

## **AUDIO VIDEO RESOURCES Achieves InfoComm International Gold Level Designation**



**PHOENIX, AZ – January 4, 2008** – Audio Video Resources (AVR) has qualified as an InfoComm International Gold Certified AudioVisual Solutions Provider (CAVSP). This designation recognizes that 75 percent of their office's sales, customer service and technical staff have achieved and maintained individual InfoComm Certification (CTS). In fact, AVR has the most CTS employees in the state of Arizona.

InfoComm awards individual Certification to audiovisual professionals who have demonstrated knowledge and comprehension of the science and technology used in communications including audio, video, display and systems. Technicians, engineers, designers, salespeople, customer service personnel, managers and executives are eligible to take the individual certification test.

“A CAVSP designation gives AV companies a competitive advantage in the marketplace,” said Randal A. Lemke, Ph.D., InfoComm International's executive director. “Customers of audiovisual communications and presentation systems can be confident of professionalism and an aspiration to excellence when working with these companies that have invested in education and training to stay current on the latest AV technologies and techniques.”

The company-level CAVSP Certification program is the only such program available for the commercial audiovisual industry. In addition to confirming that 75% of their office's employees are InfoComm certified, the Gold CAVSP designation means that Audio Video Resources agreed to comply with *10 Standards of Excellence* developed in collaboration with industry experts to emphasize the best practices of audiovisual businesses.

The Standards of Excellence are a guidepost for audiovisual companies and professionals who place the customer first and offer quality audiovisual solutions. They include the commitment to provide complete customer satisfaction with audiovisual solutions that provide value to the client. They convey the importance that audiovisual solutions providers place on their own skills development through continuing education. They also cover the critical role that audiovisual professionals play as partners with IT specialists, architects, building managers and others.

### **ABOUT AUDIO VIDEO RESOURCES**

For more than 60 years, AVR has been partnering with businesses in Arizona to fulfill their professional communication, audio, and video needs. AVR is home to a team of sales managers, engineers, project managers, and technicians that are some of the most experienced and technologically capable in the Southwest. AVR's clients are served from our 35,000 square foot state-of-the-art headquarters located at 4323 E. Cotton Center Blvd, Phoenix, AZ 85040.

### **ABOUT INFOCOMM INTERNATIONAL**

InfoComm International is the industry leader in certification for AV communications professionals, and is the only audiovisual certification recognized by the U.S. National Certification Commission and accepted by the U.S. Veterans Administration for reimbursement under the Montgomery G.I. Bill. InfoComm certification programs are designed to establish and maintain widespread credibility for the audiovisual industry and the professionals who perform the work. The company-level CAVSP designation recognizes professionalism and expertise achieved through professional development, training, and continuously updated certification of employees.