



Big Audio Visual Dynamite

A few years ago, when it entered the everyday technology lexicon, the word convergence came to mean something quite specific. Mention it and people would think quite expressly about the convergence of voice and data. Which was fair enough. The integration of voice and data networking was, and still is, a pretty big deal.

The truth is, however, that their coming together tells less than half the real convergence story. Because, in the meantime, a whole range of other technological disciplines having been quietly converging too. Audio Visual (AV) technology and mainstream IT are a prime example. Indeed, AV and IT aren't so much converging these days, as heading for one another at great speed on a direct but mutually beneficial collision course, and all manner of new technologies, micro markets, and applications, are now emerging as a result.

But why AV and IT? Historically they're quite different, distinct marketplaces. And why now?

The reasons are, of course, manifold. AV has been making a definite if gradual move toward the technology mainstream for several years now, and IT too is fast discovering new uses and applications outside its traditional boundaries.

Perhaps the single biggest driver however, is burgeoning demand. Not just for 'traditional' AV solutions – projectors, displays, and the like – but for emerging technologies and apps like video-conferencing, dynamic signage, and unified communications. The reason for this in turn is that businesses are fast discovering the true reach, scope, and applicability of AV's alliance with IT in enabling other key commercial imperatives. Collaboration. Knowledge sharing. Revenue generation.

This issue's iQ Special Report looks at how, where, and why... ↪



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