

Can AV events and staging move to prime time?

Quick Summary: Is it time for the technologies and practices of the rental staging market to have an impact on corporate enterprise? Can workplace designers, collaboration specialists, IT, and facilities begin to take advantage of the amazing tech developed for events and apply them to their problems?

Overview: I have to admit, there are two areas of InfoComm that I don’t spend much time—the pure audio and rental staging vendor booths. That’s about to change. I’ve begun to pick up on a potential trend that will transform the importance of those markets.

While this division of AV has some of the coolest, most interesting, high-end technologies, they simply haven’t focused on large and mainstream use cases. Instead, favoring generating reliable “wow factor” at specific events that can afford amazing productions. But what if the cost and complexity of a projection-mapping system could justify its use in your workspace. Imagine using video production software to curate the screens in a workplace throughout the day for emotive effect—to set the tone for your collaborative areas. The new focus on environmental design both in shared office spaces (i.e. WeWork) and in-house facilities could make use of these tools. Can the events and staging market find a home in the (much bigger) enterprise market? Walk these booths and see if it’s on the horizon.

Places to Visit Checklist

Green Hippo, Booth 7673

Can the Hippotizer act as a platform for day-to-day environmental control? See if you can get some time with Nigel Sadler—he’s wicked smart and may have examples where this is already happening.

Dataton, Booth 3215

The Watchout software had a start in the more traditional signage space. But it’s now a multi-display control system, where do overlaps between Watchout something like Crestron’s DM/NVX system occur.

Christie Digital, Booth 2543

Avoid the noise in the Christie booth (projectors get cheaper, higher resolution, more mobile, and have better color – but we knew that). Instead, look for their projection mapping solutions. Ask about pricing and deployment models. What’s keeping a designer from spec’ing a common area with, for example, a ceiling mounted projector that textures white flowers into different colors based on time of day? Pretty cool, but can Christie take us there someday?

Vioso, Booth 7679 & Scalable Display, Booth 300

Both of these companies continue to refine multi-projector displays—allowing them to create very large, potentially immersive displays. It’s a community we emerged from (long story), but can projected illumination be viewed as the ultimate in controllable lighting in the corporate enterprise? After all, a projected, blended image can do more than projection mapping. It could, for example, refine the ambient lighting, wall colors, and target specific spaces for illumination on demand. Is there sufficient ease-of-use and low-cost for this to happen?