

SESSION 1

Wednesday, October 28, 2026 | 9:00 AM

Nevada Room, Casino New Brunswick

Optimizing USB-C in Pro AV Applications and Higher Ed

Like all technology, the Universal Serial Bus (USB) has evolved over time. USB-C now offers a much wider set of functions including data, video, audio, and power delivery, and has become a standard component of many AV systems. With increased bandwidth, a smaller connector format, and support from major device manufacturers, USB is primed to act as the single connector for laptops and Unified Communications applications. AV professionals benefit from understanding how USB works, including its advantages and limitations, for best use in a Pro AV environment, and how to improve existing systems with Extron's USB-C solutions.

This session covers:

- The legacy and future of USB-C: which features matter in an AV solution
- A firm grounding in USB operation, standards, and principles
- USB design considerations: distribution, extension, and more
- How Extron USB offerings fit within Pro AV systems

PRESENTER**Karl Rosenberg***Mid-Atlantic Regional Application Specialist, Extron*

Karl Rosenberg is the Mid-Atlantic Regional Application Specialist for Extron and has been in the audiovisual industry for over 41 years. A veteran presenter, Karl conducts Extron training in the US and abroad, and has taught at conferences in the US, Canada, and Puerto Rico. He was also an Adjunct Faculty member of InfoComm International. He has attended, participated in, and presented at education conferences including ETC, EDUCAUSE, UBTech, BICSI, and ACCS, speaking both one-on-one in the field and to audiences of hundreds.

SESSION 2

Wednesday, October 28, 2026 | 10:45 AM

Nevada Room, Casino New Brunswick

Cinematography for AV Integration

Lights, Camera, Action! Think like a Hollywood director when you set up your shot. Lens selection, camera location, angle of capture, and lighting all shape the story your client conveys to their audience. Let's get into the finer details of taking your next integration camera design from acceptable to exceptional.

PRESENTER**Carlo Coppola**

Q-SYS

SESSION 3Wednesday, October 28, 2026 | 1:00 PM
Nevada Room, Casino New Brunswick

Auracast Made Simple: Scalable Audio Deployment with Infinium

Discover how Auracast broadcast audio is changing assistive listening and audio accessibility in higher education, large venues, and public spaces. This session explores the latest advancements in Auracast technology and how Williams AV's Infinium platform simplifies the deployment of next-generation broadcast audio systems.

Learn how the Infinium ESM (Extended System Mode) lets multiple transmitters operate together as a single, unified system, making it easy to provide reliable audio coverage across lecture halls, auditoriums, student centers, arenas, performing arts venues, and multi-building campuses. We'll cover practical deployment strategies, system design considerations, network integration, and real-world applications that reduce installation complexity while keeping the user experience strong.

Whether you're designing a new facility or upgrading an existing assistive listening system, you'll come away with practical insight into implementing scalable Auracast solutions that are ready for the future.

Key takeaways:

- Understand the fundamentals and benefits of Auracast broadcast audio
- Learn how Infinium ESM enables multiple synchronized transmitters for large-scale deployments
- Explore design best practices for universities, conference centers, houses of worship, and large public venues
- See how scalable Auracast systems simplify installation while expanding coverage and accessibility
- Gain confidence in specifying and deploying future-ready assistive listening solutions

PRESENTER**Tim Franke***National Sales Manager, Williams AV*

Tim Franke is a 20-year professional in the technology sector with expertise in sales and strategic management. Tim has contributed to organizations including Mimio, Newell Rubbermaid, Boxlight, FrontRow, and currently serves as National Sales Manager at Williams AV, where he leads partner channel strategy and execution across the Eastern United States.

SESSION 4

Wednesday, October 28, 2026 | 2:45 PM
Nevada Room, Casino New Brunswick

Breaking Language Barriers: AI Translation & Intelligent Transcription with Televic

As organizations become increasingly global, the ability to communicate seamlessly across multiple languages is more important than ever. Join us to discover how AI-powered translation and transcription are transforming meetings by making conversations more inclusive, accessible, and actionable.

This session will explore how Televic Conference's industry-leading audio technology provides the foundation for highly accurate AI-powered transcription and real-time translation. Learn how organizations can enable multilingual meetings, automatically generate searchable transcripts, improve accessibility, and simplify meeting documentation - all while maintaining exceptional meeting audio quality.

PRESENTER**Justin Boyle**

Televic Conference Specialist, DataVisual

Justin Boyle is the Televic Conference Specialist for DataVisual, supporting partners and end users across Canada with advanced conferencing and collaboration solutions. With extensive experience in AV technology, council chambers, corporate boardrooms, higher education, and government environments, Justin helps organizations design intelligent meeting spaces that improve communication, engagement, and operational efficiency.

Working closely with consultants, systems integrators, and technology partners, Justin focuses on bringing innovative collaboration solutions to market, including Televic's award-winning conference systems and their integration with leading platforms such as Microsoft Teams, Crestron Automate VX, and emerging AI technologies.

SESSION 5Thursday, October 29, 2026 | 9:00 AM
Nevada Room, Casino New Brunswick

AV Control Simplified: A Snapshot Tour of Extron Configuration

Configured systems are easier to get up and running. Most classrooms are fairly simple from a control standpoint. With only a few inputs and a single output device, these rooms are a good fit for the configurable approach. Configuration does not require specialized software skills, so technicians or administrative staff can maintain the control system. If a projector or source device changes, a simple driver update is all it takes.

This session covers:

- A fresh understanding of the UX (user experience) for AV control systems
- Button panels for classroom AV control: easy to use and intuitive, offering the common functions a system needs, with the ability to centralize control across multiple components
- Touchpanels, which add the flexibility to customize around instructor needs on top of those same benefits
- A working understanding of the Medialink product line and how to set it up

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