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TECHNOLOGY  
SOLUTIONS

# BRAVO Bulletin

## Solutions For Today's Tech Conference & Meeting Room Demands.

Meetings today happen at the intersection of technology and people! The challenge is to make sure technology is a tool, not a barrier for collaboration, concentration, and inspiration.

### Making a Difference

We operate in a quickly changing work world. Everything we do is connected, integrated with something or someone else. Furniture can no longer *just* look good! Technology must be user friendly to have a place in our current business environments. Everything must be a tool for productivity. In this edition of *The Bulletin* we will examine some of the opportunities that exist and are growing in our work world. The road ahead can be bright!



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## Connections Issue

### Putting It All Together



The one place that remains a bit of a mystery for most furniture professionals is the collaboration spaces, especially as it pertains to the integration of technology tools. I have to admit, having put in more than a couple of decades in the commercial furniture world, stuff you plugged into the wall made me a bit more than just nervous. But after spending the last several years in the commercial Audio-Video arena, I'm starting to get a better handle on the things that flash, whirl, glow, and make noise! And although complicated, mastering the basics of AV cannot only open new doors, it can lead to profits and opportunities furniture alone just can't.

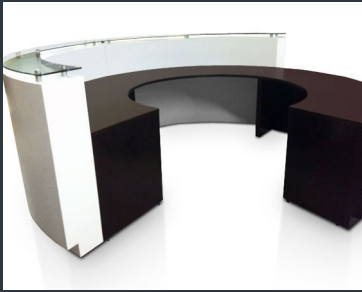
Many of you have heard me draw some comparisons between furniture and AV - but for the yet unfettered, let me quickly draw on the most significant of these. The total North American furniture annual sales potential for this year is in round numbers about \$10Billion. The AV potential in the same space and time is close to \$90Billion. BIFMA estimates less than 10% of all the furniture sold this year will go into conference, meeting, training and open spaces. That equates to roughly \$1billion. InfoComm estimates more than 30% of all the AV gear sold this year will go into those same places - or roughly \$30Billion.

A lot of the companies I visit with aren't doing wholesale changes to the their furniture assets. But most are taking steps to up-date some or all of their Audio-Video equipment. And why not!?! Here are some of the recent developments that make up-grading AV gear so enticing:



Simo

## Imaga-factoring



Disney made the phrase *Imaga-neering* famous as the way they described the link between creativity and bringing those ideas to reality.

**Simo** is making a similar link. We are calling it **Imaga-factoring**. The art of turning concepts and ideas into real pieces of furniture.

If you can thinking it, **Simo** can build it! I often like to tell clients its like playing with 68 crayons in your box instead of just your basic 8.

To get started, send us an idea or concept, some dimensions and the materials you would like to use; veneer, laminate, stone, metal, and glass and we'll take it from there.

If you can think it—Simo can build it!

## **Imaga-factoring!**



## Connections—con't



- Flat Screens have gotten bigger, brighter, bolder, better and cheaper.
- Projectors have gone bulbless, brighter, and HD.
- BYOD means everyone is packing technology in all kinds of forms—and wanting to share content
- Video Conferencing is easier, better, and cheaper and used more frequently.
- High fidelity sound is expected—and its wow!

So you have some choices when it comes to AV - ignore it, offer it, or partner with someone that allows you to include it as part of your business offering in such a way as to differentiate yourself in the marketplace. Differentiate is code for making more money! The basics of most conference and meeting rooms are not that complicated to grasp. With the right training and support you can offer robust solutions to your already existing clientele. Most clients are moving to flat screens in their meeting spaces. And why not!?! Not too long ago anything larger than 50" required a second mortgage - today 60", 70", 80" and 90" HD Flat Screens are incredibly more affordable.

Mounting them on walls takes about the same skill as mounting a row of wall hung overheads. Cabling and electrical might require a partner arrangement - but with some of the advancements in cabling, primarily the move back to Category cable (Cat5e or Cat6) this is becoming a simpler task to accomplish.

Sharing and connecting are the next big challenge - and the primary reason for collaboration spaces to begin with. It can be as simple as adding an AppleTV device to any Flat Screen to creating a wireless hub within each space to accessing centralized data and internet connectivity via the data closet. Although not hard to execute, training, experience, and some technical skills will be required. Find a partner or acquire the skills - this is where you get paid for the magic of connectivity.

There are several other aspects of executing AV within collaboration spaces - including knowing which system requirements are above your rank and pay-grade. But the majority can be easily accomplished by competent dealerships.

The easiest way to accomplish well thought out and flawlessly executed AV systems is to purchase a complete, factory installed solution from a manufacturer like **Simo**. They have done all the research for you, bought all the top brands, and installed all the complicated cabling in the factory by certified technicians - all you have to do is deliver and plug in power and data lines - done! Certified! Warrantied. Factory Supported. Flawlessly executed. Competitively priced!

Another way is to hire experienced people with some AV background. Good people are hard to find, but available. Yet another way is to find a partner in the AV business that matches your expectations for customer service and price point.

Dirty Little Secret time - most AV Integrators (they don't like to call themselves dealers) are staffed by mostly competent and well intentioned technicians with undeveloped people skills. Your skilled sales team will excel in presenting concepts compared to most Integrators.

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# New Product Up-date



New introductions from Chromcraft include the **SPA**. Targeted at the Executive, Management segment, and conference room settings. Available with and without a headrest.



Also new is **Jog**



—aimed at the all purpose user. Jog is availa-

ble with a flip up tablet, flip-seat for nesting and it also stacks 5 high.

**Eclipse** is another new offering by Chromcraft. Made from hard wood solids, and is available in Cherry, Walnut, Maple, and Espresso. Targeted at waiting rooms and lobbies, it has a wide variety of corner tables and ganging combinations. Load limits in excess of 400 lbs makes this an ideal selection for medical offices and waiting rooms.



RollinProducts has introduced several new products.



**HighRise**—an electric height adjustable Sit Stand Desk with digital readouts and an adjustment range between **24" - 50"** and a load capacity of over 300lbs. **HighRise** includes wire management and power and data capabilities, modesty panels, CPU holders, monitor arms.



**Studio Wing** offers a great new way to divide worksurface and provide privacy. Available in virtually any size, shape, material or configuration. With more and more offices going wide open tables or desking solutions—this is a great way to add spice, color, privacy and function.

**Mobile Whiteboards** remain a huge offering—new sizes & configurations are available. Price Points are below most of the other folks. Quick Ship as well.



## Did You Know

- ♦ Connectecs is the only AV Integrator in the State that is also a licensed Electrical Contractor.
- ♦ There will be over more than **3 Billion video calls** made this year!
- ♦ Over **\$30 Billion** of AV gear will be installed in business conference and meetings rooms next year!
- ♦ The new Ultra HD standard in flat screens is now 4,000 lines of resolution per inch— up from just 1,080. Watch for 4K TV's under the tree this year.
- ♦ Window blinds are now available that are wireless and battery powered. No cables required!
- ♦ 90" HD Flat Screens are now incredibly affordable!

Find out more by going to **Connectecs.com** or **Bravopartners.net**  
Give us a Call!





Conferencing In Any Shape & Space



Journey™ Terminal Seating by Chromcraft

## Connections—con't from page 2

**Dirty Little Secret #2** is AV is typically far down the timeline list - well behind the real estate, architectural, design, and furniture. By you introducing AV into the scope and scale of the conversation its an opportunity to differentiate your deliverable, broaden your reach and keep you at the table longer.

To be sure, there is a lot more to this conversation than space here allows - but call me and we can explore the rest of it. There are more and more examples of furniture dealers successfully adding AV into their business mix (i.e. Red Thread in New England, OneWorkplace in San Francisco) and more and more examples of furniture manufacturers dabbling in AV themselves (i.e. Haworth's Bluescape, Steelcase Media:scape) to ignore this rising tide of influence AV is playing in our collective world. Ride the Tide to great GP!



## Come Fly with Us!

Did you know that **Chromcraft** produces roughly 70% of the world's airport and public transportation seating?!? They have just introduced a new addition to that family—**Journey™**. **Journey™** is available in two to five seat units. **Journey™** is available in perforated aluminum or urethane seat in a variety of custom colors. Check out more on Journey on the Chromcraft website:

[www.chromcraftcontract.com](http://www.chromcraftcontract.com)

## Who Are Bravo Partners

**Bravo Partners** exists to help Dealers, Architects, and End-users provide client-centric solutions for Concentration & Collaboration spaces within business environments. Our manufacturing partners; **Simo**, **Chromcraft** & **EOC**, and **RollinProducts** offer a variety of robust solutions—from completely factory configured front wall AV solutions to seating, private office, reception, training, display and privacy tools —one complete, Concept to Commissioning Solution Provider.

We Represent the Pacific Northwest's most comprehensive offering of Professional Grade single source provider of AV, Security, Telephony, Electrical & Low-Voltage Contractor **ConnecTecs**.

Together, we are **Bravo Partners**!



**Web-site:** [www.bravopartners.NET](http://www.bravopartners.NET)  
**Address:** 7803—233rd Ave NE, Redmond, WA 98053  
**Office Phone:** Office 425/868-5780  
**Darrell Mobile** 425/890-9020  
**Darrell@bravopartners.net**

