

BUZZ-WORTHY CIs

AVI-SPL Boosts Video Production Capabilities, Acquires VideoLink

AVI-SPL is in the video content creation business.

North America's largest AV integration firm says it has entered an agreement to acquire video services provider VideoLink.

In acquiring the Boston-based company with six Northeast locations, AVI-SPL enhances or brings several video services in-house including video production and content creation.

As organizations across all verticals increasingly use video for internal and external communications, most integration firms have largely left the production of those videos to others. By doing so it's been argued that firms are leaving on the table an opportunity to address their critical needs and be their customers' soup-to-nuts video services providers.

For its part, AVI-SPL's aggressive growth over the past few years has been driven by video-centric projects. Being able to help customers with the creation of that video in addition to the distribution and display of it is likely to punctuate that growth while strengthening customer relationships. Key components of VideoLink's offerings that AVI-SPL views applicable for integration customers are its patented ReadyCam video studio and patent-pending EnhancedIP transmission network.

ReadyCam is essentially a customized production studio created by VideoLink for customers' specific spaces and purposes. It provides customers with cameras, production technology, lighting and everything needed to create videos in their spaces without need for expertise. Production is handled remotely as a service by VideoLink.

EnhancedIP transmission network, meanwhile, is a managed IP video transmission service with a cloud-based user interface. According to VideoLink's site, it allows clients to book and manage trans-



WATCH *CI* EDITOR TOM LEBLANC INTERVIEW AVI-SPL'S JOHN ZETTEL AND VIDEO LINK'S RICHARD SILTON IN VIDEO LINK'S STATE-OF-THE-ART STUDIO ON COMMERCIALINTEGRATOR.COM

mission feeds and monitor statistical data.

Founded over 20 years ago by Doug Weisman and Gina Chudnow, VideoLink is known for providing broadcast quality production solutions to simplify live, on-air appearances for top cable and network television organizations, according to an AVI-SPL press release.

VideoLink's clients also include *Fortune* 500 and enterprise companies as well as institutions seeking a wide variety of video services to achieve their marketing and communications goals.

That's where AVI-SPL sees demand among its customers. It indicates in its press release that a rising number of millennial workers is triggering demand for video needs. The acquisition will expand AVI-SPL's leading enterprise video platforms and continues its enrichment of technology solutions offerings.

"Recognizing the growing demand for video among global enterprise companies and institutions, strengthening our leading broadcast capabilities to further support our customers' workplace transformation needs became a top priority," says AVI-SPL CEO John Zettel.

"We are thrilled to combine AVI-SPL's and VideoLink's best-in-class broadcasting technology, and bring high-quality video

and production to our customers."

HIRED & PROMOTED

Biamp Systems has announced that **Steve Metzger**, president and CEO, is stepping down and **Matt Czyzewski**, COO, stepped in as his successor effective January 1, 2017.

AVAD has announced **Clark Broyles** as director of sales, pro and commercial AV and **Jesse Travis** as VP of operations.

Peerless-AV has named **Nick Belcore** as executive VP of global sales & marketing; **Brian McClimans** as VP of sales for North America and APAC; **Earl Naegele** as managing director of commercial sales; and (in Europe, Middle East, and Africa markets) **Keith Dutch** as VP of operations and **Melinda Von Horvath** as VP of sales.



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