



Presented to you by:

Extron Electronics

Seminar Title: USB-C in Pro AV Applications

Seminar Topic:

Like all technology, 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 will benefit from understanding how USB works, including its advantages and limitations, for optimal use in a Pro AV environment, and how to enhance existing systems with Extron's USB-C solutions.

- Understand the legacy and the future of USB-C - which features are important in an AV solution?
- Gain a firm knowledge of USB operation, standards, and principles
- Learn unique USB design considerations: distribution, extension, etc.
- Identify how Extron USB offerings integrate within Pro AV system

Presenter's Name and Bio:

Karl Rosenberg, Regional Applications Specialist

Karl Rosenberg is the Mid-Atlantic Regional Application Specialist for Extron and has been in the audiovisual industry for over 38 years. As a veteran presenter, Karl is responsible for conducting Extron training in the US and abroad, and has taught at conferences in US, Canada, and Puerto Rico. He has attended, participated in, and presented at multiple small and large-scale Education conferences. Karl has a multitude of experiences discussing and educating on a breadth of technologies, one-on-one in the field and to hundreds at conferences.

Ivan's AV Tech Expo

Date: October 1, 2025

Time: 9:00am – 9:45am Location:

The Westin Nova Scotian, Lunenburg Room



Presented to you by:

Williams AV

Seminar Title: Auracast™: The Future of Accessible Audio and Assistive Listening

Seminar Topic:

Although existing assistive listening systems like inductive loops have provided valuable support for individuals with hearing loss, they face several limitations—including poor audio quality, high installation costs, and limited privacy—that have hindered widespread adoption. Auracast™ broadcast audio offers a promising next-generation solution. It delivers higher-quality sound, enhanced privacy, and a more cost-effective, easy-to-deploy alternative, making audio more accessible and contributing to improved quality of life through better hearing.

Presenter's Name and Bio:

Tim Franke is a 20 year professional in the technology sector, with expertise in sales and strategic management. Tim has made contributions to various organizations such as Mimio, Newell Rubbermaid, Boxlight, Frontrow and currently serves as the National Sales Manager at Williams AV.

As the National Sales Manager, Tim Franke spearheads partner channel strategies and oversees their successful execution across the Eastern United States.

Ivan's AV Tech Expo

Date: October 1, 2025

Time: 10:45am – 11:30am Location:

The Westin Nova Scotian, Lunenburg Room



Presented to you by:

Focusrite

Seminar Title: Dante Fundamentals

Seminar Topic:

An introduction to Audinate's Dante, covering fundamental concepts, key terminology, and practical considerations for professional audio environments.

Session Objectives will include a discussion of the core principals of Dante AoIP technology and its terminology as well as best practices to plan and implement a Dante network.

Learn a brief history of Audinate's Dante technology, its benefits over traditional audio distribution methods and how the industry has adopted it.

Core concepts will be discussed, including digital audio fundamentals, how Dante transmits over standard IP networks and what network infrastructure requirements are.

Understand the terminology –

- Dante Controller and Dante Virtual Soundcard
- Unicast vs. multicast routing
- Clocking and clock synchronization
- Dante domains, flows, and channels

System design and planning will be discussed along with real world applications. See examples of simple setups in venues, studios and in broadcast and what needs to be considered to scale a project from small to large.

Presenter's Name and Bio: John Merchant

John began his career at Middle Ear Studios on South Beach, owned by Barry, Robin & Maurice Gibb of the Bee Gees. In 2004, he opened RedDoor Studios in

Miami to produce new and established acts. Over the course of his career, John worked with an amazing array of artists, including the Bee Gees, Barbra Streisand, Michael Jackson, Toni Braxton, Celine, Alison Krauss, Dolly Parton, Coldplay, and Lenny Kravitz. John was nominated for a Grammy as producer of Mika's *Life in Cartoon Motion*. In 2006, John began his career as a Professor and Chair of the Recording Industry Department at Middle Tennessee State University, retiring in May, 2025 to serve as the Director of Focusrite Professional for the Americas.

Ivan's AV Tech Expo

Date: October 1, 2025

Time: 1:00pm – 1:45pm

Location: The Westin Nova Scotian, Lunenburg Room



Presented to you by:

Primacoustic

Seminar Title: Basic Acoustics and Impact on Communication

Seminar Topic: This seminar will include a primer on basic acoustical terms and concepts (NRC, types of reverberation/echo etc.), how to assess a space, the difference between acoustic treatment and sound proofing, understanding the difference between different absorption materials and best placement practices. Design examples will be shown as well a description of the types of photos, plans and assessments needed to create an accurate rendering of the space.

Presenter's Name and Bio: James Wright

James Wright is the North American Sales Manager for Primacoustic. James have been in the acoustics industry for more than 15 years and in that time has worked on projects as large as ice arenas and airports to as small as huddle rooms and coffee shops. In this time, he has witnessed the positive impact of acoustic treatment in any space where communication is important in the function of the space. James has a degree in Jazz and Commercial Music and was a professional musician, audio engineer and producer until his "reverse mid life crisis" (quitting the rock band for a 9-5 job) in 2009. In this time, he has worked to advance the knowledge and implementation of acoustic treatment in many projects across North America and overseas.

Ivan's AV Tech Expo

Date: October 1, 2025

Time: 2:45PM – 3:15 pm

Location: The Westin Nova Scotian, Lunenburg Room



Presented to you by:

Verkada

Seminar Title: Upgrading Security for an Unpredictable World

Seminar Topic: As threats grow more sophisticated and business needs evolve, relying on outdated legacy physical security systems is no longer an option. Modern organizations require an agile, cloud-based security solution that adapts to today's unpredictable world. Join us for a webinar on how you can future-proof your security infrastructure with cloud-based systems that seamlessly integrate with IT, scale effortlessly, and deliver enhanced business outcomes.

In this session, we'll explore how embracing cloud technology can unlock a new era of resilience, efficiency, and control, providing your organization with the tools it needs to thrive today and tomorrow. Learn strategies for making the transition to a modern security ecosystem and hear from experts on how to streamline the integration process.

Presenter's Name and Bio: Sandy Gill

Sandy Gill serves as a Senior Channel Sales Manager at Verkada, leveraging two decades of experience in the technology sector. In this role, Sandy is responsible for driving channel growth across Eastern Canada by cultivating robust partner ecosystems within diverse sectors, specializing in SaaS and cloud-based platforms. Sandy is deeply passionate about addressing complex challenges through innovative

technology solutions and fostering trusted collaborations.

Ivan's AV Tech Expo

Date: October 2, 2025

Time: 9:00am– 9:45 pm

Location: The Westin Nova Scotian, Lunenburg Room



Presented to you by:

Extron Electronics

Seminar Title: AV over IP:

Using IT Infrastructure to Enhance Content Distribution for a Single Room or Campus

Seminar Topic:

Over recent years the AV industry has embraced Pro AV over IP solutions as a flexible way to distribute Audio and Video while leveraging existing cable and network infrastructure. In the NAV Pro AV over IP Workshop, we explore the individual components that make up a complete NAV AV over IP solution and discuss the main technologies involved in these systems, such as our PURE3 codec, AES67 audio transport, USB transmission, and the networking requirements for NAV systems.

- Identify the various components of Encoding and Decoding
- Discuss the different supported technologies and the network requirements for AV over IP on a Network or Using AV over in a room on a isolated Network
- Learn how to leverage existing category cabling and network infrastructure for successful deployment

Presenter's Name and Bio:

Karl Rosenberg, Regional Applications Specialist

Karl Rosenberg is the Mid-Atlantic Regional Application Specialist for Extron and has been in the audiovisual industry for over 38 years. As a veteran presenter, Karl is responsible for conducting Extron training in the US and abroad, and has taught at conferences in US, Canada, and Puerto Rico. He has attended, participated in, and presented at multiple small and large-scale Education conferences. Karl has a multitude of experiences discussing and educating on a breadth of technologies, one-on-one in the field and to hundreds at conferences.

Ivan's AV Tech Expo

Date: October 2, 2025

Time: 10:45am – 11:30am

Location: The Westin Nova Scotian, Lunenburg Room