

CLOSEUP



4 AV TRENDS

DRIVING WORKPLACE
INNOVATION



CLOSEUP

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BY **FORD AV**

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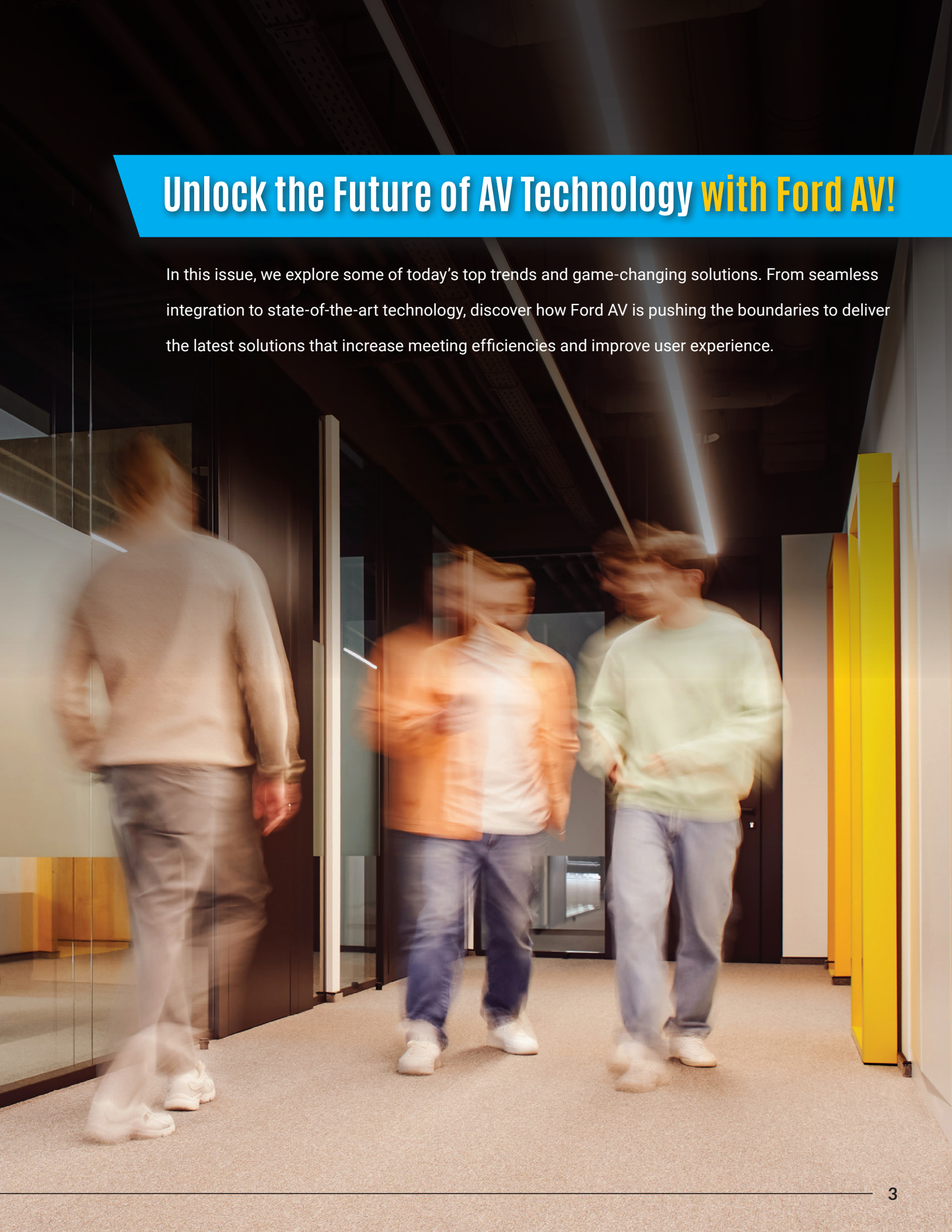
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Meeting
room



Unlock the Future of AV Technology **with Ford AV!**

In this issue, we explore some of today's top trends and game-changing solutions. From seamless integration to state-of-the-art technology, discover how Ford AV is pushing the boundaries to deliver the latest solutions that increase meeting efficiencies and improve user experience.



4 AV Trends

1 AI-Enhanced Meeting with Smart Cameras

AI enhanced meetings automatically frame participants and track presenters for seamless experiences. It also identifies participants by voice and creates meeting summaries with action items. AI-driven meeting intelligence boosts clarity, engagement, and efficiency for every participant — empowering businesses to make smarter, data-driven decisions.

2 Seamless Integration Between AV Systems & Collaboration Platforms

AV solutions like Microsoft Teams Rooms, Zoom Rooms, and Webex Rooms integrate seamlessly with AV systems, allowing users to join meetings with a single touch. This eliminates the need for laptops or room PCs, streamlining the meeting experience and boosting productivity. In today's hybrid work environment, AV and platform integration ensures smooth, professional meetings every time.



Direct-View LED Displays for Large-Scale, High-Impact Installations

Direct-view LED displays offer stunning, high-impact visuals for large-scale installations. With modular designs and exceptional durability, these displays perform well in any lighting condition and are easy to maintain, making them ideal for long-term use in diverse environments. For customers, direct-view LED technology enhances wayfinding, advertising, and interactive experiences, making it easier to engage with brands.

3



The Rise of Smart Hot Desking

Hot desking uses software, sensors, and touchscreens to streamline desk scheduling and employee location tracking. Originally a pandemic-driven trend, it now helps businesses optimize space and reduce costs in hybrid work environments.

4



Western Midstream's remodeled executive spaces showcase advanced AV systems that enhance communication and collaboration.

Key features include 27 motorized boundary microphones paired with voice lift technology, ensuring clear and evenly distributed audio for all participants. PTZ cameras with voice tracking enable AI-powered, real-time speaker framing, creating seamless virtual meetings. A Microsoft Teams Rooms system integrates directly with a 10" touch panel for intuitive control of the space. The installation also includes a 10' x 6' direct-view LED display and multiple 4K screens for impactful visuals. These technologies streamline operations and ensure an engaging experience for in-person and remote attendees alike.



Scan here to learn more about this project.

Ultimate Businesses. Ultimate Displays.

Perfect for Executive Briefing Centers, Welcome Spaces, Board Rooms, Worship Spaces, Museums, and Outdoor Spaces.

LG has a product portfolio that delivers a range of pre-configured display bundles for essentially any business environment. They are built in various performance levels and sizes. They are available in **2k FullHD**, **4k UltraHD**, and **8k XUHD**.



All-in-One: 136"-163"



2k FullHD: 81"-217"



4k UltraHD: 163"-325"



Outdoor 16:9: 230"-578"



Scoreboards: 230"-445"



8k XUHD: 325"

LG ULTIMATE DISPLAYS

Contains all the parts you need, including...

- LG Panels
- LG Controller
- Spare Module
- Spare Parts & Boards
- Mounting Kit
- Service Tool

<https://www.lg.com/us/business/direct-view-led-signage/direct-view-led-ultimate-business-display>





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FORD AV *EXPERIENCE
EXTRAORDINARY*

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At Ford AV, we provide extraordinary audio video solutions and craft experiences that elevate your world. With a passion for innovation and excellence, we transform ordinary spaces into extraordinary environments.

Let's Get Started!