

# Technology In Our Lives

## Using Sight And Sound To Improve The World

(NAPSA)—This is the information age. In the past ten years, technology has dramatically changed the way we communicate, the way we receive information and the way we live. Cell phones receive e-mail, people listen to podcasts and subscribers around the country are entertained and informed through satellite radio. Audiovisual technology also plays an important role—bringing people together through enhanced communication.

Every day around the world, audiovisual communication uses the power of sight and sound to educate, entertain, inspire and motivate people. With each new day, society benefits from new applications of sight and sound. Once best known for overhead and slide projectors, the audiovisual industry now provides critical support to the business community, educational institutions, government, health care organizations, retail outlets, sporting events, entertainment venues, museums, worship and an increasingly sophisticated residential market.

According to InfoComm International, the \$55 billion worldwide audiovisual industry is poised to grow dramatically over the next several years. The demand for AV products and services is driven by the value it provides.

Whether audiovisual equipment is being used in a command and control center designed to protect critical government infrastructure, providing distance-learning opportunities, assisting



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medical personnel in making life-saving diagnoses, supporting more effective presentation of important information, inspiring a congregation, bringing families together or entertaining fans at a large venue, the industry has an impact on virtually everyone's life.

The reason for this is simple—audiovisual communication has been integrated into modern society. Everything from videoconferencing and streaming media to plasma displays, surround sound speakers, digital signage and interactive whiteboards are widely present. From the classroom, to the boardroom, to a family room near you, audiovisual communications is changing the way we view and hear the world.

In recognition of the great impact that audiovisual technology has on our lives, AV Week is being celebrated from the 23rd to the 29th of October. All around the globe, people will be participating in job fairs and learning more about the art and science behind the audiovisual technologies that have been improving our world. More information is available at [www.avweek.org](http://www.avweek.org) and [www.infocomm.org](http://www.infocomm.org).