

# Certification Means Business

"I don't let a contractor pick up a tool to work at my place without a CTS."

—Ernie Bailey, CTS director of AV services University of Arkansas for Med. Science

ICIA's Certified Technology Specialist (CTS) designation is the standard of professional expertise for audiovisual professionals. As the industry leader in education and certification, ICIA has been certifying professionals since 1981, offer-



▲ **United Technology, Inc. proudly promotes the AVolution brand, along with its commitment to service by "uniting technology through innovation, diversity and commitment to excellence."**

ing training at both general and specialized levels. Every year, ICIA certifies more qualified AV professionals than any other organization. CTS-accredited individuals can be found from India to New Zealand, Canada to Argentina, and from the United Kingdom to Africa. A CTS certification is truly the mark of an AV professional around the globe. The current rate of certification is approximately 1,000 worldwide annually.

In addition to general certification, ICIA offers specialized certifications in four areas: design (CTS-D), installation (CTS-I), rental (CTS-R) and sales (CTS-S). Reflecting the growing need to demonstrate installation expertise, the number of professionals seeking installation certification has jumped dramatically from 28 for the entire 2003 year to 32 in the first five months of 2004. A similar increase is reflected in design certification demand.

ICIA, through its AVolution Awareness Campaign, promotes the value of working with AV professionals and especially with Certified AudioVisual Solutions Providers (CAVSPs). ICIA has seen a steadily growing competitive advantage for suppliers, integrators and other AV professionals who can claim ICIA certification as proof to their customers and clients of their demonstrated professional skills, experience and ethical values.

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**T**he AV industry, no less than life forms, undergo a process of evolution; or AVolution, as we like to describe it at ICIA. As time passes, newer, more sophisticated components, techniques and methods of system integration join and sometimes replace older, simpler varieties. New technologies move into business and societal niches where they had not been previously. Just as Darwin understood that biological species tend to specialize and diversify, so it is with technology.

At ICIA, where we're privileged to serve the living process of audiovisual technology's continuing growth, we're often reminded by the diversity of our membership of the amazing spectrum of technologies spanned by their knowledge and skills. Understanding this, we take no specialty for granted and are always working to broaden our base and our members' opportunities.

All this is by way of suggesting the significance of our new expansion of the InfoComm iQ Online Catalog and our web marketing services for AV professionals. ICIA has diversified the catalog services to incorporate, for the first time, service providers for fields that include AV rental, AV staging, AV

## AVolving IT

The World of AVolution pavilion at TECHXNY October 6 and 7 will bring AV/IT convergence into focus for more than 25,000 business technology professionals. The pavilion, dedicated to AV products and solutions used for corporate meetings, events, training and other applications is one of a series of planned roadshows sponsored by ICIA and its foundation through the AVolution Industry Awareness Campaign.

Focusing on the convergence of AV and IT and what IT professionals need to know about AV, the pavilion furthers AVolution's goals of informing technology professionals and consumers on the vibrant, increasingly successful, and ubiquitous existence of every aspect of modern communications, as well as exposing different markets to the evolution of communications through audiovisual technologies. The pavilion will feature presentations in a fully functional boardroom with the newest AV technologies, a projection theater with application case study presentations, solutions displays from six leading AV systems integrators, and an AV/IT resource center with sources for education, products and solution providers. If you would like more information on The World of AVolution pavilion at TECHXNY or the AVolution campaign please visit [www.avolution.info](http://www.avolution.info) or [www.techxny.com](http://www.techxny.com).

We are also reaching out through the major internet search engines and websites to bring the catalog's resources and directories of specialists to companies and

new business owners. AV rental catalogs on their online what's available

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**Integrated AV Solutions**  
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Presentation, Display, Kiosk & Video Wall

**Find a Provider**  
Click here to find a provider in your area.

**Board Room**  
When one of the fastest-growing venture capital firms was first visualizing their new building located in the East Coast's renowned 202 Corridor, they had an image of a cutting-edge conference environment.

**Presentation Auditorium**  
Provides a world-class presentation auditorium to display work to current and prospective clients.

**Training Center**  
This training center provides two-way, capability. The 40-person meeting room presentations to large visiting groups.

**infoComm**  
A Stroke of Genius for Your Business iQ

▲ **ICIA's Pay-Per-Click program generates business opportunities through all major search engines directly to members' iQ-enabled websites. Shown here is an image capture of examples of member solutions that customers see when directed to iQ through key-word searches.**

individuals needing AV solutions.

Previously, iQ Online, introduced in 2002, principally addressed products. It was the first database of product information serving the professional audiovisual industries, and let web users quickly and easily search a vast database organized by product category and manufacturer. Before long its listings for

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which is, after all we know.

For informati ing the benefits jfuchs@infocomm.org/iq.

Please let us mailing [icia@infocomm.org](mailto:icia@infocomm.org)

## CTS Status Achieved

ICIA would like to recognize the following companies who achieved Certified Audio Visual Solutions Provider (CAVSP) status in the past two months. CAVSP indicates that companies or departments within organizations have achieved a level of certification among staff. Certifications can include general Certified Technology Specialist (CTS) status or a specific CTS in one of five professional tracks. These companies displayed dedication to customer service and overall excellence by achieving gold (75 percent certified), silver (50 percent certified), or basic (25 percent certified) status.

### Gold

Baker Audio—Norcross, GA  
ProView—Charlotte, NC  
Southern Business Communications—Hendersonville, TN

### Silver

Audio Visual Professional Group, Inc—Spring, TX  
A-V Services—Fairfield, NJ  
Centre Business Products—Mt. Unio, PA



▲ **Get the recognition ICIA's CAVSP certification**

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