SPINITAR

Services. Simplified. Since 1986
Audio, Visual and Communication Solutions

MAKE A CERTIFIED TECHNOLOGY SPECIALIST A PART OF YOUR PLANS

CERTIFIED TECHNOLOGY SPECIALIST

CTS
*info*Comm

Why is AV important?

Using or integrating audiovisual (AV) technologies creates possibilities. An amazing blend of art and science, AV systems are used in unlimited ways to communicate with colleagues, entertain audiences, market products, inform and build community, offer security, add drama, increase comfort, and create ambience. The accelerating convergence of architectural design and audiovisual technologies creates exciting opportunities for integrating form and function in innovative, revolutionary ways. From sophisticated presentation facilities and interactive exhibits to ambient lighting solutions and control system strategies, audiovisual technology can play an integral role in helping you to bring your vision to life.

> An amazing blend of art and science, AV systems are used in unlimited ways to communicate.

Photo: Mathieu Poirier, Michael Riotto Design LLC

Where is AV used today?

A tougher question is "Where doesn't AV come into play?" From the digital signage in a shopping mall to the sophisticated theatrical components of a concert hall, in Times Square and on Main Street, AV technology is practically everywhere.

AV plays a role in:

Lobbies and conference rooms	Schools and universities	Airports and train stations
Auditoriums and theaters	Art galleries and museums	Shopping centers and street ways
Convention centers	Churches and community centers	Recording and broadcast studios
Stadiums and sports facilities	Research and medical facilities	Residential homes

1	2	3
4	5	6

Photo Credits (left):
1. Chuck Choi   2. Chuck Choi   3. Steven Maylone
4. Steven Maylone   5. Jason Wynn   6. Mathieu Poirier, Michael Riotto Design LLC

Details matter.

Whether it is the performer on stage, a ticket holder in the audience, a CEO in a boardroom or a student in class, every person entering a room or building brings his or her own unique communications needs and expectations. Recognizing the audio, visual, and interactive role and requirements of a space early in the design process can greatly enhance both the creative vision of the structure and the end-user experience.

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Photo: Eric Hausman

As an architect

this may require choosing or changing room dimensions, ceiling heights, and lighting levels to provide good sight lines and acoustics for every seat in the room. It may include wireless system controls, video conference capabilities, or climate-controlled storage areas that can accommodate unwieldy equipment. Architects now find they need to pay attention to details such as:

- Ensuring walls are adequately insulated to seal the room from outside noise

- Designing ceilings that are high enough to achieve desired screen heights while leaving sufficient room for heating and ventilation systems

- Choosing appropriate window coverings to achieve optimal levels of darkness for presentations

- Modifying standard furniture or designing custom furnishings to accommodate AV and IT connectivity and equipment integration

- Addressing controls for lighting levels to provide flexibility for different presentation styles

- Making design choices that support the client's image while addressing a room's acoustical and lighting needs

This may require changing room dimensions, ceiling heights, and lighting levels to provide good sight lines and acoustics for every seat in the room.

Photo: David Wakely

This is where an InfoComm CTS comes in.

From the very start of a project, a CTS — such as a design consultant or systems integrator — can serve as

a key resource to a design team. Working in concert with the architect, a Certified Technology Specialist helps

to develop communications and presentation environments bringing their expertise in AV technology, acoustics,

lighting or mechanical systems to your project.

A CTS can help you:

Save precious time and resources.
Bring an AV expert on board from the start to help you account for and accommodate technical challenges and requirements, as well as minimize the possibility of having to rework your plans.

Take advantage of technology.
Have a CTS recommend specialized lighting, HVAC, electrical and IT systems and solutions that address your specific communication needs and objectives. Knowledgeable about alternative building materials and techniques, these CTS experts can enhance the aesthetics and functionality of a presentation venue or space.

Integrate form and function.
CTS professionals are instrumental in the design and implementation of complex communications and presentation solutions that are attractive, intuitive and functional. They can also plan and develop the underlying infrastructure and physical requirements for AV components in ways that harmonize and complement a structure.

Achieve new dimensions in design.
CTS experts identify innovative ways to use technology to maximize the beauty and functionality of a building. From sustainable solutions to spectacular displays, they can work with you to generate new ideas and power your designs in ways you never thought possible.

Bring your vision to life.
Partner with a CTS who can help make things happen. Whether it's finding new solutions for unique design challenges or integrating the AV technology your client requires, a CTS can be an integral part of making your vision a reality.

The mark of excellence: the CTS credential.

The InfoComm Certified Technology Specialist (CTS®) credential is a sign of quality and competency in the audiovisual industry. CTS holders demonstrate knowledge of the science and technology used in audio, video, display and systems. Internationally recognized and accredited by the American National Standards Institute (ANSI), the credential serves as a global benchmark for audiovisual professionals.

Why CTS certification?

InfoComm International has offered its certification program for more than 30 years and certifies more qualified AV professionals than anyone else in the industry. Because the CTS credential is respected globally and is the only AV certification with ISO/IEC 17024 accreditation, many architects, general contractors and others who engage AV professionals require their AV designers and/or systems integrators to employ AV professionals who hold the CTS credential.

There are two levels of CTS: general and specialized. The first level (general) Certified Technology Specialist (CTS) is required before applying for and testing for the Certified Technology Specialist-Design (CTS-D) or the Certified Technology Specialist-Installation (CTS-I).

A Certified Technology Specialist (CTS)

Performs general technology solution tasks by creating, operating and servicing AV solutions, while conducting AV management activities which provide for the best audiovisual resolutions of the client's needs, both on time and within budget.

A Certified Technology Specialist-Design (CTS-D)

Demonstrates detailed knowledge of how to analyze, select and plan seamless audiovisual communications equipment interoperation. The CTS-D demonstrates his or her experience in the form of complete specifications and drawings that deliver a desired outcome to meet a client's needs. A minimum of two years' industry experience accompanies the theoretical and practical competencies

A Certified Technology Specialist-Installation (CTS-I)

Installs and maintains audiovisual systems by following specifications, schematics, codes and safety protocols; administering installation process logistics; troubleshooting and problem solving systems; maintaining tools and equipment; and communicating with clients, designers, other trades, other installers and staff to provide the best audiovisual solutions for clients' needs, on time and within budget

You have a vision. Now make it work.
Ask for the CTS advantage.

From concept to completion, partner with an InfoComm Certified Technology Specialist

to create innovative, inspiring environments that successfully combine form and function.

To find a company that has invested in hiring and training CTS-credentialed employees,

visit www.ctsforav.com to locate a provider near you.

Photo: Douglas Mesbey

CTS for AV

www.ctsforav.com

The CTS for AV website also provides a wide variety of resources specially designed to help architects innovate, integrate, connect—and experience the difference in AV.

Innovate.

Peruse a portfolio of award-winning projects to find inspiration and information on designing amazing, diverse spaces that put AV technology to work.

Integrate.

Discover ways to introduce AV professionals into the building process with a variety of resources that include handy checklists, AV design best practices and assistance in specifying the CTS credential.

Connect.

Find a company that employs CTS-credentialed employees, access special events for building professionals, learn about AV classes where you can earn AIA/CES learning units, learn about InfoComm's emerging performance standards program, and more. To get started, visit www.ctsforav.com.

Additional Resources

InfoComm International

InfoComm is the AV industry's leading training and professional development resource. Through its InfoComm Academy®, InfoComm offers an extensive range of courses designed by experts and taught by renowned audiovisual and training professionals from the entire spectrum of technical, sales, management and professional disciplines.

InfoComm caters to the architect community, with courses designed to help make the most of AV technology in new building or renovation projects. Courses range from *Acoustics in Architecture* to *Green AV* and *AV Systems Assessment for Learning Spaces* to *Space Planning for Videoconferencing Systems.*

To learn more about InfoComm events, training and resources please visit: www.infocomm.org/education or email ctsforav@infocomm.org.

InfoComm IQ – An AV Buyers Guide

www.infocommiq.com

Note: InfoComm's Certified Technology Specialists (CTSs), at all levels of certification, have demonstrated audiovisual technology knowledge and/or skills. Certified individuals adhere to the CTS Code of Ethics and Conduct and maintain their status through continued education. Certification is not a guarantee for performance by certified individuals. Certification demonstrates commitment to professional growth in the audiovisual industry and is strongly supported by InfoComm.

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