PREFACE

The realization that AV was becoming a significant industry was reinforced by the issuance in the late eighties of ICIA's milestone publication, "*The Basics of Audio and Visual Systems Design*."[1] This landmark book, updated and re-published in 2004, delineated the complex technical aspects of professional AV design.

The AV industry, however, has become far more than simply technical design and application. Because of its pivotal role in delivery of modern information communications, it is an integral part of virtually all major construction and redevelopment projects, as well as the production of live events. As such, the industry has experienced record growth. According to a 2004 study, the AV industry represents a total market size of close to $19 billion in North America alone.[2] In actuality, the worldwide statistics may exceed triple that figure.

Because of the industry's increasing significance, three leading member councils at ICIA[3] recognized that the time had come to produce another industry publication that would go beyond the basics. This new book would help industry professionals, as well as those with whom they work, better understand the process of managing complex information communications projects in buildings and facilities.

To accomplish this goal, the content of *Audiovisual Best Practices* needed to cover significant territory. It needed to present an overview of the industry, explore the inner workings of AV projects with start-to-finish process descriptions, and conclude with an assessment of what the future holds for the industry.

Members of the AV Best Practices Committee during its meeting in October 2004. Pictured, l. to r., Jim Smith, CTS, Kris Kuipers, Tim Cape, CTS-D, Byron Tarry, CTS, Brad Weber, Mark Valenti, Jeff Loether, John Pfleiderer, CTS-D. Not pictured: George Bing, Spencer Bullins, CTS, and Tom Peters, CTS.

[1] Raymond Wadsworth, *The Basics of Audio and Visual Systems Design* (Fairfax, Virginia: ICIA. 1983). The book was the first to contain the diverse set of physics, electronics, ergonomics and design that makes up the audiovisual system. Many AV professionals credit this book for advancement in their careers.
[2] Survey conducted May 2004 for ICIA/ICIF by Acclaro: Market Intelligence Special Report: 2004 AV Market Definition and Strategy Study.
[3] The Sound, AudioVisual and Video Integrators (SAVVI), the Independent Consultants in Audiovisual Technology (ICAT) and the Technology Managers/End-Users Councils

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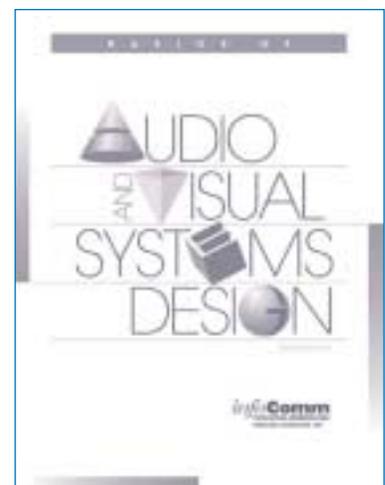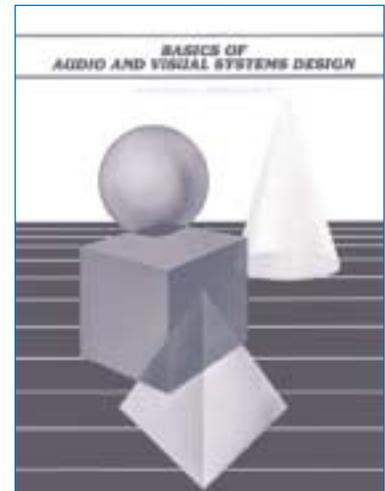
The AVBP Committee spent a day in October 2004 wrestling with the goal, scope, audiences and outline of the guide.

While the development of this book has been professionally rewarding for all those involved, it was a complicated venture from the outset. The job of producing a single volume that encompassed all aspects of the delivery of AV installations — from project design to development and from installation to systems operation and training — was no easy task.

In addition, the book had to appeal to a multi-faceted audience that existed within and beyond the AV professional's arena. These diverse groups include architects, mechanical engineers, electrical engineers, structural engineers, general contractors, electrical contractors, facility managers and owners, and many others who perform vital roles in the process. Finally, the publication needed to have relevance to the end-users — critical players on the team because they need to "own the project" and will reap the rewards of its success.

Creating a book of this nature required a first-of-its-kind industry collaborative effort. Professionals from every aspect of the industry (in many cases, those who would be competitors outside of the conference room) sat together over a two-day period and planned this remarkable volume. Integrators, designers, and end-users — typically coming to the project from differing perspectives — made a commitment that transcended their usual business interests. They joined forces, putting the best interest of the AV industry first. This book is the result of that effort.

It should be noted that the processes and practices described in the guide are primarily derived from North American experience; however, with ICIA's international focus, attempts are made to allow for variation in other parts of the world, while still offering a foundation and starting point to serve as a guideline for future adaptations.

Some aspects of AV solutions, including live events, video production and presentations, are mentioned in passing in *Audiovisual Best Practices: the Design and Integration Process for the AV and Construction Industries.* While these are important aspects of the AV industry, this publication's scope is focused on fixed installations.