

## FOR IMMEDIATE RELEASE

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### **AVI-SPL announces Cisco TelePresence and UC Initiative**

*Expects ATP certification and unveiling of UC Demonstration Center in early 2010*

**TAMPA, Fla. Dec. 2, 2009** – AVI-SPL, a leading provider of video and audio communications solutions, today announced that it has established a dedicated Cisco practice focused on Unified Communications (UC) and TelePresence solutions. The company is working towards its TelePresence Authorized Technology Provider (ATP) status from Cisco, and expects to complete the requirements early in the first quarter of 2010. The ATP designation recognizes companies who have fulfilled the training requirements and program prerequisites to sell, deploy and support Cisco UC and TelePresence solutions. The company plans to establish a network of Unified Communications and TelePresence demo centers at some of its offices around the country, where customers can see these solutions in action.

Cisco TelePresence is only one component of the many collaborative tools that are available from Cisco. Along with the TelePresence equipment, AVI-SPL looks to provide complete Cisco UC solutions to customers as they look towards a more collaborative network that includes video and collaborative technologies.

Doug Carnell, a 24-year veteran in the Audio and Video services market, has been appointed vice president of the Cisco practice and will lead the initiative as part of Mike Brandofino's Video and UC team.

"Our collaboration with Cisco as a TelePresence Authorized Technology Provider will allow AVI-SPL to provide our customers and partners with cutting-edge technology for their unified communications needs, and enable us to expand beyond the conference room to other parts of our customer's communications environment," said Doug Carnell, vice president of Cisco practice at AVI-SPL.

"AVI-SPL is committed to investing in and expanding our portfolio of products and services," said Mike Brandofino, executive vice president of video and UC at AVI-SPL. "Achieving ATP status will open up a new world of opportunities for our company and allow us to leverage the strength of Cisco's suite of UC and TelePresence solutions."

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**About Cisco TelePresence**

The Cisco TelePresence Meeting solution combines the industry's first ultra-high-definition 1080p video with high-quality, wideband spatial audio, imperceptible latency, and comprehensive environmental design. Meeting participants feel as if they are in the same room, even though they may be on separate continents. With the ability to see and hear others in ultra-high-definition video and wideband spatial audio, users truly experience the subtleties and nuances delivered by body language, eye contact and facial gestures that make up more than 60 percent of communications. With Cisco TelePresence, participants focus on the meeting and not the technology.

**About AVI-SPL**

Headquartered in Tampa, Fla., AVI-SPL is the result of a merger between Audio Visual Innovations (AVI) and Signal Perfection, Ltd. (SPL). In aggregate the company has more than 40 years of experience providing innovative audio and video communications solutions with a strong tradition of high quality and exceptional customer service. As the largest global integrator for audio and video communications systems and services, AVI-SPL is uniquely positioned to deliver the most comprehensive line-up of presentation solutions, including: systems integration, sales and rentals, complete staging and production, managed conferencing, IP integration and event management. For more about AVI-SPL, visit [www.avispl.com](http://www.avispl.com).

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