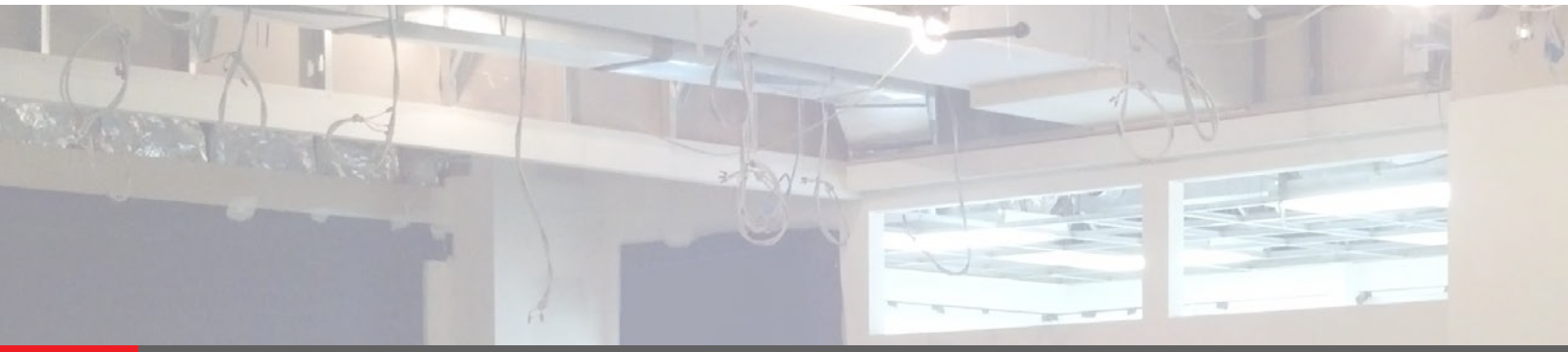
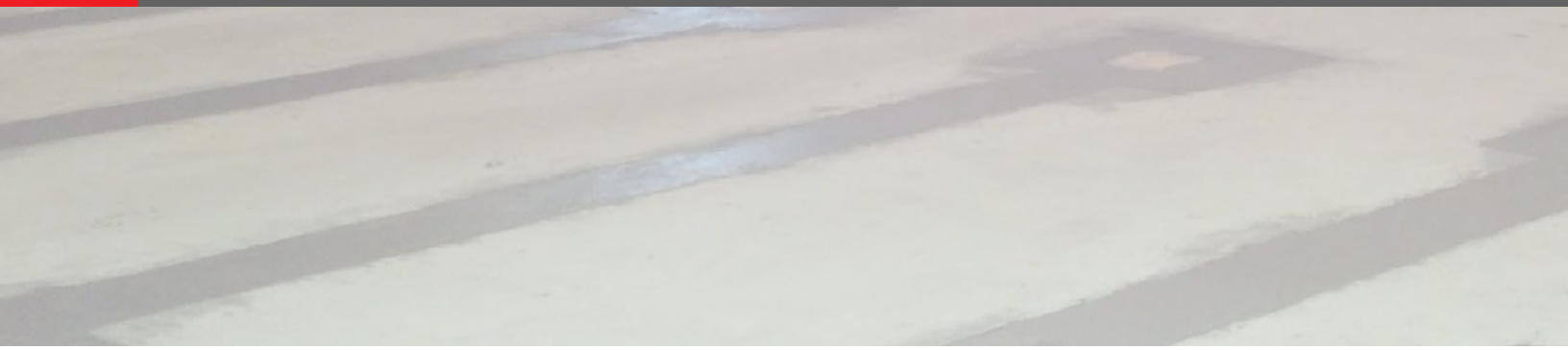


AV Implementation Handbook

For use with ANSI/INFOCOMM 2M-2010 Standard Guide for Audiovisual Systems Design and Coordination Processes

InfoComm International® Standards and Industry Innovations



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About InfoComm International

InfoComm International® is the international trade association representing the professional audiovisual and information communications industries. Established in 1939, InfoComm has more than 5,000 members, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end users and multimedia professionals from more than 80 countries. InfoComm International is the leading resource for AV standards, market research and news. Its training, certification and education programs set a standard of excellence for AV professionals. InfoComm International is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers worldwide. InfoComm also produces trade shows in Europe, Latin America, the Middle East and China.

Preface

It's clear that audiovisual projects are becoming increasingly complex. Project complexity can come in many forms:

- Project delivery methods
- Integration of multiple technologies
- Coordination with other industries
- Sustainability initiatives

As another example, the broad applications of AV technology can vary from simple signage for a handful of rooms, to full mission-critical operation communications centers that rely on sophisticated IT infrastructures. On the surface, it may seem that if you shield or isolate your team from all the complexity, the project will somehow come out right. However, with the advance of alternate project delivery models such as Integrated Project Delivery (IPD), the real key to measurable success is how effectively your team can partner with others. So, what other factors are driving the complexity of projects?

Clients want increasingly powerful systems that satisfy multiple requirements in compressed timeframes and limited budgets. These typically go well beyond intuitive, portable control options. For example, building stakeholders may have sustainability requirements that enhance the experience of the building's users, reduce operating/maintenance costs, or make the building more attractive to potential new clients. Many times, these objectives must be incorporated into the AV project.

One effort to encourage sustainable practices in the built environment is the Sustainable Technology Environments Program (STEP™). It is a rating system that uses a five-phase approach for addressing energy consumption and sustainability in low-voltage systems (i.e., audiovisual, communications, building automation).

AV designers and integrators want to achieve greater efficiency and effectiveness with other trades and consultants in the construction industry. Some of the contributors to successful project delivery are early involvement, establishing partnerships, and determining accountability.

Quality is now a major force in systems design. To meet quality requirements, many firms are considering virtual platforms such as Building Information Modeling (BIM). In a digital-design world, the continuous distribution of project change orders and revisions as they occur has major implications for how the AV industry partners with other trades.

Unique resources are needed to minimize surprises, delays, and errors during the project life-cycle, and to accurately reflect today's complex business environment. To address these new challenges, InfoComm International is pleased to offer this product that aims to help everyone involved in the delivery of projects minimize pain and maximize the likelihood for success.

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Introduction

It could be said that the potential success of an AV project is directly related to the quality of the documentation and who is accountable for the results. A good project manager understands the importance of this goal and responds by providing accurate and meaningful documentation in a timely manner to the appropriate people.

This handbook helps you improve your project documentation. It's a roadmap that clarifies the tasks on the Coordination Processes Checklist in *ANSI/INFOCOMM 2M-2010*. It also contains unique insights from industry experts that the standard guide does not cover.

InfoComm's publication, *Audiovisual Systems Project Documentation Sample* is a third resource for improving your AV projects. This publication is a collection of the documents required for AV systems.

As a group, these resources enable you to orient AV professionals, architects, engineers, and clients for the purpose of increasing awareness of the issues that influence AV design, as well as answering three common project delivery questions:

- What are the AV project tasks?
- Who will complete them?
- Who will sign off that they have been completed?

The Client's Perspective

There are many components of an AV project that are always the same. However, one component that is unique is the client's requirements. All clients and owners want to feel that their AV project was a worthwhile investment that met their requirements, was completed on schedule and within their budget.

The owner is the entity buying the system and is frequently also the end user. For the most part, the owner is taking on financial risk and resources to meet business goals. Obviously, the owner's input is required.

Documenting the owner's requirements may take several forms (photos, sketches, descriptions) and clients may need some assistance with technical aspects of their project. In order to distinguish yourself among your competitors, you can offer examples, arrange site tours, and provide sample products.

Clients may also not be aware that AV providers (consultants and integrators) typically are contracted to do specific work. The contracts may describe specific responsibilities that cannot be passed from one role to another.

Project Considerations for the Client

There are many non-technical questions pertaining to the project that your client can think about early in the project. The client may be able to identify some of the major characteristics of their own project by considering some broad questions and prior to working with an AV provider. Here are some questions the client/owner entity can ask of themselves:

- What is the timeframe for my project's completion?
- Is my project a new installation or an upgrade?
- Is my project for one space or several spaces?
- How complex are the AV systems? (Digital signage for a museum is much different than presentation systems for a boardroom.)
- Does the AV provider employ technical staffs that hold an ANSI accredited certification and are they available for the project (e.g., CTS®, CTS®-D, CTS®-I)?
- Does your AV provider participate in InfoComm's Certified AV Service Provider (CAVSP®) program?
- How much AV expertise does my company/institution have in-house? If I have AV professionals with experience on staff, then I may have more flexibility in choosing who to provide AV services for a particular project.
- Do I have any internal standards or recommended practices I need to implement?

In a different light, for the AV professional, this list of considerations may also be helpful to enhance the sales process or developing client relationships. ANSI-approved, ISO-approved, or other industry standards and best practices may be applicable in several areas of a project. Wherever it is appropriate, they should be identified early on in the discovery or needs analysis phases. Designers might also propose to the client that InfoComm performance standards need to be applied at every phase in the project process.

At a deeper level, there are more considerations that can assist clients prior to working with an AV provider. Here is a list of further considerations for the client:

- Is there a compressed project timeframe (e.g., unexpected budget change or business need)?
- Does the AV provider offer optional services (e.g., acoustical services, IT services)?
- Is it necessary to bid or tender?
- Is there the option to create efficiencies by integrating multiple building technologies?
- Budgeting and cost estimating issues.