

**FLIP OVER FOR A SPECIAL OFFER!**

APRIL 16

9 AM - 6 PM



# VISTACOM TECH EXPO 2019

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## EVENT GUIDE

SANDS BETHLEHEM EVENT CENTER  
77 SANDS BLVD.  
BETHLEHEM, PA

[#vistacomtechexpo2019](https://twitter.com/vistacomtechexpo2019)

[vistacominc.com](http://vistacominc.com)

## SCHEDULE OF EVENTS

- 9:00 AM - 10:30 AM..... Continental Breakfast
- 10:00 AM - 10:45 AM..... Workshop: Huddle Room Technology:  
What's Right For Us?
- 10:00 AM - 10:45 AM..... Workshop: The Rise of LED
- 10:50 AM..... Prize Giveaway
- 11:00 AM - 11:30 AM..... Solutions Theater: Barco
- 11:30 AM - 12:00 PM..... Solutions Theater: Kramer Electronics
- 11:30 AM - 12:15 PM..... Workshop: Technology Planning from the  
User's Perspective: A Panel Discussion
- 12:00 PM - 2:00 PM..... Lunch Buffet
- 12:00 PM - 12:30 PM..... Solutions Theater: Extron Electronics
- 12:30 PM - 1:00 PM..... Solutions Theater: Christie Digital
- 1:00 PM - 1:30PM..... Solutions Theater: Epson
- 1:30 PM - 2:00PM..... Solutions Theater: Crestron
- 2:15 PM..... Prize Giveaway
- 2:30 PM - 3:15 PM..... Workshop: Cybersecurity of AV Devices
- 3:20 PM..... Grand Prize Giveaway
- 3:30 PM..... Show Floor Closes
- 4:00 PM..... Final Prize Giveaway at Cocktail Reception

## JOIN US FOR A COCKTAIL RECEPTION

Let Vistacom say thank you for joining us at this year's Tech Expo with drinks and hors d'oeuvres after the show floor closes!

**3:30 PM - 6:00 PM**

Vision's Bar Area

Open to all!

# WELCOME TO THE VISTACOM TECH EXPO!

## Introducing Your Official Tech Expo Host...

### Tim Albright, AV Nation

Tim Albright is the founder of AVNation and is the driving force behind the AVNation network. He has hosted and interviewed hundreds of audiovisual and technology professionals. When not steering the AVNation ship, Tim has spent his career designing and programming systems for churches both large and small, Fortune 500 companies, and education facilities.



### About Vistacom

Over the past 65 years, Vistacom has grown from a small family-owned business to one of the premier audiovisual integration firms in the United States today. Vistacom approaches your business and communication challenges with educated solutions that implement the most robust technology for your audiovisual, control room and unified communication and collaboration needs, with an emphasis on quality and a proactive approach.



### Vistacom, Inc.

**Booth #53**

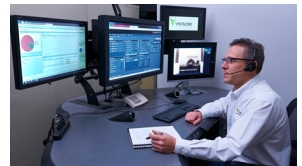
Come see some examples of our recent projects, learn about what we've been up to lately, and meet our team!

**VISTACOM**  
*Connecting the possibilities.*

### Vistacom Managed Services Live Demo

**Booth #56**

Witness a live demonstration of Vistacom's remote monitoring and management of AV systems.



### Vistacom Unified Communication & Collaboration Live Demo

**Booth #57**

True collaboration and interoperability are the cornerstone of this live demonstration!

# THE SOLUTIONS THEATER

## PLATINUM SPONSORS

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**BARCO**

**11:00 AM - 11:30 AM**

**Speaker: Mike Reilly & Troy Fernald, Regional Manager**

Meeting spaces are changing, and their requirements are rapidly advancing as the workforce continues to demand more out of their workspaces. Join this session to learn how Barco solutions cover all types of meeting space requirements from leading-edge display technology to wireless collaboration.

**1:30 PM - 2:00 PM**




**Speaker: Keegan Burke, Regional Sales Manager**

From entertainment to educational, enterprise to entrepreneurial DM NVX offers organizations simple, sophisticated and secure solutions. All-new Pixel Perfect Processing technology makes DM NVX™ the only AV solution that delivers a perfect image every time. Technology so advanced, you won't be able to tell the difference between DM NVX and direct source. DM NVX works with 100% of all existing networks. And every product is built to the strictest guidelines to ensure the greatest security.

## GOLD SPONSORS

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**11:30 AM - 12:00 PM**

**Speaker: Matt Kopin, Kramer Product Manager - VIA**

Experience True-Collaboration. A presentation explaining wireless and collaboration solutions. Come by to hear why Forbes called VIA by Kramer "one of the 5 technologies you should integrate into your business" and how the family of VIA products solves the biggest problems associated with BYOD.



**12:00 PM - 12:30 PM**

**Speaker: Lance Feder**

Extron collaboration technology supports the modern workspace by creating meeting rooms that are easy to use, schedule, and manage remotely. In addition, we have the system design experience, customer support, and enterprise software solutions to help ensure your success. Whether designing a large conference room, a training room, or smaller huddle spaces, it's critical to provide the right communication and collaboration technology to simplify and enhance meetings.



**12:30 PM - 1:00 PM**

**Speaker: Dave Barletta & Keith Moss**

Christie Digital provides the world's leading digital projection and display technologies. Join us as we uncover how projector mapping, MicroTiles LED, and Christie Terra SDVoE technology can provide the most innovative solutions for applications such as 3D/visualization, control rooms, digital cinemas, digital signage, video walls, and much more!



**1:00 PM - 1:30 PM**

**Speaker: Mike Gaffney**

Join us to dive into the changing world of projection technology. Witness firsthand how the benefits will meet any of your unique needs. This session will provide an update on Epson and what's coming soon!

# MEET OUR SPONSORS

## BREAKFAST SPONSOR



Legrand  
Booth #30

## LUNCH SPONSOR



Lumens  
Booth #09

## PRIZE SPONSORS



A **LEYARD** Company  
Planar  
Booth #02



Biamp  
Booth #36

## SILVER SPONSORS



Audio-Technica  
Booth #43



Aurora Multimedia  
Booth #35



Bosch  
Booth #28



Community Professional  
Loudspeakers  
Booth #23



Discover Video  
Booth #47



Draper  
Booth #17



Poly  
Booth #03



Premier Mounts  
Booth #11



QSC  
Booth #21



Shure  
Booth #22



Sound Control  
Technologies  
Booth #19



Tat Communication  
Booth #18



Unlimited Technology (UTI)  
Booth #46



WolfVision  
Booth #50

# WORKSHOP SESSIONS

Sponsored by:



**10:00 AM to 10:45 AM**  
**Monroe Meeting Room**

## **Huddle Room Technology: What's Right for Us?**

Presented by Jim Ferlino, President, and Matt Boyer, Director of Technology, Vistacom, Inc.

Just about every AV manufacturer has products aimed at the huddle room space. From USB cameras to microphones to collaboration and conferencing software, there are a ton of choices. In this presentation, Vistacom experts will address the common questions: Where do you start looking? How do you pick the best product? How does it all fit together? The speakers will help guide you on how to work with your team to determine what is important to you, your workflow, and your company culture in planning the ideal huddle room environment. The session will include a copy of a Vistacom white paper that further details this topic.

Sponsored by: **10:00 AM to 10:45 AM**

**CHRISTIE** Bucks Meeting Room

## **The Rise of LED**

Presented by Randy Pagnan, Principal, RP Visual Solutions

DirectView LED display technology is quickly emerging as a must-have innovation. In this presentation, industry expert Randy Pagnan will detail the advantages of this technology for large format and specialty applications, and explain how to evaluate and choose the right overall solution.

Sponsored by: **11:30 AM to 12:15 PM**  
**Monroe Meeting Room**

## **EPSON** **Technology Planning From the User's Perspective: A Panel Discussion**

Moderator: Tim Albright, AVNation

Panelists: Jason Wisser, IT Technical Team Lead, Geisinger; Glenn Roedel, Director of Technology Services, Salus University; John O'Keefe, C.I.O, Lafayette College

Technology planning can be daunting at times, but it doesn't have to be. In this panel discussion, leaders from a variety of markets share how they plan for technology deployments, covering everything from the budgeting and conceptual stages, through user adoption and life cycle replacement. The panel is a cross-section of experts with responsibilities for planning, implementing, and managing audio-visual and collaboration tools and technologies.

Sponsored by: **2:30 PM to 3:15 PM**  
**Monroe Meeting Room**

## **Extron** **Cybersecurity of AV Devices**

Presented by Brandon Keath, Cybersecurity Practice Lead, Appalachia

Specializing in cybersecurity strategy, cyber defense, ethical hacking, and related fields, presenter Brandon Keath will demonstrate the framework of a strong cybersecurity policy. With progressively more AV and IoT devices connecting to client networks, he will also discuss the potential of cyber threats and the best practices you can begin deploying today to make your organization more secure.

SPONSORED BY



**WIN BIG!**

## SCAVENGER HUNT

Get initials from our sponsors by visiting the booths designated with stars on the map on the back of this event guide. All attendees who complete the scavenger hunt will win a prize! Claim your prize at the Vistacom Prize Booth (Booth #54).

## 3 PRIZE DRAWINGS BEATS STUDIO3 WIRELESS HEADPHONES

All attendees are automatically entered to win. Earn an additional entry by posting a photo on Twitter with the hashtag **#VistacomTechExpo2019**, or stopping by the photo booth to give us a video testimonial!

**Winners will be announced at 10:45 AM, 2:15 PM, and 4:00 PM.**  
**You must be present to win.**

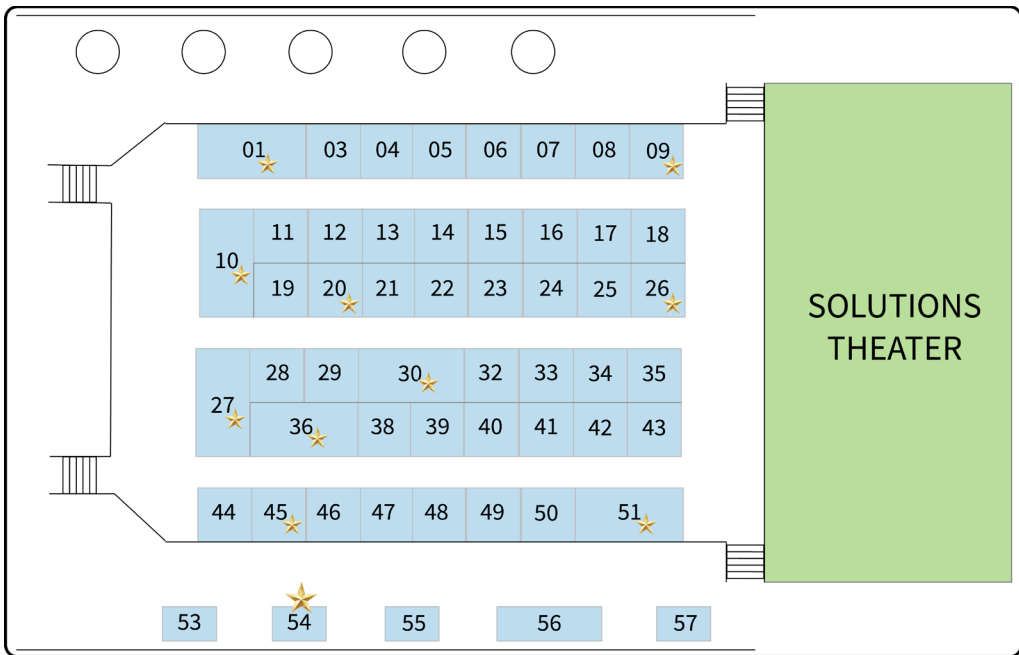


## GRAND PRIZE! PLANAR 4K 65" LCD DISPLAY



Complete the quick survey at the Vistacom Prize Booth (Booth #54) and be entered to win the grand prize! It's really that simple!

**Winner will be announced at 3:20 PM.**



## EXHIBITOR LEGEND

01	PLANAR	14	BRIGHTSIGN	26	EXTRON	40	CISCO	53	VISTACOM
03	POLYCOM	15	BELDEN	27	BARCO	41	WILLIAMS AV	54	PRIZE BOOTH
04	OFFIX	16	NEC - STAMPEDE	28	BOSCH	42	WILLIAMS SOUND	55	PHOTO BOOTH
05	MERSIVE	17	DRAPER	29	STARIN	43	AUDIO-TECHNICA	56	MANAGED SERVICES DEMO
06	NEWLINE INTERACTIVE	18	TAT COMMUNICATIONS	30	LEGRAND	44	VISTACOM DIGITAL SIGNAGE	57	UC&C DEMO
07	INTEVI	19	SOUND CONTROL TECHNOLOGIES	32	HARMAN	45	KRAMER		
08	AUDIO ASSOCIATES	20	EPSON	33	EVOKO	46	UTI		
09	LUMENS	21	QSC	34	MULTITACTION	47	DISCOVER VIDEO		
10	CRESTRON	22	SHURE	35	AURORA MULTIMEDIA	48	UNILUMIN - JB&A		
11	PREMIER MOUNTS	23	COMMUNITY PROFESSIONAL	36	BIAMP	49	RP VISUALS		
12	SENNHEISER	24	CLEARONE	38	EXTERITY	50	WOLFVISION		
13	BTX	25	WINSTED	39	APPALACHIA	51	CHRISTIE DIGITAL		

## SCAVENGER HUNT - WIN A SPECIAL PRIZE!

It's easy!

- Visit the Sponsor booths marked with a star
- Get initials from all Sponsor booths
- Turn in your completed Scavenger Hunt to the Vistacom Prize Booth (Booth #54)
- **WIN!**

