



PRESS RELEASE

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For Immediate Release

AUDIO VIDEO RESOURCES Achieves InfoComm International Diamond Level Designation

Phoenix, AZ – March 1, 2009 – Audio Video Resources (AVR) has qualified as an InfoComm International Diamond Level Audio Visual Solutions Provider (AVSP), InfoComm's *highest level*. This designation recognizes that 50 percent of the regional office's sales, customer service and technical staff have achieved and maintained individual InfoComm CTS Certification and, in addition, at least 15% of them have achieved and maintained a higher level of CTS Certification.

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.

According to InfoComm International, the AVSP Diamond Level designation gives AV companies a competitive advantage in the marketplace. They also believe that 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 AVSP Certification program is the only such program available for the commercial audiovisual industry. In addition to confirming that 50% of the regional office's employees are InfoComm certified, the Diamond Level AVSP designation means that AVR 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 YOUR ORGANIZATION

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.