global Sales and Marketing, AVI-SPL

We've operated very efficiently and effectively throughout the pandemic. I'd say the only real shift has been embracing flexible work models—internally and externally—and sharpening our focus on supply chain management and customer delivery.



Rachel Mele, President, Metinteractive

We implemented a SaaS-based workflow solution, Monday.com, during the pandemic. With our team having less face-to-face time, it was critical the tasks Metinteractive carries out were standardized, and in some cases automated, to ensure our projects were/are completed on time. This also ensured if someone caught COVID-19, another person could easily step in where they left off. Thanks to our protocols, however, we did not have a single COVID-19 case between 2020-2021.



Stephanie Whalen, VP, Marketing and Communications, Paladin Technologies

The pandemic allowed for our teams to review many of our workflows and policies, addressing gaps/inefficiencies that were holding us back. In doing so, I've noticed colleagues take more ownership over new processes, training, and communication overall. Of course, we also leverage video calls daily as well, which supports connection with people in offices across North America.

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AVI Systems | GPA Tops our Top 50, CEO Stoeber Explains the Company's Recent Success

By Mark J. Pescatore

SCN: How long have you been with this company, and what are your day-to-day responsibilities?

Jeff Stoeber: Next year will be my 30th year full-time with AVI Systems. As CEO, I am responsible for the overall direction of our companies, acquisition and expansion, selection of senior leadership teams, and most importantly staying grounded with our customers.

SCN: AVI Systems | GPA is now at the top of the SCN Top 50 for 2022. How did you do it?

JS: During the worst of the pandemic shutdown, we felt our business would be well positioned to accelerate and we were right (we just didn't know when). We had to make difficult decisions to adjust in 2020 and early 2021, but knew the demand for technology would increase at some point. Two things worked in our favor: investing heavily in our global business [GPA] in 2020 and leveraging our wholly owned Microsoft consultancy [Magenium Solutions]. This positioned us for a wave of global MS Teams deployments. With more than 20,000 Teams rooms deployed since mid-2021, the business took off. This year, our U.S. sales will exceed \$400 million (a significant increase from our pre-pandemic sales of around \$275 million), and the sales of our global footprint is more than \$1 billion.

SCN: How is the GPA different from an industry alliance?

JS: First, it's not an alliance. The GPA is its own business entity, its own corporation. It has a dedicated CEO and a corporate staff focused exclusively on global delivery. It has a professional board of directors, of which I am the chairman. It's the only structure of its kind in our industry and allows us to deliver in 50 countries with as little friction as possible. Our customers can source in local country currency, while we provide global program management. Our customers love this.

SCN: How have supply chain issues impacted your projects?

JS: Fortunately, we were in a financial position to source tens of millions in product inventory early in the supply chain crisis. We filled every warehouse we had to the top and filled outsourced warehouses with

logistics partners. This allowed us to reduce risk for our customers and deliver shorter lead times than most. We had to retool our ERP systems from just-in-time to more of what we'd call a distribution model. We became our own distributor in many cases.

SCN: How did the pandemic change AVI's business strategy, and what changes will remain moving forward?

JS: We increased our energy around acquisitions. It became evident that the pandemic would accelerate consolidation, and we are well positioned to acquire. We've acquired three companies since late 2020 and did a final buyout on a fourth. The demand from global customers is also requiring us to put more resources in the Northeast U.S. and other high-growth markets. We will continue to acquire and expand our footprint. Strategically, we've also invested in enterprise management tools from Salesforce and ServiceNow to manage our rapid growth.

SCN: What post-pandemic trends are you seeing in corporate AV?

JS: Global clients are looking for scalable solutions. Technology in some regards is getting simpler, but deployments are getting very complex. User interfaces in meeting spaces now center around applications like MS Teams and Zoom, instead of fancy remote controls. For now, "what do you want" has been replaced with "what can we get." For the foreseeable future, AV spend per square foot will increase dramatically as organizations retool for workforces that will rarely gather inside of four-walled rooms.

SCN: Besides the supply chain, what is one of the greatest challenges the Pro AV industry is facing today?

JS: Adding frontline workers—we compete for talented employees with IT, low-voltage trades, and tech in general. Each of those industries are expanding, as is Pro AV.

QUICKBIO



Jeff Stoeber

Position: President/CEO

Company: AVI Systems | GPA

Overtime: I spend my free time with my five children and wife, Renee, operate two working farms, and collect and race cars.

SCN: We continue to see plenty of technological innovations in Pro AV, but what does the industry need to do better?

JS: We talk about "AV that performs like IT." Our industry must do a better job of providing "Day Two" support that resolves technical problems before users discover them. That means we know about problems and fix them faster—and with fewer in-person visits. We must do this with the scale of deployments going on now, and we've only seen the beginning.

SCN: What are the pros and cons of being an employee-owned company?

JS: The list of pros is long, but there is one con. The con is that when an owner/founder (in our case, our founder, Joe Stoeber) sells to an ESOP (technical speak for the structure that ends up owning the company), it's often for a fraction of the eventual enterprise value of the business. That means sellers in an ESOP model may not reap the financial rewards other sellers may with strategic buyers, private equity, or venture capital. Regardless, the Stoeber family is doing just fine, and we are proud that our "employee-family" owns 100% of the equity in the business.

The pros include the culture it creates; we call it the "Employee Ownership Culture." It's a culture where employees look out for each other and our customers. A culture where we make long-term decisions, not quarterly decisions. A culture where those doing the work on the frontline are directly and profoundly rewarded. It was my father's dream and he gets all the credit.

SCN: Where do you see the Pro AV industry heading?

JS: Our industry is thriving, it's rapidly expanding. We must prepare to expand our capacity around the world. We must think much bigger than we have in the past. To be more specific, virtually all new space where people gather or work has AV technology now—that is a trend that will not reverse. **SCN**

Our industry must do a better job of providing "Day Two" support that resolves technical problems before users discover them.

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NUMBER OF 2022
INSTALLATIONS/
FULL-TIME EMPLOYEES/
COMPANY LOCATIONS/
YEARS IN BUSINESS

PRIMARY SERVICES OFFERED

17 (TIE) CENERO, A RICOH COMPANY

Malvern, PA | (888) 454-6863 | <http://www.cenero.com>

\$70.0/\$70.0	\$58.0/\$58.0	900/225/6/23	Cenero is a service-focused audiovisual, unified communications, and IT solutions provider committed to creating exceptional meeting experiences.
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17 (TIE) KEY CODE MEDIA

Burbank, CA | (818) 303-3900 | <http://www.keycodemedia.com>

\$70.0/\$70.0	\$60.0/\$60.0	1,062/120/10/21	Key Code Media is a preferred resource for audiovisual equipment, installation, and aftermarket support. The company approaches projects and equipment procurement with a high-touch customer service focus, ensuring equipment is delivered, installed, and adopted by a customer successfully. It focuses on client vision and business needs, deploying solutions that work today and into the future.
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19 ARCHKEY TECHNOLOGIES

Plymouth, MN | (612) 381-6530 | <http://www.archkey.com>

\$69.0/\$176.0	\$49.0/\$110.0	300/420/7/40	ArchKey Technologies provides integrated technology solutions from conception through design, installation, commissioning, and maintenance. The firm specializes in commercial audiovisual, broadcast, network, wireless, fire/life safety, and security systems.
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Frantz Cassous, Founder & Managing Director

frantz.cassous@trafalgarcp.com

SCN TOP 50

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2021 REVENUE FROM COMMERCIAL AV SYSTEMS/2021 TOTAL REVENUE IN MILLIONS

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PRIMARY SERVICES OFFERED

20 PALADIN TECHNOLOGIES Poway, CA | (855) 296-3199 | <http://www.PaladinTechnologies.com>

\$63.0/\$122.4	\$40.0/\$75.0	600/1,500/32/46	Paladin Technologies designs and installs technology solutions for companies requiring audiovisual, network cabling, data center, OSP, security, and network services. Although Paladin has served audiovisual clients for more than 40 years, the company bolstered its national AV capabilities by acquiring Spectra Audio Design in 2021.
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21 ALPHA VIDEO Eden Prairie, MN | (952) 969-9898 | <https://www.alphavideo.com/>

\$54.0/\$54.0	\$44.0/\$44.0	375/82/1/52	As multi-industry masters in the design, implementation, and operational management of audiovisual, IPTV, and digital signage, plus on-premises and cloud production solutions, Alpha has the deep, broad experience necessary to deliver on the dual promise of innovation.
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22 CONSTANT TECHNOLOGIES North Kingstown, RI | (401) 294-7171 | <http://constanttech.com>

\$53.0/\$53.0	\$42.0/\$42.0	125/85/2/40	Constant Technologies specializes in mission-critical command and control environments such as GSOCs, real-time crime centers, EOCs, war rooms, and other critical spaces around the world. CTI focuses on the integration of 24/7 video wall systems meant to withstand rigorous, round-the-clock use. In addition to design and integration, Constant also offers comprehensive service and support.
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23 DGI COMMUNICATIONS Billerica, MA | (978) 495-3800 | <http://www.dgicommunications.com>

\$51.0/\$60.0	\$36.0/\$43.0	600/150/2/28	DGI connects people and space through technology, graphics, and acoustics. Based in New England but with a national reach, DGI's audiovisual, technology, and print teams design, install, and support solutions for some of the largest and most-respected organizations in healthcare, sports, financial services, and more. DGI's team helps clients solve complex design challenges while maximizing ROI on IT and AV spending.
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What do you think will be the hottest technology trends in 2023?



Todd Hutchins, CTO, AV Principal, USIS AV

Amplified by hybrid work models, devices that can be managed and supported remotely and as a segment, managed services overall, which we've seen from manufacturers more now than ever.

Organizations where employees are not at a physical space full time create strong use cases for proactive monitoring and resolution to combat issues before they have a negative impact or require someone to be on site. Another growth area will be computer-based control systems where we might see the slowdown of centralized control and more and more technologies like BYOM, BYOD, etc.



Mark Vitt, EVP, Corporate Development, TRITECH Communications

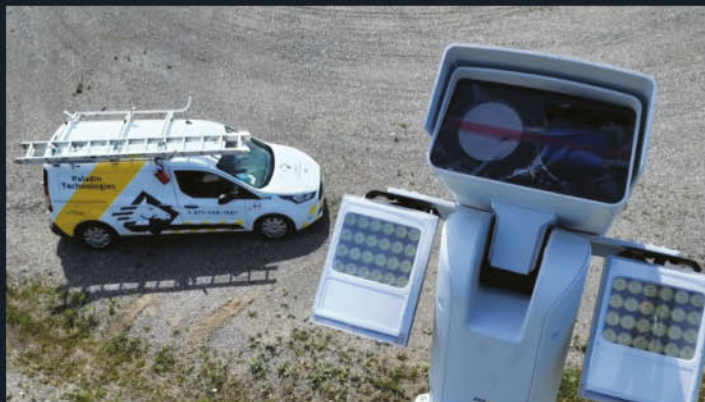
Not sure of the hottest, but the tide of video collaboration usage has risen beyond what we predicted in 2021. Clients are educated, focused, and planful when making platform (Webex, Teams, Zoom) choices. This has positively impacted many areas of the business, including design, installation, service, remote monitoring, etc. Designing AV systems in VR is a technology we have included in our client engagements. This has been invaluable when making quick decisions on display sizes, camera locations, etc.

SPECTRA

Spectra Audio Design Group is now **Paladin Technologies**

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AUDIO VISUAL
MANAGED SERVICES
ELECTRICAL
INTEGRATED SECURITY
WIRELESS
NETWORK INFRASTRUCTURE



**Paladin
Technologies**

SCN TOP 50

PROJECTED 2022 REVENUE FROM COMMERCIAL AV SYSTEMS INSTALLATIONS/PROJECTED 2022 TOTAL REVENUE IN MILLIONS

2021 REVENUE FROM COMMERCIAL AV SYSTEMS/2021 TOTAL REVENUE IN MILLIONS

NUMBER OF 2022 INSTALLATIONS/FULL-TIME EMPLOYEES/COMPANY LOCATIONS/YEARS IN BUSINESS

PRIMARY SERVICES OFFERED

24 MCA COMMUNICATIONS Houston, TX | (281) 591-2434 | <http://www.mcacom.com>

\$50.0/\$55.0	\$45.0/\$50.0	1,000/300/3/39	MCA provides design-build AV/IT/security solutions and services.
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25 VERREX Mountainside, NJ | (908) 232-7000 | <http://www.verrex.com>

\$42.0/\$42.0	\$33.0/\$33.0	175/110/7/75	Verrex is celebrating its 75th anniversary as a systems integrator and managed services provider that combines AV and IT technology infrastructure, devices, and software to shape environments, solutions, and experiences that foster collaboration, engagement, and innovation. Verrex designs, integrates, supports, manages, and deploys AV and UC solutions that facilitate businesses to thrive within evolving workforces, environments, and working styles.
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26 EKC ENTERPRISES Fresno, CA | (559) 438-0330 | <http://www.ekccorp.com>

\$41.0/\$60.0	\$29.0/\$40.8	650/250/7/19	EKC is a design-build turnkey low voltage contractor headquartered in Fresno, CA. With seven offices across California, the company is positioned to properly support all of its clients. A client-first strategy has enabled the company to build a solid reputation and attract talent in the industry.
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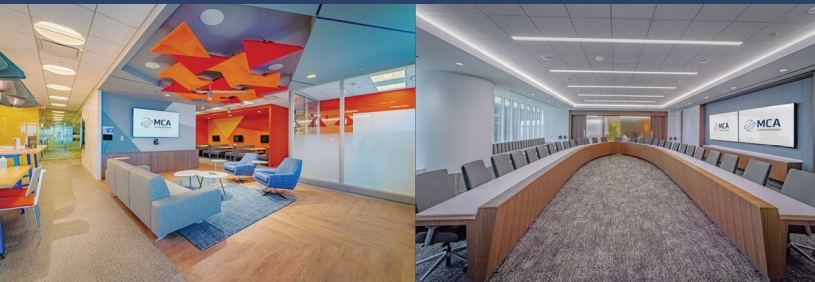
27 VISTACOM Allentown, PA | (610) 791-9081 | <https://www.vistacominc.com/>

\$38.0/\$38.0	\$31.0/\$31.0	315/85/1/68	Vistacom creates customized end-to-end AV, IT, unified collaboration and control room solutions that help clients achieve their unique business and operational goals. Vistacom's certified engineers and experienced technicians improve audiovisual and communications infrastructure through consultative design, integration, and support of the right technology solutions with an emphasis on quality and on being a trusted partner.
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What vertical markets and/or technologies have exhibited the most growth for you 2022?



Matt Goff, Business Development Manager, IES Communications

We have enjoyed an explosive growth in audiovisual in the education, data center, healthcare, manufacturing, and transportation vertical markets. We also saw a sharp rise in mixed-use projects consisting of retail stores and residential space in the same building.



Jeremy Elsesser, President and CEO, Level 3 Audiovisual

The corporate workplace market has shown to be the strongest growing market for us.



Dennis Wang, COO, Golden Star Technology

The public sector market—driven by federal and local funding. This will continue to be a strong vertical market for us leading into 2023.



Dale Bottcher, EVP, Global Sales and Marketing, AVI-SPL

Experience technology has bloomed in the wake of the pandemic. As organizations reimagine their relationships with customers, partners, and employees, they're reinventing their spaces and how technology will heighten the experience of those brand spaces.

PROJECTED 2022 REVENUE
FROM COMMERCIAL AV SYSTEMS
INSTALLATIONS/PROJECTED
2022 TOTAL REVENUE IN
MILLIONS

2021 REVENUE FROM
COMMERCIAL AV SYSTEMS/2021
TOTAL REVENUE IN MILLIONS

NUMBER OF 2022
INSTALLATIONS/
FULL-TIME EMPLOYEES/
COMPANY LOCATIONS/
YEARS IN BUSINESS

PRIMARY SERVICES OFFERED

28

IMMEDIA

Scottsdale, AZ | (480) 483-3399 | <https://www.immedia-tech.com/>

\$37.5/\$39.5	\$26.0/\$27.7	400/100/1/18	Immedia provides service, support, design, and installation for enterprise-level workplace technology.
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29

USIS AUDIOVISUAL SYSTEMS

Pearl River, NY | (845) 358-7755 | <http://usisav.net>

\$35.6/\$35.6	\$31.3/\$31.3	305/62/4/10	USIS AV is part of the USIS family of companies, with roots from 1928. The company provides design-build-service expertise for hybrid, digital, and tech-enabled workforces, workplaces, market spaces, and experiences, making AV a unified part of the AV/IT/security built-environment and workforce tech-stacks.
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30

TSI GLOBAL COMPANIES

St. Louis, MO | (636) 949-8889 | <https://www.tsi-global.com/>

\$35.0/\$40.0	\$24.0/\$28.0	650/152/3/35	TSI is one of the nation's largest self-performing MBE integrators determined to solve organizational challenges by transforming the way businesses connect, communicate, and collaborate through technology solutions designed around human experience. The company engineers, installs, trains, and services videoconferencing, professional audio, security, room automation, infrastructure cabling, and unified communication systems across the nation.
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31

DATA PROJECTIONS

Houston, TX | (713) 781-1999 | <http://www.dataprojections.com>

\$34.9/\$34.9	\$30.7/\$30.7	1,122/73/4/35	Data Projections is an audiovisual systems designer and integrator providing advanced collaborative technology solutions and support services. Solutions include AV systems integration, AV conferencing/collaboration, unified communications, content management/delivery, interactive technology, and managed services.
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32

LEVEL 3 AUDIOVISUAL

Mesa, AZ | (480) 892-1071 | <https://Level3AV.com/>

\$34.0/\$40.0	\$29.2/\$36.3	352/119/1/27	Level 3 AV strategizes, designs, deploys, and supports the creation of great experiences for customers.
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Protection and Connection in Motion

Pavion CEO Oliveri Leads Rebranded Company through Growth

By Mark J. Pescatore

SCN : How long have you been with this company, and what are your responsibilities?

Joe Oliveri: I joined Corbett Technology Solutions, Inc. (CTSI) in May 2021 following more than two decades at Johnson Controls and Tyco International. CTSI was looking for someone experienced in the audiovisual, security, and fire and systems integration business, with a history of reorganizing, streamlining, and strengthening corporate, operational, and business processes while delivering a best-in-class customer experience. As president and CEO of Pavion, I'm responsible for our company's growth strategy across our Integration, Security, and Fire business units through the execution of four major business priorities: integration, synergy, mergers and acquisitions, and cross-sales.

SCN : Why did the very successful CTSI relaunch itself as Pavion back in October?

JO: The shift from CTSI to Pavion is the result of significant and unprecedented growth. Since 2020, CTSI has grown by more than 400% and acquired 10 companies. We were looking ahead and felt it was time to introduce a new brand and vision that more accurately represents the direction we're heading and the business we've become. Uniting as Pavion at this moment allows us to do just that.

Pavion is a combination of two words: *pavise*, a full-body shield used by warriors in the 14-16th centuries to protect themselves while moving forward in battle, and *ion*, an electrically charged atom that drives forward momentum. Together, the two words represent protection and connection in motion, which is exactly what our company stands for. We are a shield for the people we serve, protecting life and connecting customers to better outcomes, opportunities, and growth. We connect students to teachers, patients to doctors, employees to customers for collaboration and communication, and technology for improved performance and growth.

SCN : What's the secret to your successful growth?

JO: My team knows this about me: I love the phrase, "Be fast and good, not slow and perfect."

Our private equity firm, Wind Point Partners, originally had the goal of three or four smaller acquisitions per year. That was never my goal. Mine was to grow at a much faster pace. I'd say we're off to

a great start with much more to come!

Some of our growth was due to timing and opportunity. The right companies became available to us at the right time. That's not to say our growth has been haphazard or unintentional. There were specific business verticals we wanted to build up: fire, security, and critical communications. Every company we approach has to pass that initial "smell test" of whether their technology, services, and solutions mesh with the company we're trying to build.

Having a great team in place is another secret to our success. The people aspect of our business can't be understated, either. We aren't just acquiring a company; we're acquiring a culture. It's one of the reasons we want the original owners or senior management to remain in place—and why we've managed to keep 98% of employees with the company as we've grown.

Finally, I live by the credo that customers are hard to get and easy to lose. We take good care of the customers we have and grow with them as they expand into new service areas or geographic locations. As Pavion, our customers now have a single point of contact and seamless start-to-finish experience—one hand to shake, so to speak.

SCN : What is your strategic vision for Pavion?

JO: The core of our business remains the same: fire protection, video surveillance, access control, emergency response coordination, audiovisual systems, physical and cyber security, IT integration, and more. Connect and protect human life, business assets, and physical space; that end-to-end technology is what our customers both demand and have come to expect.

Of course, we are still very much in acquisition mode and expect to close additional deals by the end of the year. We continue to invest in strategic acquisitions that provide greater depth of technical capabilities to support and enhance new and existing global and enterprise accounts. We have the East Coast covered and we have a solid global presence. Now we are moving toward growing in specific geographies throughout the Midwest and West Coast.

We want to build the biggest and best integration company out there, while also giving our employees the right experience, taking care of our customers, having the right culture, and making sure we have fun.

QUICKBIO

Joe Oliveri

Position:

President/CEO

Company: Pavion

Overtime: In my spare time, I spend quality time with my family, watch NCAA sports, exercise, and enjoy physical activity.



SCN : What new initiatives are we likely to see from your company?

JO: We remain laser-focused on driving increased recurring monthly and contracted services revenue. We'll deliver on that by continuing to invest in providing radical service, training our team, and optimizing our tools.

We're in the process of tiering our suite of maintenance and management services as well. You'll see us rolling out new a la carte services, such as managed cybersecurity services and virtual, proactive systems support. We're also excited to introduce cloud-based enhanced video monitoring and video verification services, access control management, and enhanced conferencing, collaboration, and IoT monitoring and management capabilities for audiovisual systems solutions. Finally, we plan to enhance our customer portal to provide additional self-service benefits, as well as make and track support requests and work orders.

SCN : What are some of the major challenges Pavion expects to face in the next 12-24 months?

JO: Once we get past COVID-19 and the associated and ongoing supply chain challenges, the number one challenge anyone in our industry faces is the aging technical workforce. We want to be an employer of choice, and that means doubling down on our efforts to recruit from technical and trade schools, the military, and other industries. We want to invest in reskilling and upskilling our existing employees and opening them up to new opportunities. And, of course, we must continue to invest in a meaningful way in our diversity, equity, and inclusion (DEI) initiatives, as well as environmental and social governance policies and procedures.

SCN : Where do you see the Pro AV industry heading?

JO: It's a really exciting time to be in the industry. The rapid pace of innovation—in artificial intelligence, machine learning, hybrid solutions, and virtual and augmented reality technology, to name a few—gives us more opportunities than ever to help our customers solve critical problems. **scn**

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2021 REVENUE FROM
COMMERCIAL AV SYSTEMS/2021
TOTAL REVENUE IN MILLIONS

NUMBER OF 2022
INSTALLATIONS/
FULL-TIME EMPLOYEES/
COMPANY LOCATIONS/
YEARS IN BUSINESS

PRIMARY SERVICES OFFERED

33

LINX MULTIMEDIA

Denver, CO | (303) 574-1552 | <http://www.teamlinx.com>

\$33.0/\$33.0	\$31.0/\$31.0	1,786/109/5/20	LINX Multimedia works with its clients through intelligent designs, installation, and support of technology that enables a modern hybrid workplace. Some solutions LINX delivers includes hybrid meeting ready boardrooms, conference rooms, training rooms, digital signage, telemedicine, video walls, distance learning, hospitality, large venue, and performing arts integrations.
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34

IVCI

Hauppauge, NY | (631) 273-5800 | <http://www.ivci.com>

\$29.9/\$40.1	\$34.0/\$45.5	841/110/1/26	IVCi provides high-quality, top-rated standardized and scalable collaborative meeting spaces, unified communications, videoconferencing, cloud-based services, and backend managed services. IVCi's AV-as-a-Service offering is a user-inspired subscription service for modern productivity with live support accessible through a QR code. IVCi also has an esports subscription service, providing services to new and improving collegiate esports programs.
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35

VISION TECHNOLOGIES

Glen Burnie, MD | (866) 746-1122 | <http://www.visiontechnologies.com>

\$26.5/\$177.0	\$22.1/\$157.0	500/550/3/22	Vision Technologies, a network information systems provider, offers a full range of presentation and interactive visual communication solutions from collaborative huddle solutions to boardrooms, video walls, and unified communications. Its unique expertise spans the latest touchless return-to-work solutions. Its Integrated Technology Delivery (ITD) methodology significantly reduces change orders—saving time, money, and total cost of ownership.
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36

AVDG

Fremont, CA | (866) 985-2834 | <http://avdg.com>


\$25.0/\$100.0	\$25.0/\$91.0	960/164/7/26	AVDG offers a variety of services, including intelligent office design, videoconferencing solutions, commercial climate control, video walls, digital signage display, AV distribution, lighting control, motorized window treatments, surveillance systems, system monitoring and service, and residential services.
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What do you think will be the hottest technology trends in 2023?




Dale Bottcher, EVP, Global Sales and Marketing, AVI-SPL

Hands down, it's enabling cloud interoperability. This applies to seamlessly connecting UCC platforms so anyone can join any call from any application or device. It also applies to centrally managing an entire UC or meeting room estate by connecting the vendor-specific tools under one holistic monitoring and management tool, like AVI-SPL Symphony, for a complete picture of technology performance and usage.



Fred Loucks, Chief Technology Officer, Level 3 Audiovisual

Remote AV operations ala monitoring, remote access/support, change management. AV systems have exploded—there are more meeting rooms than ever before and scale requires the right tools, etc.




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SCN TOP 50

PROJECTED 2022 REVENUE FROM COMMERCIAL AV SYSTEMS INSTALLATIONS/PROJECTED 2022 TOTAL REVENUE IN MILLIONS

2021 REVENUE FROM COMMERCIAL AV SYSTEMS/2021 TOTAL REVENUE IN MILLIONS

NUMBER OF 2022 INSTALLATIONS/ FULL-TIME EMPLOYEES/ COMPANY LOCATIONS/ YEARS IN BUSINESS

PRIMARY SERVICES OFFERED

37 PROCRAFT MEDIA San Clemente, CA | (888) 587-5540 | http://procraftmedia.com

\$22.8/\$22.8	\$8.9/\$8.9	122/32/2/11	Procraft creates custom audiovisual environments primarily for Fortune 500 companies. From engineering, CAD, and programming to integration, commissioning, service, and support, Procraft is a fully-integrated design-build company capable of providing a comprehensive package of services from start to finish or a la carte based on a customer's specific needs.
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38 LIGHTWERKS COMMUNICATION SYSTEMS Carson, CA | (888) 454-4489 | http://www.lightwerks.com

\$22.0/\$26.0	\$20.0/\$22.0	600/50/6/26	LightWerks designs, installs, programs, and supports custom audiovisual and security solutions to meet the needs of today's businesses, schools, and other organizations.
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39 PTG (PRO-MOTION TECHNOLOGY GROUP) Wixom, MI | (248) 560-0503 | http://promotion.tech

\$21.0/\$270.0	\$19.8/\$2.6	3,000/57/2/20	PTG is a national AV integrator that transforms environments to elevate the customer experience through sight, sound, and touch. As a certified woman-owned business, PTG is one of the leading suppliers of integrated technology for some of the world's largest and most prestigious companies. PTG provides a full spectrum of system design, product procurement, logistic planning, installation, and technical service.
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40 JKL TECHNOLOGIES Newbury Park, CA | (805) 375-5820 | https://www.cos-jkl.com/

\$21.0/\$29.0	\$18.9/\$27.0	597/68/5/18	JKL Technologies is an information technology solutions firm helping businesses manage, improve, and integrate their entire technology infrastructure. JKL provides a single source of expertise in network infrastructure, structured cabling, desk side services, technology relocations, AV design, installation, maintenance, and on-site support services.
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41 ITI SYSTEMS Beltsville, MD | (855) 805-4484 | http://www.itisystems.com

\$20.1/\$20.1	\$13.4/\$13.4	548/26/4/14	Media, broadcast, fintech, tech, and government/military verticals are supported by ITI's team of dedicated professionals.
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Augmentation

To learn more, visit our website: www.cos-jkl.com



SCN TOP 50

PROJECTED 2022 REVENUE FROM COMMERCIAL AV SYSTEMS INSTALLATIONS/PROJECTED 2022 TOTAL REVENUE IN MILLIONS

2021 REVENUE FROM COMMERCIAL AV SYSTEMS/2021 TOTAL REVENUE IN MILLIONS

NUMBER OF 2022 INSTALLATIONS/ FULL-TIME EMPLOYEES/ COMPANY LOCATIONS/ YEARS IN BUSINESS

PRIMARY SERVICES OFFERED

42 SOUTHERN CALIFORNIA SOUND IMAGE Escondido, CA | (760) 737-3900 | <http://www.sound-image.com>

\$20.0/\$35.0	\$24.3/\$37.0	92/150/4/38	Sound Image offers sales, design, installation, and service of integrated audio, video, and lighting systems.
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43 ECC Lincoln, NE | (800) 366-5320 | <https://eccoinc.com>

\$20.0/\$34.0	\$17.0/\$29.0	238/132/5/64	ECC has built a foundation on bringing dynamic solutions to organizations throughout the Midwest. The company connects businesses to better experiences using AV, lighting, communication, electronic security, fire safety, healthcare, and managed services technology solutions.
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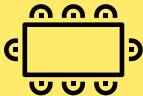
44 GOLDEN STAR TECHNOLOGY Cerritos, CA | (562) 345-8711 | <http://www.gstinc.com>

\$19.5/\$230.0	\$15.5/\$202.0	145/145/5/37	GST offers full end-to-end AV and IT solutions and services, including pre-sales design, BOM creation and validation, installation, configuration, programming, post-project support, and maintenance support.
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ITI SYSTEMS

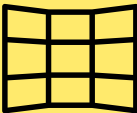
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How has the pandemic changed your company’s workflows or policies?



Mark Vitt, EVP, Corporate Development, TRITECH Communications

As a result of adapting to supply chain challenges, we have become more nimble. Sales engineering has been outstanding in redesigning quickly; PM teams and service are incredible in adjusting schedules to hold project timelines best as possible. We are upgrading to a new ERP system, which will further help us with supply chain management and ease part of the materials management workload for the field operations teams. With regard to company culture, empathy among the workforce has been greater. Employees are more open and willing to fill in for each other when someone is out of the office due to illness. There is a common understanding that we are all vulnerable to the virus.



Dennis Wang, COO, Golden Star Technology

GST has been fortunate to have comprehensive operating processes and workflows. Most, if not all, of our internal tools and applications are cloud-based. We were quick to adapt to the new workplace policies and safety requirements. Hybrid workplace seems to be a part of the new normal.



Todd Hutchins, CTO, AV Principal, USIS AV

I believe more effort is required to stay connected now. We’ve always had a percentage of remote employees, so it wasn’t a complete culture change. However, when entire departments were pushed to remote, it was a challenge we had to work at. It has been the incidental issues we’ve had to overcome, such as spontaneous collaboration when someone stops by a teammate’s office to ask a question and walks away with an immediate answer. We’re more deliberate and dependent on schedules now, which as an organization is efficient, while at the same time finding creative ways to nurture unstructured innovation.

It's what you don't see...



Our achievements speak for themselves but we didn't become an industry leader in AV integration by chance. We've crafted our trade for over 35 years, taken risks, put in the long hours, did what others wouldn't, and handpicked the best people in order to be the best.

Some say the reward is the destination, others say it's the journey. At PTG we say it's the lifestyle. It's a choice everyday to never settle for anything less than the best, and that's what we deliver.

ptg



PROMOTION.TECH

What do you expect to be the biggest challenges for your company in 2023?



Dennis Wang, COO, Golden Star Technology

Supply chain, fluctuating commodities pricing, softer demand, and recession.



Stephanie Whalen, VP, Marketing and Communications, Paladin Technologies

Like many, Paladin's challenges are the

delays within the supply chain and hiring talent. The recruitment, engagement, and development of our people is of utmost priority for our business. Further to our people, it is sourcing and deploying product to our clients' sites. The two challenges impact one another as well; without product or people, we cannot fulfill our commitments to clients. Fortunately, we have not failed on our commitments to date, and we are working tirelessly on new strategies to mitigate these existing challenges.



Rachel Mele, President, Metinteractive

The supply chain challenges will continue to be a concern into 2023. Additionally, we are growing at a rapid pace. This means we must pay attention to our company's talent. Typically, fast growth can lead to stressed-out employees and low morale. We are dedicated to ensuring the demands we are making of our team are manageable—and they are able to maintain a good work-life balance while also growing with us to meet their own personal goals.



Jeremy Elsesser, President and CEO, Level 3 Audiovisual

Supply chain continues to be a top challenge along with talent acquisition.



Mark Vitt, EVP, Corporate Development, TRITECH Communications

Supply chain, of course. Finding qualified talent. Navigating the impact of a recession on the AV industry. The latter is our primary focus at the moment, as we balance the high tide of video usage against the reductions in force we are seeing from select verticals (technology, financial services, etc.).



Dale Bottcher, EVP, Global Sales and Marketing, AVI-SPL

We see a very bright future ahead for our industry and for AVI-SPL. For us, the greatest challenge to achieving our vision is hiring talent at a pace that's in sync with our strategic growth plan.



Joseph Legato, VP of Operations, USIS AV

The pandemic fallout continues to present supply chain challenges, as well as the voluminous need for manpower scalability. Supply chain delays can result in slowed project completion, further compounded by peak project levels. We've moved "almost-instant" resource scalability to the forefront of our strategic planning, allowing us, as best as possible, to adapt to client needs while juggling our industry's resource crunch in manpower and hardware availability.

Providing Our Clients with Technology Strategies & Solutions Since 1985

IT Solutions

- Email Protection
- Cloud Security
- Technology Assessment
- Network Security
- Endpoint Device Management

AV Solutions

- Video Conferencing System
- Collaboration Solutions
- Meeting Spaces
- Classroom Lecture Capture
- Workforce Mobility

and Other Solutions...

IT & AV SOLUTIONS FOR A CONNECTED WORLD

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Liberty

Meet Liberty's Arranger AVoIP Software and Hardware Platform

Mass distribution and management of HDMI audio, video, IR, RS232 and USB signals on a network!



DigiIP: AVoIP Hardware Supported by Arranger



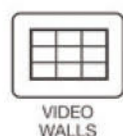
DigiIP 2100 SERIES



DigiIP 5000 SERIES



DigiIP 6000 SERIES



Multi Application Use

Integrate into entertainment venues, conference rooms, training and education spaces, residential, KVM systems, NOCs, EOCs – any application where multiple AV and control signals must be used and managed.

SCN TOP 50

PROJECTED 2022 REVENUE FROM COMMERCIAL AV SYSTEMS INSTALLATIONS/PROJECTED 2022 TOTAL REVENUE IN MILLIONS

2021 REVENUE FROM COMMERCIAL AV SYSTEMS/2021 TOTAL REVENUE IN MILLIONS

NUMBER OF 2022 INSTALLATIONS/FULL-TIME EMPLOYEES/COMPANY LOCATIONS/YEARS IN BUSINESS

PRIMARY SERVICES OFFERED

45 METROPOLITAN INTERACTIVE Oxford, CT | (800) 951-8407 | <http://www.metinteractive.com>

\$16.5/\$17.5	\$17.0/\$15.5	22/32/6/10	Metinteractive offers systems design and integration, experience design and development, UX/UI strategy design and information architecture, creative services, content development, AV design, operations, hosting, and administration with metrics and analytics.
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46 APPLIED VIDEO TECHNOLOGY Kimberton, PA | (610) 407-0776 | <http://www.appliedvideo.com>

\$16.1/\$17.5	\$12.6/\$14.4	165/32/1/26	Applied Video Technology (AVT) has been a systems integrator in the Philadelphia area since 1996. AVT provides design and engineering, installation, project management, training, consulting, and service for audiovisual and video production solutions. The company strives to find the right mix of products and price points to ensure customers receive the best value for their investment.
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47 NEURILINK Boise, ID | (208) 426-8238 | <http://www.neurilink.com>

\$15.5/\$15.5	\$14.0/\$14.0	300/45/2/10	Neurilink offers commercial AV design, integration, and support for organizations across the Northwest.
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48 DMS Dallas, TX | (254) 824-8161 | <http://www.dms.tech>

\$13.0/\$20.0	\$14.2/\$22.0	1,250/85/6/13	Dunedin MS provides supply and integration of videoconferencing solutions globally to include logistics, procurement, installation, program management, and more.
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49 CAL COAST TELECOM San Jose, CA | (831) 566-5599 | <http://www.cctcom.net>

\$13.0/\$13.0	\$9.0/\$9.0	200/33/2/13	Cal Coast Telecom is a full-service design-build integrator. The company uses industry-best practices and state-of-the-art equipment to create audiovisual solutions that help clients operate more efficiently and effectively, and strives to provide the highest level of customer service.
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50 APPLIED GLOBAL TECHNOLOGIES Kennesaw, GA | (678) 594-5334 | <http://www.appliedglobal.com>

\$11.0/\$12.5	\$9.8/\$11.5	215/42/9/29	Applied Global Technologies offers audiovisual design and integration services, managed videoconferencing services, unified communications and IT services, help desk, and maintenance.
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AVT FULL SERVICE INTEGRATION FOR AUDIO VISUAL, PRODUCTION & CONTENT CREATION

For over 27 years, AVT has been a trusted systems integrator in the Mid-Atlantic region. We are proud of the relationships we have built with our clients, offering design, engineering, installation, training and support services.

- TV Studios
- Mobile Production Systems
- Audio Visual Systems
- Video Walls & Signage Systems
- Media Content Production
- Collaboration & Unified Communications

WWW.APPLIEDVIDEO.COM | 610-407-0776