

## FOR IMMEDIATE RELEASE

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## AVI-SPL Achieves ATP Certification for Cisco TelePresence

**TAMPA, Fla. March 23, 2010** – AVI-SPL announced today that in just over four months, it has completed the requirements to become a Cisco TelePresence Authorized Technology Provider (ATP). This designation recognizes AVI-SPL as having fulfilled the training requirements and program prerequisites to sell, deploy and support Cisco TelePresence.

“We are excited to bring the Cisco suite of collaborative solutions to our customers, and believe that we will quickly become a leading partner for Cisco,” said Doug Carnell, VP of Cisco practice at AVI-SPL. “With our background in integration and experience with enterprise clients, we believe the Cisco TelePresence designation will help us to support high-profile customers wishing to deploy Cisco TelePresence technology.”

Cisco TelePresence Meeting solution is a revolutionary new category of products that create live, “face-to-face” meeting experiences over an Internet Protocol (IP) network. It combines the reach, intelligence and reliability of the network with the simplicity of a telephone interface to deliver an entirely new way for people to meet and collaborate. Cisco TelePresence Meeting is the first application of Cisco TelePresence technology.

“Achieving the Cisco ATP designation is a key milestone in our continued drive to become a dominant player in the video and UC space,” said Mike Brandofino, EVP of video and unified communications at AVI-SPL. He continued, “We already have project requests from existing customers who have plans to deploy Cisco Telepresence solutions in the coming quarters and were waiting for us to finalize our designation. It is an affirmation of the focus and dedication of Doug’s team that we completed the requirements quickly and can now begin selling these solutions.”

“Cisco TelePresence changes the entire realm of communications and collaboration,” said Richard McLeod, director of unified communications for worldwide channels at Cisco. “As a Cisco TelePresence ATP partner, AVI-SPL has made an investment in the sales, technical, and lifecycle services capabilities that our customers need to help customers successfully deploy complete solutions.”

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The Cisco Authorized Technology Provider (ATP) Program is part of Cisco's go-to-market strategy for emerging technologies. The program helps Cisco to define the knowledge, skills and services that channel partners need to successfully sell, deploy and support an emerging technology. As the market changes, an ATP may be discontinued or evolve into a Cisco specialization.

### **Supporting Links**

- [AVI-SPL Blog](#)
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### **Recent Announcements**

- [AVI-SPL Achieves Advanced Unified Communications Specialization from Cisco](#)
- [AVI-SPL Launches Custom TelePresence Solution](#)
- [AVI-SPL Adds Industry Veterans to the Video and UC team](#)

### **About Cisco TelePresence**

The Cisco TelePresence Meeting solution combines the industry's first ultra-high-definition 1080p video with high-quality, wideband spatial audio, imperceptible latency, and comprehensive environmental design. Meeting participants feel as if they are in the same room, even though they may be on separate continents. With the ability to see and hear others in ultra-high-definition video and wideband spatial audio, users truly experience the subtleties and nuances delivered by body language, eye contact and facial gestures that make up more than 60 percent of communications. With Cisco TelePresence, participants focus on the meeting and not the technology.

### **About AVI-SPL**

Headquartered in Tampa, Fla., AVI-SPL is the result of a merger between Audio Visual Innovations (AVI) and Signal Perfection, Ltd. (SPL). In aggregate the company has more than 40 years of experience providing innovative audio and video communications solutions with a strong tradition of high quality and exceptional customer service. As the largest global integrator for audio and video communications systems and services, AVI-SPL is uniquely positioned to deliver the most comprehensive line-up of presentation solutions, including: systems integration, sales and rentals, complete staging and production, managed conferencing, IP integration and event management. For more about AVI-SPL, visit [www.avispl.com](http://www.avispl.com).

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