



TECHNICAL
INNOVATION

FOR IMMEDIATE RELEASE:

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Technical Innovation's Atlanta Headquarters Awarded the Highest A/V Industry Certification

Norcross, GA, February 22, 2005 – Technical Innovation, a design-build video systems integrator, is pleased to announce that its Atlanta office has received Gold Certified AudioVisual Solutions Provider status from the International Communications Industries Association, Inc.® (ICIA®) and the International Communications Industries Foundation (ICIF). The Atlanta office joins the Nashville office of Technical Innovation as having received the audiovisual industry's highest regarded certification.

“A CAVSP designation gives AV companies a competitive advantage in the marketplace,” said Randal A. Lemke, Ph.D., ICIA's executive director. “Customers of audiovisual communications and presentation systems can be confident of professionalism and an aspiration to excellence when working with these companies that have invested in education and training to stay current on the latest AV technologies and techniques.”

In addition to the benefit this certification has to customers, it also signifies Technical Innovation's commitment to maintaining a skilled and technically advanced workforce. “We are very excited about this accomplishment and extremely proud of those who have worked so hard to achieve this goal,” notes Kevin Powers, Technical Innovation Managing Partner.

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The CAVSP Program includes three levels -- basic, silver and gold certified members -- depending on the percentage of staff within an organization that has received individual certification. Individual certification is known as the Certified Technology Specialist (CTS) program, and consists of general certification as well as specialized certification in design, installation, rentals or sales. The Atlanta office of Technical Innovation is proud to boast a Gold Standard Certification demonstrating that 78% of the staff is CTS Certified.

Companies eligible for CAVSP status include businesses that manufacture, sell, integrate, design, provide consultation on or rent AV equipment, systems and services. The CAVSP program (formerly ICIA's Certified Member Program) ties in with the AVolution Industry Awareness Campaign that promotes the skills and talents of professional AV solutions providers (AVSPs). To achieve CAVSP status, the company must participate in AVolution by agreeing to 10 Standards of Excellence. More information on ICIA's certification program and educational courses is available at www.infocomm.org. To learn more about the AV Industry's AVolution Awareness Campaign, please visit www.avolution.info.

ABOUT TECHNICAL INNOVATION, LLC

Technical Innovation has a heritage customer base of corporate and broadcast clients that include Turner Broadcasting System, Inc., Clear Channel Communications, and Univision. With offices in Atlanta, Birmingham, Nashville, Raleigh-Durham, and Charlotte, Technical Innovation provides broadcast and strategic visual communications solutions to broadcast and Fortune 500 customers across the United States. For more information, visit www.tillc.biz or contact James Fox, Director of Marketing at 770-441-5201.