

# CLOSEUP



## TAKING THE LEAP

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**WHEN EMERGING AV BECOMES ESSENTIAL**

# CLOSEUP

A FREE NEWSLETTER  
PUBLISHED QUARTERLY  
BY FORD AV

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# AV PROVEN



Indeed | Austin, TX



# FOR MODERN SPACES

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New technologies that once felt like a risk are now delivering real-world results, improving communication, simplifying system management, and creating more engaging environments. Many innovations have already made the leap from emerging to essential, becoming standard parts of modern AV systems. At Ford AV, we help clients make that jump with confidence, turn uncertainty into opportunity, and ensure every solution delivers immediate and long-term value.

## DIRECT VIEW LED

DVLED isn't just for auditoriums anymore. It's now a strong option for conference rooms. It's bright enough to keep the lights on and shades up. Pixel pitch has improved, so the image looks clean even up close. And pricing has come down enough to compete with large-format displays. The result: a better visual experience in everyday spaces. More impact, less compromise.



## SYSTEM MONITORING AND VISIBILITY

Most meeting room issues are preventable; you just don't see them early enough. With **Ford AV's AVRMM**, you get real-time visibility into every space. Know if a cable is unplugged, a device is offline, or a room isn't being used. Track adoption. Catch problems before meetings start. Instead of reacting to failures, your team stays ahead of them. Fewer fire drills. Better uptime. And data that proves your AV investment is being used.



## STANDARDIZED CONFERENCING PLATFORM

Too many platforms create confusion. Standardizing on **Microsoft Teams Rooms**, **Zoom Rooms**, or **Cisco Webex Rooms** fixes that. Every room works the same. Users walk in and start meetings without hesitation. IT manages everything centrally, including updates, monitoring, and support. Fewer issues. Less training. Higher adoption. It's one of the simplest ways to improve the meeting experience across the entire company.

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## AI THAT ACTUALLY IMPROVES MEETINGS

AI in meeting rooms is not just auto-framing anymore. The real value is smarter behavior. See **Tech Talk** on next page to learn more.

Western Midstream | Houston, TX

## DITCH THE MESSY CABLES

Meetings shouldn't start with "Where's the cable?" Modern rooms remove that step entirely. **Wireless content sharing** allows meeting attendees to instantly share content from laptops, tablets, and mobile devices—supporting collaboration, flexibility, and real-time information exchange. Fewer connection issues. Faster start times. Less wear on equipment. And a cleaner, simpler experience for everyone in the room. It just works.



## TECH TALK

**Multiple cameras work together to automatically select the best angle, so no one is blocked or left out**

# AI CAMERAS THAT ACTUALLY IMPROVE ENGAGEMENT

AI cameras have moved well beyond basic auto-framing that has been around for years. The real shift is how cameras respond to what is happening in the room. Instead of a static wide shot, AI detects faces, identifies active speakers, and adjusts framing in real time — keeping people visible and conversations clear for remote participants.

Some systems now use multiple cameras working together, automatically selecting the best angle, so no one is blocked or left out of the shot. The system decides which view makes the most sense in the moment without manual switching.

The goal isn't flashy features; it's a better experience. Meetings feel more natural, more engaging, and require zero effort from the user.

# SONY

Crystal LED | S Series



Immersive Visuals | Versatile Solutions | Effortless Installation

## Bring Everyday Spaces to Life

Sony's Crystal LED S Series delivers a versatile dvLED modular video wall solution designed for bright, high-visibility environments. With advanced Anti Reflection Surface Technology and an ultra-slim cabinet profile, it produces consistently vibrant, professional-grade images wherever business happens.

Perfect for high-traffic corporate and educational settings, the S Series elevates lobbies, corridors, boardrooms, meeting spaces, and lecture halls with stunning visual impact.

Learn more:





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## THE LEAP TO NEW TECHNOLOGY DOESN'T HAVE TO BE UNCERTAIN

With the right partner, it becomes an opportunity to improve performance, enhance experiences, and build for the future.

Ford AV combines expertise, innovation, and long-term support to deliver technology solutions that are proven, scalable, and ready to perform.



**Let's Get Started!**

[fordav.com](http://fordav.com)



**FORD AV** *EXPERIENCE EXTRAORDINARY*