

TURNAROUND TIME

What Are Your Clients Looking For Next Year?

BY KIRSTEN NELSON

While many are still waiting for the real economic recovery to take hold, there are glimmers of hope across the AV business. Expectations for "heaven in 2011" might be a bit far-fetched, but several AV integrators and consultants are reporting that they have too much work for their current staff to handle (see *SCN* survey, page 8). What are the end users looking for? Here is a breakdown by vertical market.

Casinos

Jill Sietz

Corporate Sales

CCS Presentation Systems

28 offices nationwide



Many patrons are visiting casinos to watch their favorite sporting event on large, high-definition TVs and they also want a wide range of HD displays to choose from so they can view a variety of games simultaneously. Digital signage is a popular way of distributing information throughout the entire facility.

Jimi Gonzalez

Manager

ISD Tech Group

Las Vegas, NV



There will be a great deal of secondary market casinos opening and expanding in 2011. These casinos will utilize much of the same technology that has been installed in Las Vegas over the past few years. Las Vegas casinos, however, will be focused on going "green," implementing energy efficient controls and keeping their current audio/video investments serviced and functional rather than replaced with new gear.