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**Sonny Davis Named Winner of Distinguished Achievement Award
from InfoComm International at InfoComm 2010**

NORCROSS, GA, June 10, 2010 — Technical Innovation, one of the southeast's leading providers of digital media technology solutions, is pleased to announce that Sonny Davis was presented with the annual Distinguished Achievement Award from InfoComm International, the leading non-profit association serving the professional AV communications industry worldwide, at InfoComm 2010 in Las Vegas, NV. Mr. Davis was recognized for his more than 40 years of dedication and service to the audio-visual industry.

Beginning in 1968, as an independent representative for Panasonic video products, Sonny's career involved almost every facet of the AV industry... from manufacturer representative to sales manager to owner/manager. In addition to Technical Innovation, Mr. Davis owned and started five other entrepreneurial companies associated with the industry. They included manufacturing, rental, security, videotape duplication, and staging.

Sonny was also very active in a number of industry organizations – most notably InfoComm International and the Professional Systems Network, Inc. (PSNI). In 1987 Mr. Davis was instrumental in the formation of PSNI which remains the largest business-to-business network in the AV industry. Between 1989 and 1999 Sonny served in a number executive leadership positions at InfoComm, including president of the Education Communication Foundation, membership on the Executive Committee, and a position on the Board of Governors.

"There was a bit of history behind my involvement in InfoComm," notes Mr. Davis. "C. R. Regan, the founder of our company, was also the founder of NAVED, one of InfoComm's predecessor organizations. And Hazel Calhoun, also an early owner of our company, became the first woman president of the organization in 1951. My goal was to help make InfoComm one of the leading industry associations in the world, and I'm very proud of what we've all been able to accomplish over the years," added Sonny.

"Without the efforts of industry icons like Sonny Davis, I'm sure that InfoComm would not be where it is today – the premier international provider of tradeshow, education, certification, outreach, and information services for the AV industry," noted Dr. Randy Lemke, Executive Director of InfoComm International. "It is our honor to present him with our highest award at InfoComm 2010. There are few in our business who can match Sonny's years of service and dedication to the AV world."



ABOUT TECHNICAL INNOVATION, LLC

Technical Innovation focuses on providing video-centric communication solutions to corporations, state and federal government agencies, universities, professional organizations, and the church market. As an experienced audio/video systems designer as well as a leading design-build audio-video system integrator, Technical Innovation is uniquely positioned to provide customers with exactly the services they require, from comprehensive design to turn-key design-build services, including services such as custom software development, integration, project management, training, and ongoing customer support. For more information about Technical Innovation, visit the company web site at www.Technical-Innovation.net or contact James Fox at 770-441-5201.

ABOUT INFOCOMM INTERNATIONAL

InfoComm International® is the international trade association of the professional audiovisual and information communications industries. Established in 1939, InfoComm has more than 5,000 members, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end-users and multimedia professionals from more than 80 countries. InfoComm International is the leading resource for AV standards, market research, and news. Its training and education programs set a standard of excellence for AV professionals. InfoComm International is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers worldwide. InfoComm also produces trade shows in Europe, Asia and China. Additional information is available at www.infocomm.org.

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