



# APPLIED VIDEO TECHNOLOGY

*Capabilities Brochure*

**APPLIED VIDEO TECHNOLOGY, INC**  
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# ABOUT US

## AVT KEY PERSONNEL

• R. Bruce MacLelland – CEO/President	bruce@appliedvideo.com
• Buffy MacLelland – CFO	buffy@appliedvideo.com
• Ashley Buettner – Vice President of Sales and Marketing	ashley@appliedvideo.com
• Albert Estrada – Vice President of Technical Services	astrada@appliedvideo.com
• Dan Small, CTS-D, CTS-I – Director of Systems Design and Engineering	dsmall@appliedvideo.com

## ORGANIZATIONAL SUPPORT & EXPERIENCE

AVT has been a leading audio video systems integrator in the Philadelphia area since 1996. We are proud to assist our customers in the design, installation, training and support of custom digital media AV and IT solutions. We are CTS certified and trained representatives for hundreds of AV manufacturers, striving to find the right technical mix of products and price points to ensure our customers receive the best overall value for their investment.

Our years of experience working in conjunction with our customers has allowed AVT to be positioned as a trusted partner when it comes to designing and implementing technology advancements.

*Being a member of these organizations means that AVT strives to adhere to the industry standards set forth by each organization. These standards are reflected in our installation efforts as well as the level of technical training our staff has received.*

## COMPANY DYNAMICS

- Certified Small Business
- Women Owned Business
- Offering design services, installation services, project management, system maintenance, training and support, product rentals
- Verticals include: Education (K-12 and higher), corporate, healthcare, house of worship, government, retirement communities, museums.
- Products and Services available on PA co-Stars Contract 034-027 and PEPPM Contract



## AVT LEADING INDUSTRY AFFILIATES

- Avixa
- NSCA – National Systems Contractors Association
- NAB – National Association of Broadcasters
- SMPTE – Society of Motion Picture & Television Engineers

# SERVICES

## MARKETS

- Education
- Athletics
- Corporate
- Government
- House of Worship
- Broadcast & Production

## SOLUTIONS

- TV Studios
- IPTV
- Digital Signage
- Audio Visual Systems
- Portable Video Production Systems & Trucks
- Video Walls

## PROJECT MANAGEMENT

AVT's Project Management team's priority is to execute, plan, schedule, and problem solve to ensure AVT delivers an outstanding systems to our customers safely, on time and to specification.

## TRAINING

Time and time again we have seen the missing piece between the best designed solution and their successful operations go unfulfilled as a result of a lack of training. At AVT we are strong believers that training – technical, operational, or both – is the main difference.

## PRODUCT SALES

We know that not everything you need has to be designed, installed or integrated and we are happy to work with you on quick turnaround for quotes and orders for product sales. Products can also be purchased on PEPPM or Co-Stars contracts and we accept Purchase Orders and Credit Cards.

## DIGITAL MARKETING & PRODUCTION

Through the creative division of our company, Phoenix Media Group (PMG), we have the unique ability to offer video production, live event production, live streaming and digital marketing services to all customers.

## DESIGN & ENGINEERING

The design and engineering team at AVT is composed of highly trained and experienced individuals dedicated to working with you to design an integrated system to meet all

## INSTALLATION

Audio visual equipment shouldn't just meet your needs; it should exceed them. At AVT we believe each system is unique and requires individual attention and our teams of AV technicians and engineers are CTS certified, trained and ready to tackle the toughest challenges.



# CERTIFICATIONS

## MANUFACTURER & INDUSTRY CERTIFICATIONS

- Avixa AV Design – Audio Environment
- Avixa AV Design – Human Factors
- Avixa AV Design – Video Environment
- Avixa AV Design and Integration
- Avixa AV Infrastructure
- Avixa AV Math for Design
- Avixa CTS
- Avixa CTS-D
- Avixa CTS-I
- Avixa Networking Essentials
- Avixa Networking Technology
- Avixa Project Management for Design and Integration
- Biamp Tesira Server/Server-IO
- Biamp TesiraForte
- Brightsign Technical Certification
- Chief Certified Partner
- ClearOne Tech Specialist
- Crestron Advanced System Programming (CTI-P301)
- Crestron Certified Programmer
- Crestron Digital Media Certified Engineer 4K
- Crestron DigitalMedia Certified Designer 4K
- Crestron DigitalMedia™ Certified DM NVX Networking
- Crestron DM NVX Design and Application (DM-NVX)
- Crestron Intermediate System Programming (CTI-P201)
- Dante Certification Level 1
- Extron Certified Control Professional
- Extron Certified XTP Systems Engineer
- Extron Configuring with Global Configurator Plus
- Extron School of Emerging Technologies 4K
- Harman Cabling Essentials
- Harman Certified Audio Professional / Programming Certification
- Harman Certified Control Professional | Programming
- Harman Networking Essentials
- Harman PC Essentials
- Harman Video Essentials
- Kramer Certified Digitalist
- Mersive Solstice Training & Certification Program
- NewTek 3PLAY Operation
- NewTek Infrastructure
- NewTek Live Production with TriCaster
- NewTek NDI and Performance Media Networking
- NSCA CSIP- Sales
- OSHA Certification
- Partner Technical Training - Zoom Meetings – Associate
- PCAP - Certified Associate in Python Programming
- Poly US Federal/NATO Certification Compliance
- Poly Video Endpoints Sales Certification
- Poly Video Endpoints Technical Certification
- Q-SYS Level 1 Training
- Scala Certified Technician
- Shure Microflex Advance Training
- Shure Microflex Complete Technical Enablement
- Vaddio AV Bridge MATRIX PRO Certification
- Yamaha Dante
- Zoom Rooms Implementation & Integration

## ON STAFF CONTROL SYSTEMS & DSP PROGRAMMING

- Biamp
- Ashly
- Extron
- ClearOne
- BSS
- Crestron

 **AVIXA** Member





# SERVICE DEPARTMENT

## AVT SERVICE OPTIONS

Applied Video Technology (AVT) offers several options for the kind of support, service, and training that is required to get the most from your technology investment. AVT offers both on-site and remote support options that are available to our customers in several levels. With our variety of options for support, AVT can tailor a contract to meet your specific needs and budget. Make sure you are covered!. With the following service options, AVT can support your full spectrum of communications technology needs.

## CUSTOM SERVICE CONTRACTS

Yearly contracts with AVT cover unlimited on-site service, phone support, email support and optional preventative maintenance visits - all with a priority response time.

## SERVICE BLOCK CONTRACTS

Purchase a block of hours at a discounted rate to use however you would like - on-site service, system training, preventative maintenance and more. Service Block contracts are an economical and effective way to provide the reassurance that your investment is covered. Contracts range from 15 hours to 48 hours.

## HOURLY SERVICE RATE

If a contract isn't in your budget or you need a quick fix, AVT offers on-site, remote, and phone support billed at our standard hourly rate.

# CASE STUDIES

## DOLLAR GENERAL DISTIBUTION CENTERS



### AV UPGRADES | NATIONWIDE

AVT continues to work with Dollar General Corporation as they open distribution centers across the United States.

Systems consist of AV in break rooms, conference rooms and training rooms throughout campuses at 12 different locations throughout the country.

**Key Products:** Extron Control Systems, Panasonic Projectors, Da-Lite Projection Screens, Sharp LED Televisions, Shure Wireless Microphone Systems.

## RCN CABLE



### HD PRODUCTION TRUCK | BATH, PA

AVT was contracted to provide equipment, design services and installation to implement two full HD Mobile production trucks for RCN Cable TV for sports production events.

Features include all new custom interior, electrical, audio and video wiring and updated HD production equipment.

**Key Products:** Sony Triax cameras, HD Switchers and production monitors, AJA recorders, Black Magic Design and Cisco routing, Chyron HD graphics and NewTek instant replay systems.



## THE COLONIAL THEATRE



### THEATER EXPANSION & RENOVATION | PHOENIXVILLE, PA

The historic Colonial Theater added two new theaters, a new lobby, Mezzanine multi-purpose area, and needed to provide a professional Audio and Video System for the multitude of events held at this community landmark each year.

The project was comprised of built in and portable audio video systems suitable for various types of events, sound systems capable of speech reinforcement and playback, a 2 x 2 Video Wall and a Multi-Purpose Room with a complete AV presentation system.

**Key Products:** Crestron DigitalMedia System, Crestron AirMedia Wireless Video Gateway, Shure Wireless Audio System, Williams Sound Assisted Listening , Sharp Video Wall Panels, Barco Alchemy Cinema projector, Vaddio PTZ Cameras, SVSi Streaming Video Transmitters, JBL Column Speakers, Draper Access Series screens, Epson PowerLite Pro WUXGA 3LCD Projector.



## COMMONWEALTH CHARTER ACADEMY



### EDUCATIONAL FACILITY AUDIO VISUAL SYSTEM & VIDEO WALL | PITTSBURGH, PA

When Commonwealth Charter Academy (CCA) secured a 62,000-square-foot former department store building in Pittsburgh, the top accredited public cyber charter school turned to Applied Video Technology (AVT) for building-wide audiovisual systems to provide personal educational programs and services to K-12 students.

The solutions installed included digital signage, video walls, sound masking and control systems to provide high quality learning experiences for students attending class virtually. The building houses administrative offices, conference rooms, huddle rooms, a multi-purpose room, seminar areas, production labs, live session rooms and common areas throughout the building, the latter of which is the site of a large LED video wall that is the cornerstone of the project.

**Key Products:** Sharp Monitors, Extron MediaLink-Plus Controller, Extron Room Scheduling Panels, Crestron Mercury Video Conference System, BrightSign Digital Signage Player, Shure Speakers & Microphones, JBL Ceiling Audio and NanoLumens LED Wall.

## EAST STROUDSBURG UNIVERSITY



### TELEVISION STUDIO | EAST STROUDSBURG, PA

AVT provided a technical design that included new products and infrastructure to provide ESU with an excellent overall value using current technology and workflows for creating digital media.

The new studio provides hands-on learning through the opportunity to direct and produce live on-air television and cutting edge video content.

**Key Products:** NewTek TriCaster TC1, NewBlue FX Graphics, Avid NEXIS Pro, Sony Studio Cameras, Telex Intercom System, Libec Tripods, Prompter People Teleprompter Rigs, AJA & Blackmagic Routing, UniSet Green Screen Wall & Cyclorama.

## FIRST JUDICIAL DISTRICT OF PENNSYLVANIA



### COURTROOM AUDIO UPGRADES | PHILADELPHIA, PA

AVT was contracted to upgrade audio functionality in 35 courtrooms located in Philadelphia City Hall. AVT removed existing, outdated equipment and provided new integrated systems to allow for clearer audio communications, easier end user control and eliminated wireless microphone interference.

AVT provided all system control programming and comprehensive end user system training.

**Key Products:** BSS Audio Conferencing Processor, JBL Power Amplifier, JBL In-Ceiling speakers, Klipsch Ultra-compact in ceiling speaker, Williams Sound Assisted Listening System, AKG Microphones, Middle Atlantic Equipment rack, AMX Control Processor.



