

## **Audio/Visual Technology in Business**

If a company works on a 33.3% profit margin, they have to generate \$3 in sales to pay for \$1 worth of expenses. If that company spends \$5,000 per month on travel and accommodations that means they have to generate \$15,000 in sales just to cover this expense. However, that can change today.

Modern audio and video technology is saving businesses money. That is the bottom line. Advancements in communication and electronics are growing exponentially and this growth will present immense potential for saving your company. These high quality A/V systems are already becoming more affordable, which places them within the reach of the small to medium sized business today. In fact, studies suggest higher employee productivity can be directly caused by less travel. So what are some of these new technologies?

The first technology increasing productivity today is Plasma Displays. These lightweight devices are usually found grouped three or more together and create a dramatic visual experience. You can feel like you are in Tokyo with your trading partner with a clear and crisp picture quality at a business meeting done remotely through video conferencing. Grouped together in a diamond shaped or mounted flat on the wall, these displays are allowing for instant communication between offices.

The next technology that is increasing productivity is the audio speakers. Today's speakers are smaller, cheaper, and better than they have ever been in the past. They can also be mounted in the walls, in the ceiling or right there where the person sitting. Clear communication is helping business to get meetings done and decisions made within the comfort of the office. This is affordably increasing productivity and decreasing cost of travel.

Modern teleconferencing equipment can also be integrated with today's wireless mobile devices. This allows a business to run smoothly regardless of location, making it easier to partake in business meetings or decision making that must be done even on vacation time. Satellite technologies are allowing for instant access around the world.

Companies are also saving money because they can downsize. They are not downsizing their staff but rather reducing their office space. This has the potential to save a tremendous amount of money on rent alone not to mention utilities and insurance.

A large accounting firm reported reducing its office space around the country by nearly 2 million feet. How were they able to do this? Many of their people are now working from home. They invested in audio and video technology and then reported saving \$25 million the next year.

AT&T says it saved 80 million in real estate costs and Hewlett-Packard reports many of their employees are now telecommuters. With quality up and prices down it makes sense for the small to medium size business to look into audio video technology today.

As a side benefit, companies that choose audio and video technology are helping to save our country. The state of California did a pilot program and showed there was a reduction in traffic and gasoline consumption related to telecommuting. This is in addition to the reduction of auto accidents and time lost from work due to auto related injuries.

In conclusion, the benefits of audiovisual technology integration for businesses are endless and growing. It is an area of technology that continues to grow and is always on the forefront of something better, faster, and more incredible. It is an investment in business that will save money in the long run as well as the short term.

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