

Top Verticals in Each Regional Market

WHAT ARE THE STRONGEST VERTICAL MARKETS AND WHAT END USER NEEDS ARE DRIVING THE MOST BUSINESS?

"Harman has had some tremendous wins in the stadium/arena market this year. Harman systems have been installed in the new Levi Stadium (NFL's San Francisco 49ers); Edward Jones Dome (NFL's St. Louis Rams); Phillips Arena (NBA's Atlanta Hawks); Quicken Loans Arena (NBA's Cleveland Cavaliers); McLane Stadium (Baylor University football); and TDECU Stadium (University of Houston football), to name just a few.

The integration of Duran Audio products into JBL's loudspeaker lineup has created opportunities in applications where extremely focused, directional audio is required. This includes transportation hubs, government facilities, theatrical productions and more. And of course, Harman's IDX Information Delivery Systems continue to find their way into the world's most technologically advanced airports, transportation centers, hotels and universities.

Lastly, the demand for world-class lighting solutions in houses of worship has certainly grabbed our attention. The sheer volume of integrators that are installing Martin lighting into houses of worship, combined with the variety of products Martin provides, has given us very good reason to be optimistic about the future of this market."

— Erik Tarkainen, VP, Global Marketing, Harman Professional

"Digital Projection's precision displays continue to thrive in markets demanding advanced performance from their projectors. This includes staging applications where elevated brightness plus seamless blending are priorities. Additionally, applications in the simulation, oil and gas, and research spaces regularly insist on the high frame rate display and multi-projector control capabilities found in DP's high-performance projectors. An ever-expanding lineup of alternative illumination solutions, from 60,000+ hour LED-illuminated to ultra-bright laser-hybrid displays, continues to attract demand across all markets. Home entertainment also continues to grow, as discerning entertainment enthusiasts want the stellar image quality and responsive support that Digital Projection prioritizes. Overall, we tend to find the most traction in applications that need inspiring or technologically advanced imaging solutions."

— Michael Bridwell, Vice President of Marketing and Home Entertainment, Digital Projection Inc.

"Higher education is a strong vertical market for Planar Systems, especially with our video wall and large format display product offerings. We have seen colleges and universities deploy technology outside their classrooms to be used for campus communication. The end user needs on a university campus vary widely. We have some customers who deploy video walls in student common areas and cafeterias to share information about upcoming events and to be on hand for emergency alert messaging. We have other universities who are deploying digital signage and interactive exhibits in their athletic facilities to attract new student-athletes and donors. We have others who are utilizing the latest ultra-high-definition (UHD) high-resolution displays to outfit scientific labs, visualization centers, and collaboration rooms to further their research objectives.

An example of how modern campuses are deploying these display technologies is Medgar Evers College in Brooklyn, NY. A new and vibrant space within the college's library, called The Welcome Center, tells the Medgar Evers College story through a state-of-the-art Clarity Matrix Video Wall. This nearly 120 square foot digital signage platform displays images of and information about the college's namesake—the civil rights activist, Medgar Evers—along with a rich stream of content that invites viewers to learn what's going on throughout each college day, and inspires them to join a college that can put them on a path to achievement and success."

— Jennifer Davis, Vice President of Marketing for Planar Systems

"Hospitality, retail and other distributed applications have been very strong markets for Community in recent years. The end users in these markets, which include restaurants, hotel meeting spaces and all sizes of retail shops, all have similar needs. These customers want loudspeakers that install quickly, complement their interior designs and provide consistently high-quality sound in a wide variety of spaces. Community's D Series and our newer C Series loudspeaker systems meet these needs very well. These product families include ceiling loudspeakers, surface-mount loudspeakers, pendant loudspeakers and the unique DA6 Architectural Surface Mount Loudspeaker—all designed with "uniform voicing" so that sound quality stays the same from a modern, open-ceiling restaurant to a low-ceiling private meeting room."

— Julia Lee, Director of Sales and Marketing, Community Professional Loudspeakers

"In our Southeast Region we are seeing a lot of demand across our higher education and corporate verticals. The need is for cost effective, long distance signal transmission solutions. For example, there is a strong demand for our HDVS Series of extenders. Universities will opt for the AT-HDVS-TX-WP HDMI/VGA wall plate due to the built-in auto switching, display control when used with the AT-HDVS-RX receiver at the projector. The key advantage of this HDBaseT extender system is the elimination of a separate switcher and control system for rooms with an HDMI and RGBHV source. It truly makes for a cost effective system.

Budget constraints also drive demand for our HDVS series in the Central region where corporate needs for huddle spaces and small conference rooms demand low price points and simple systems for creating small gathering spaces to share content amongst a small group.

Out in the Western region, Medical is also driving business along with the corporate vertical. But despite the change in location and vertical, we also see a strong demand for simple, cost-effective systems as well."

— Matthew Bate, Senior Director of Global Sales, Atlanta

"The strongest vertical market for 2015 continues to be digital signage, but more specifically digital signage in a retail environment. End users are looking for ways to dynamically display content in a manner that most effectively appeals to their audiences within whatever footprint they define – from a medium as small as an iPad to as large as a 98-inch or greater display. The proliferation of digital signage outdoors continues to be a key factor in the development of technology that enables such a deployment. Mounting systems that are wind-, weather- and corrosion-resistant and that provide infinite serviceability are an absolute must. Displays that are not weather-resistant, but weatherproof remove the guesswork from the appropriateness for an application. Quick serve restaurants are rapidly becoming adopters of digital information sharing from digital drive-thru to indoor digital menu boards. This transition to digital allows them to not only be flexible in their ability to comply with federal mandates, but also provides a valuable opportunity to increase attachment selling at the point of sale."

— Nick Belove, Executive Vice President, Perless-AT

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