



# PRESS RELEASE

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For Immediate Release

## **Memphis Office of Technical Innovation Achieves InfoComm International Silver Level Certification**

**Memphis, Tenn. April 11, 2007** – The Memphis Office of Technical Innovation has qualified as an InfoComm International Silver Certified AudioVisual Solutions Provider (CAVSP). This designation recognizes that 50 percent of the Memphis office's sales, customer service and technical staff have achieved and maintain individual InfoComm Certification.

InfoComm awards individual Certification to audiovisual professionals who have demonstrated knowledge and comprehension of the science and technology used in communications including audio, video, display and systems. Technicians, engineers, designers, salespeople, customer service personnel, managers and executives are eligible to take the individual certification test.

The company-level CAVSP Certification program is the only such program available for the commercial audiovisual industry. In addition to confirming that 50 percent of the office's employees are InfoComm certified, the Silver CAVSP designation means that the Memphis Technical Innovation office has agreed to comply with *10 Standards of Excellence* developed in collaboration with industry experts to emphasize the best practices of audiovisual businesses.

The Standards of Excellence are a guidepost for audiovisual companies and professionals who place the customer first and offer quality audiovisual solutions. They include the commitment to provide complete customer satisfaction with audiovisual solutions that provide value to the client. They convey the importance that audiovisual solutions providers place on their own skills development through continuing education. They also cover the critical role that audiovisual professionals play as partners with IT specialists, architects, building managers and others.

### **ABOUT INFOCOMM INTERNATIONAL**

InfoComm International is the industry leader in certification for AV communications professionals, and is the only audiovisual certification recognized by the U.S. National Certification Commission and accepted by the U.S. Veterans Administration for reimbursement under the Montgomery G.I. Bill. InfoComm certification programs are designed to establish and maintain widespread credibility for the audiovisual industry and the professionals who perform the work. The company-level CAVSP designation

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recognizes professionalism and expertise achieved through professional development, training, and continuously updated certification of employees.

**ABOUT TECHNICAL INNOVATION, LLC**

Technical Innovation oversees a portfolio of businesses that provide systems and technology consulting; design-build of audio-video systems; broadcast equipment, consulting, workflow solutions and integration; signage and display solutions; events production and staging solutions; and service and support. The company's clients include corporate, government, educational, medical, professional, entertainment, and communications organizations. For more information about Technical Innovation, visit the company Web site at [www.Technical-Innovation.net](http://www.Technical-Innovation.net) or call Ann Strople at 770.441.5262.