



PRO AV DISTRIBUTION *made simple*

C O R P O R A T E P R O F I L E

Welcome

Our goal at IAVI is to provide our customers with an unparalleled selection of high quality commercial Pro AV products available anywhere in the industry.

Our growth over the years is reflective of the professional partnerships we have formed with leading AV manufacturers. We pride ourselves on our ability to identify brands with the highest quality products to meet the demands and expectations of our customers.

Our product offering is continually changing and expanding as we offer superior value and customer service solutions to dealers, installers, and integrators across the nation. IAVI's consistent growth in rising and declining economies is a clear indication of our customers' satisfaction and our competitive position within the market.

On behalf of our entire team here at IAVI, I would like to thank you for placing your trust in us and giving us the opportunity to work with you. We will continue to do our best for you every day in order to ensure the success of your business and to maintain a positive partnership moving forward.



Wade Gilbert
President / CEO
IAVI



Mission Statement

Our mission is to create and maintain positive relationships with our customers and manufacturers by providing superior customer service solutions and offering a wide range of audio visual equipment to professional dealers, installers, integrators, and resellers worldwide.

Who is IAVI?

- We're a world leading Pro AV distributor
- We represent over 50 superior brands
- We carry thousands of quality products
- We provide expert nationwide coverage

How are we different?

- We provide sales coverage through all time zones
- We're a focused and leading supplier of projectors and flat panels
- We're a value added consultative distributor
- We offer cost saving promotions and programs
- We focus our efforts on increasing our customers' margin

Why are we better?

- We maintain a CTS certified and DSE Expert sales team
- We take a consultative approach to spec the right products for unique projects
- We set the standard for customer service by providing an extraordinary customer experience
- We are constantly focused on continued growth and ongoing success



Wade Gilbert, *President / CEO, IAVI*

“Our goal is to provide specialized solutions, add value to efficiently satisfy the needs of our customers, and to build and maintain lasting positive relationships.”

Why IAVI?

Committed

IAVI believes in ensuring daily satisfaction. This takes dedication and a commitment to excellence. IAVI knows what it takes to earn and keep your business – with first rate customer service, quality brands, and competitive pricing.

Passionate

IAVI recognizes that for many clients, technology isn't just a business, it is a passion. Just like those clients IAVI lives and breathes Pro AV. That is why IAVI's staff is comprised of some of the most knowledgeable and highly trained specialists in the industry today. With access to the latest market information IAVI is up to speed on all technological advances, applications, product development and availability.



Competitive

Through strong partnerships with quality manufacturers IAVI is able to offer many cost saving promotions and programs. IAVI recognizes that lower pricing helps our customers stay competitive and is committed to helping you win the business. IAVI's industry expertise and skills will help customers maximize profits, expand business and increase service levels

Efficient

IAVI builds strong customer relationships and operational effectiveness with automatic order confirmation, daily order status and shipment tracking information so that customers are always informed. Product availability and pricing is immediately available with IAVI's new Dealer Zone online site.

WE'LL BE HONEST WE'RE JUST TRYING TO GRAB YOUR ATTENTION.

We know what you're thinking... why IAVI?

IAVI is the industry's leading provider of...
 • Competitive pricing
 • Fast order processing
 • Excellent customer service
 • Reliable product quality
 • Comprehensive product line

toll free 866.813.5948 **IAVI**

SOLID CUSTOMER SERVICE, NO BUTTS ABOUT IT.

So you're wondering... why Satyrs from IAVI?

IAVI is the industry's leading provider of...
 • Competitive pricing
 • Fast order processing
 • Excellent customer service
 • Reliable product quality
 • Comprehensive product line

toll free 866.813.5948 **IAVI**

Everyone needs a hero. WE'RE HERE TO MAKE YOU MONEY.

We're the hero you're looking for, too... why IAVI?

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toll free 866.813.5948 **IAVI**

Supportive

IAVI offers demo units for many products and are available to test their capabilities, and get hands-on experience to ensure the right product is chosen to meet the customers' needs.

Reliable

IAVI offers ServicePak Extended Warranty for flat panels or projectors that can easily increase customer margin! IAVI's ServicePak provides additional coverage for up to 5 years after the manufacturer's warranty has expired. This program has been custom designed to meet the needs of professional installation companies and resellers.

SENNHEISER
MM 100
 Bluetooth® Stereo Headset

IAVI is now an official distributor of Samsung

SAMSUNG
460CX-2
 LCD DISPLAY

ViewSonic
RLM-W6
 The most silent projector

ViewSonic
PJD6211
 The most brilliant DLP projector

Flawless image quality

Projectors from ViewSonic

Marketing

IAVI's devoted Marketing team is committed to increasing the exposure of partnered manufacturers through select advertising channels.

IAVI utilizes different types of communication vehicles in a targeted cross-media approach to promote the combined value of doing business with your brand and IAVI.

Internally, IAVI ensures that their sales team will be educated on and promote your brand and products to prospects and customers. Externally, IAVI will market the features and benefits of your products and brand to targeted lists of installers, integrators, resellers, and dealers.

IAVI Product Catalog

The IAVI product catalog is a formal representation of IAVI's partnered manufactures' products with insight into unique technology, business structure and brand identity of each manufacturer.

Website Exposure

Website exposure would consist of your product listing, logo, and specs available on IAVI's website and intranet site with exclusive product information including access to information such as: product brochures, updated pricing, programs, promotions, and more.

IAVI inSight Newsletter

The IAVI inSight Newsletter is a regular advertising channel for IAVI to showcase specific features and benefits of your products, technology, and brand.

Social Media Networks

Social Media Networks allow IAVI to reach a specific niche of customers with access to information through creative and interactive channels.



Webinars

Webinars give both the manufacturer and IAVI the opportunity to speak directly to the customers relaying specific information regarding products, pricing, and promotions.

A group of business professionals in a meeting, focused on assembling white puzzle pieces. The central figure is a man in a dark suit and patterned tie, looking down at the puzzle. To his right is a woman with long blonde hair in a light blue striped shirt. To his left, another woman is partially visible. The background is bright and out of focus.

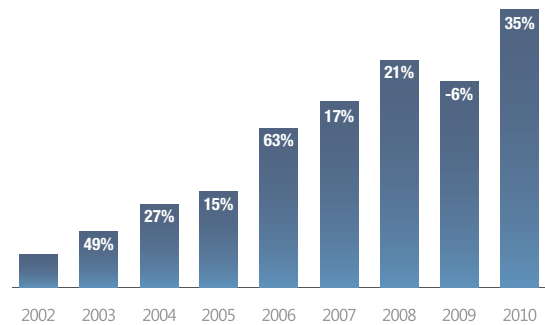
Bill Woodard, VP of Purchasing & Marketing


“Having a successful marketing strategy can make or break a company. By developing a consistent strategy that satisfies both our customer needs and company objectives we are able to project, measure, and evaluate the success of our marketing campaigns.”

Growth

As IAVI has grown, the company has maintained a focused path, developing and upholding positive relationships with potential and existing clients and customers.

- This has allowed IAVI to keep up with the market's changing needs and opportunities. IAVI's ability to Identify and reach out to manufacturers of quality products, bundled with superior customer service solutions, has permitted the company to strengthen its competitive advantage within the industry.
- IAVI's secure financial position is attributed to the company's continued growth over the years. Through opportunity analysis and proper use of capital resources, IAVI is able to maintain a significant warehouse inventory available for immediate shipment and properly manage product delivery.
- IAVI's consistent growth in net sales, customers served, and net sales per customer are great indicators of a successful achievement metric and their unyielding goal for customer satisfaction. In both growing and declining economies, IAVI optimum advancement and reliability outpaces other distributors.
- Headquartered in Fort Lauderdale, FL, IAVI is ideally located to serve both domestic and international customers. However, based on the growing demand of the Professional Audio Visual Industry, IAVI has added offices worldwide. February 2010 marked a milestone for IAVI with the opening the twelfth location - a second office in California.





Fernando Tirado, *Corporate Controller*

“The key is finding the right growth strategy for your company. IAVI takes customer demands into consideration when determining which approach is right for us.”

One-Stop-Shop

By supplying an extensive product mix IAVI makes it possible for industry professionals to obtain every component necessary to complete any AV project from the simplest display installation to outfitting an entire arena.

IAVI makes it easy to shop. IAVI stocks the widest range of projectors, flat panels displays, digital signage solutions, and projection technology accessories. It's simple, IAVI provides the accessories required to ensure optimal performance and increase product reliability. A complete line of accessories for all brands and models make IAVI the only resource for all of your Pro AV needs.

Replacement Lamps IAVI boasts a reputation as a number one source for projector replacement lamps. By maintaining an inventory of over 750 replacement lamp models, IAVI is the preferred choice among dealers, resellers, and installers.

Projector Screens Projector screens are available in specialized projection materials designed to enhance video quality. IAVI stocks a variety of screens from fixed, electric, wall-mounted, portable and tripod styles that are made for front or rear projection applications.

Digital Signage IAVI is committed to providing Digital Signage Solutions. In recent years, several factors have combined to make digital signage a more powerful, eye-catching, and affordable display medium than ever before contributing to its widespread adoption. In addition, Digital Signage offers systems integrators and AV installers an added revenue channel for their pre-existing businesses. IAVI offers the most affordable and cost effective solutions tailored to customers' specific business needs.

Cables From video and data cables to audio cables, IAVI can meet your unique cable requirements for specific projects by supplying a wide variety of cables.

Mounts for projectors and flat panels are always available to provide an excellent means of positioning the unit to achieve the optimal image size and viewing angle.

All of this makes IAVI a preferred distributor among installers, system integrators, resellers, and dealers.





Stephen McKay, Vice President of Sales

“IAVI will package hardware and related accessories for customers, affording them one-stop shopping. This means additional profits and shopping convenience for IAVI customers.”



Accolades

Over the years IAVI has persistently pursued excellence.

IAVI has received several awards from both the Pro AV industry and the local community. While proud of these accomplishments, IAVI believes a stronger testimony of the company's outstanding sales and support service is evidenced by the growing number of manufacturers and customers that choose IAVI as their trusted Pro AV distributor.

- Entrepreneur Magazine Hot 100 Companies - **1999**
- The Business Journal Deloitte & Touche Technology Award 2000
- Sanyo Elite Dealer 2001 - **Awarded by Sanyo**
- Partnership Excellence Award for Outstanding Sales Achievement 2005 – **Awarded by Premier Mounts**
- Outstanding Sales Growth 2005, 2006, 2007, 2008, 2009, 2010 – **Awarded by Panasonic**
- Elite Dealer Recognition for Outstanding Sales and Performance 2006, 2007, 2008 – **Awarded by AMX**
- Elite Partner Award 2008 – **Awarded by Chief**
- Authorized Latin American Business Partner 2009, 2010 – **Awarded by InFocus**
- Sanyo Distributor of the Decade 2010 – **Awarded by Sanyo**



**Outstanding
Sales Growth**



**Elite Partner
Award**



**Outstanding
Sales and
Performance**



**Authorized
Business Partner**



**Outstanding Sales
Achievement**



**Hot 100
Companies**



Sanyo Elite Dealer



**Deloitte & Touche
Technology
Award**

Affiliations

The Pro AV industry offers many beneficial membership opportunities that include access to certified training, business networking, and industry tools and recourses. IAVI is proud to be affiliated with the following associations:



Donations

IAVI recognizes the importance of focusing attention on others within the community and has made charitable donations both large and small to their local community.

These charitable donations are a direct reflection of the positive values and perspectives IAVI strives to achieve in day-to-day business. IAVI's volunteered time and corporate matched donations are always used efficiently, safely and effectively to help those in need. IAVI has supported organizations such as:

- **Adopt A Classroom Organization**
- **Broward Outreach Centers**
- **Cats Exclusive Non-Profit Organization**
- **Feeding South Florida**
- **Optimist Club of Cooper City**
- **Women in Distress of Broward County**

Green

The world today demands ultimate efficiency. IAVI is committed to ensuring that this efficiency is not at the expense of the environment. Many steps have been taken to reduce IAVI's carbon footprint and to educate customers on how being environmentally responsible is cost-effective.

IAVI provides easy, affordable energy saving solutions for AV purchases, installation projects, and evaluating technology. These include Lamp Recycle Programs, Energy Star ratings, the use of Eco Modes and many more energy and resource saving practices.



Projectors Flat Panels Digital Signage Mounts Cables Screens Image Processing Lenses Control Systems Extended Warranties

