

CLOSEUP



**MUST
DOs**

**AV SUCCESS
FROM THE
GROUND UP**





A FREE NEWSLETTER
PUBLISHED QUARTERLY
BY **FORD AV**

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BEFORE YOU START

In this issue, you'll learn how to set your AV project up for success before the first design is finalized. Whether you're planning new construction or a major remodel, early decisions about infrastructure, space, and technology can make or break your investment.

This edition highlights five critical steps, from power requirements to network design, that will help you avoid costly surprises and ensure your spaces are ready for the advanced AV systems your team depends on.

START SMART

Before the first wall goes up, the success of any new construction or major remodel often comes down to preparation. Getting a head start on technology and infrastructure planning avoids costly change orders, delays, and performance issues later.

1 SPACE PLANNING

Technology takes space, both visible and hidden. Equipment racks, display structural support, boxes for ceiling-mounted speakers, and camera sightlines all affect how a room functions. Making room for technology during design rather than after furniture arrives saves frustration and maximizes usability.



2 ROOM ACOUSTICS

Beautiful room design can be undone by poor room acoustics. Hard surfaces like glass, concrete, or tile create echo and speech intelligibility issues. Considering wall treatments, ceiling panels, and sound isolation during the build ensures your spaces are as functional as they are beautiful.



Klett Center for the Performing Arts | Georgetown, TX



ELECTRICAL REQUIREMENTS

3

Determine power needs early. AV systems, displays, projectors, video walls, and conferencing equipment often have unique electrical demands that may require dedicated circuits, clean power, or specific voltage. Planning for these loads before construction ensures the right outlets, capacity, and pathways are in place.



FURNITURE, FIXTURES AND EQUIPMENT

4

FF&E can make or break an AV system's function. Though considered "portable," these elements (podiums, mobile displays, rolling tables, wireless mics, and flexible seating) must align with power, data, and acoustic requirements. When furniture and technology are planned in isolation, cable paths, microphone placement, and even sightlines can suffer. Coordinate FF&E decisions early to integrate seamlessly with AV systems.



NETWORK & INFRASTRUCTURE

5

Nearly every device today relies on the network. Ensure adequate cabling pathways, bandwidth, Wi-Fi coverage, and switch capacity are planned in advance. Consider redundancy and security requirements, too. The network is the backbone of modern AV solutions. Don't let it be an afterthought.



START EARLY

DON'T LET TECHNOLOGY BE AN AFTERTHOUGHT

Ford AV's design-build approach addresses all your technology from the start, ensuring integration with architectural, structural, electrical, and mechanical systems. This delivers accurate technology guidance before construction begins, helping minimize change orders, align expectations, and avoid surprises.

Engage Ford AV's engineers early, and your project will benefit from detailed deliverables.

- ✔ Noise Criteria
- ✔ Millwork Specs
- ✔ Electrical Requirements
- ✔ Conduit Layouts
- ✔ Heat-Load Analysis
- ✔ Device Mounting Plans

These critical inputs establish scope clarity and prevent conflicts down the line.

From early design sessions through delivery and beyond, Ford's Design/Build Team stays engaged to ensure your systems perform as intended. Partner early with Ford AV and transform risk into predictability, because a smooth project begins long before the first tool is lifted.

What Ford AV has really done for us is help shape the conversation early — not just about products, but about purpose. **They sit with us at the beginning to understand what people need from a space before we ever start building it.** That partnership lets us make smarter design decisions up front and ultimately deliver more meaningful, functional environments.

Jeff Joseph, Indeed
Senior Manager Technical
Project Management Global
Real Estate



Welcome to the New Logic of Work



Empower productivity and collaboration for in-office, hybrid, and remote teams with Logitech's purpose-built ecosystem of enterprise-grade products, software, and services.

Personal workspace solutions

Our personal workspace solutions are easy to set up and manage, helping people create and collaborate effectively and securely.



Mice + keyboards

Improve employee workflow and productivity with our range of mice and keyboards.



Webcams + headsets

Help users improve video and audio quality in virtual meetings and more with Logitech webcams and headsets.

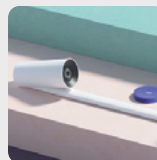
Team workspace solutions

Our team workspace solutions are designed to enable easy and intuitive hybrid collaboration experiences, while being simple to deploy and maintain.



Video bars

All-in-one video bars that bring remote participants into the conversation.



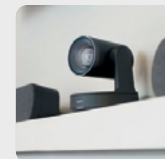
Cameras + Add ons

Scribe whiteboard camera, Sight tabletop camera, and add-ons for specialty use cases.



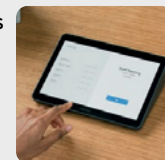
Compute

Easily deploy leading video conferencing platforms with our dedicated meeting room compute.



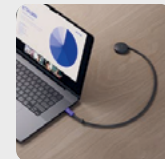
Conference cams

Help enable more equitable meetings with high-quality video and audio.



Touch controllers

Deliver one-touch join, content-sharing, and a consistent experience across all rooms.



Accessories

Enhance your team workspaces with a range of custom accessories.

Software and services



Logitech Sync



Logitech Select



CollabOS



Extended Warranty

Learn more at
<https://www.fordav.com/solutions/logitech>



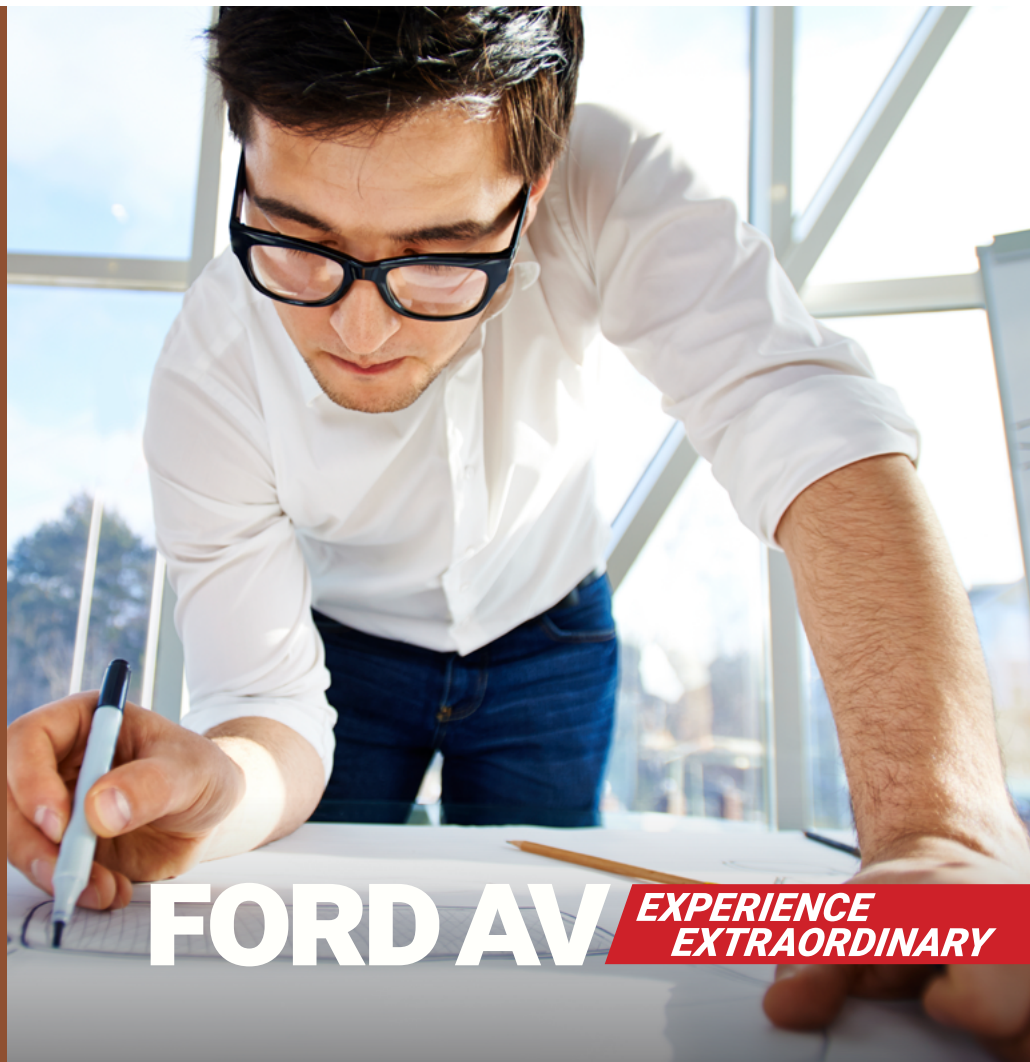
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A GREAT PROJECT STARTS WITH GREAT DESIGN

Don't let your technology investments be an afterthought. Involve Ford AV's audio, video, IT, and security technology experts from the beginning.

Let's Get Started!



FORD AV

**EXPERIENCE
EXTRAORDINARY**