



## InfoComm announces 2006 InfoComm Shines project

---

By InfoComm International® – December 04, 2006

### *International Communications Industries Foundation Supports Atlanta-based Non-Profit*

FAIRFAX, Va. — For one charitable organization, being green just got a little easier. Southface, an organization dedicated to showing architects, builders, homeowners and renters easy ways to save energy, conserve water and protect natural resources, has been selected as an InfoComm Shines project by the ICIF Board of Directors.

Southface's new headquarters building, currently under construction in Atlanta, Georgia, will receive donated AV technologies and services to educate visitors about environmental practices and automate building functions to promote energy efficiency. The building will be the first Leadership in Energy and Environmental Design (LEED) Certified Platinum office building in the Southeastern United States.

The Southface project was identified by Scott Walker, CTS-D, of Waveguide Consulting. Waveguide is committed to managing the project and completing the AV, IT and acoustical consulting and design services, as well as the control system programming. Manufacturers donating products for the project include Biamp, Crestron, FSR, In View Furniture, PolyVision and WolfVision. Technical Innovation is donating AV integration services. The value of the donated goods and services is nearly a quarter of a million dollars.

Good works make a great industry, said Randal A. Lemke, Ph.D., Executive Director, InfoComm International. InfoComm is pleased that so many leaders in the audiovisual industry are working to make buildings more environmentally friendly. The generosity the industry has shown Southface will have a ripple effect, making residential and commercial buildings around the world more energy efficient.

The InfoComm Shines program challenges InfoComm members to work together to benefit nonprofit organizations and to raise visibility and goodwill for the AV industry. Eligible projects include nonprofit organizations needing AV technology to support their education, communication and outreach efforts. InfoComm Shines projects are identified by members who provide project management and solicit donated products and services.

The ICIF Board is reviewing potential InfoComm Shines projects on a revolving basis. InfoComm members who know of a non-profit organization that would be a good InfoComm Shines candidate should download an application from [www.infocomm.org](http://www.infocomm.org), review the agreement and return it to InfoComm. Companies interested in donating goods or services to Southface should contact [membership@infocomm.org](mailto:membership@infocomm.org).

### ***ICIF and InfoComm Shines A History of Giving***

The initial InfoComm Shines project in 2005 included the donation of nearly \$100,000 in AV products and services to the Helen Keller National Center (HKNC), which trains deaf and blind youth and adults, so they can live fuller, more productive and independent lives in the communities of their choice. This AV technology improved HKNC's training seminars for professionals in the field of deaf-blindness. In addition to serving these professionals, wireless mics, amplifiers, individual display screens and the wheelchair accessible lectern have enabled the deaf-blind community to more fully participate in HKNC events.

### ***About the International Communications Industry Foundation (ICIF)***

ICIF is a non-profit organization, bringing manufacturers and dealers together to improve the audiovisual and

information communication industries through education, charitable and scientific activities. The Foundation generates support from corporations, philanthropic foundations and government sources.

***About InfoComm International®***

InfoComm International® is the international trade association of the professional audiovisual and information communications industries. Established in 1939, InfoComm has 4,000 members, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end-users, and multimedia professionals from more than 70 countries. InfoComm International is the leading resource for AV market research and news. Its training and education programs, along with its separately administered Certified Technology Specialist (CTS) and corporately administered Certified Audiovisual Solutions Provider (CAVSP) company credentials, 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 co-sponsors Integrated Systems tradeshows in Europe, Asia, China and India.

InfoComm International®

[www.infocomm.org](http://www.infocomm.org)