



# January 2013

# Economic Snapshot Survey



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## **Executive Summary**

As the leading resource for AV market research and news, InfoComm International® regularly conducts in-depth studies to keep its members informed on all aspects of their markets. One such effort is the *InfoComm International Economic Snapshot Survey*. This periodic survey examines the overall “economic health” of the AV industry and brings into focus the issues, factors and trends affecting business performance on an international scale.

The January 2013 version of the survey, the 12<sup>th</sup> in this research series, collected data from 295 AV providers and 108 AV end users worldwide. Major results are summarized below, with detailed tables presented in the Research Results section of this report.

### **Sample Composition**

The January 2013 sample is diverse with regard to company types. While the largest share (38.6%) describe their company’s primary operation as systems integrator, a significant number of the respondents represent the rental and staging sector, the category of manufacturer’s reps, dealers, resellers and distributors, and independent design consultants. [See Exhibits A1 to A2]

The sample is drawn from a total of 34 countries, with about one-third of the responses from individuals located outside of North America. The U.S. portion of the sample spans 40 states and the District of Columbia. A majority (63.1%) of the respondents are InfoComm International members. [See Exhibits A3 to A5]

Small companies continue to be well-represented in the survey sample, with those generating \$2 million or less in total gross revenue/turnover accounting for nearly 37% of the total sample. Segmenting the data by company type shows that the largest companies are manufacturers (average revenue/turnover of \$29.7 million); the smallest are independent design consultants (average revenue/turnover of \$4.7 million). [See Exhibits A6 to A7]

Although the January 2013 sample shares many commonalities with past *InfoComm International Economic Snapshot Survey* samples, it is one of the smaller samples collected to date, and less than half the size of the immediate past sample (October 2012). This smaller sample size does constrain some analyses, but the sample remains sufficiently robust to support valid comparisons with other survey samples. The typical *InfoComm International Economic Snapshot Survey* respondent remains a systems integrator company located in North America that grosses \$2 million or less, and is an InfoComm International member. [See Exhibit A8]

## Performance Indicators

The InfoComm Performance Index (IPI, see sidebar) appears to have broken free from its previous vacillating pattern. However, this has not been a positive move — both the past and next six-month IPI values have dropped for three consecutive survey reporting periods. The January 2013 past six-month IPI is only 65.7, the lowest it has been since October 2010. The next six-month IPI shows a 4.4 point jump to 70.1, but this again represents the lowest level seen since October 2010. [See Exhibits B1 to B3]

Still, the overall mood looking forward remains positive, with IPI gains forecasted in nearly every segment. None expect to see a decline over the next six months and only one segment (manufacturers) reports expecting no change.

There are some segments with far more positive IPI results. Those in Latin America stand out with a past six-month IPI of 72.0 and a next six-month IPI of 81.3, making it the only segment that surpasses the 80-point level. Several other segments have past and next six-month IPI scores above 70 including the rental and staging sector, manufacturer's reps/dealers/distributors and the mid-sized companies. As in the past, the weakest scores are most often found among the smallest companies, with past six-month scores below 60. [See Exhibit B4]

Categorizing the IPI scores into performance categories shows a plurality falling into the "Good" category for the past six-month period, the same overall pattern seen since January 2011. While there has been little change in the percentage falling into the "Strong" category since the last survey, the percentage in the "Weak" category has grown from 9.9% to 13.6%. The percentage in the "Good" category solidifies to 44.4% for the next six-month performance, and the percentage in the "Weak" category drops to only 6.4%.

"Good" remains the most popular category for both IPI time periods across many segments, with the most notable slip into "Fair" seen among the smallest companies and those located in the Mountain or Pacific regions of the U.S. [See Exhibits B5 and B6]

One of the key goals of this research series is to determine how the respondents perceive their company's performance and overall health. One of the tools employed is the **InfoComm Performance Index (IPI)**, which examines company performance over the past six months, and expected performance over the next six months. This Index does not use "hard" numbers such as actual revenue, but rather stresses perceptions, since how a person feels his/her company is performing is often more telling than what a balance sheet would reveal. Performance is rated on a 100-point scale that ranges from "record growth and profits" to "bankruptcy."

The **InfoComm Demand Index (IDI)** uses the same methodology as the IPI, but is measured among AV end users, with the 100-point scale ranging from "record amount of spending on AV products/services" to "zero spending on AV products/services."

Together, the IPI and the IDI give a concise snapshot of the state of the AV industry from the perspectives of both providers and end users.

## **Market Areas and Economic Confidence**

Market area data were collected by asking the respondents to indicate in which market areas (North America, Latin America, Europe, Middle East/Africa or Asia-Pacific) their company is involved. Based on their response, they were directed to economic confidence questions specific to that area.

No significant changes in market areas are seen since January 2011, the first time these data were collected. North America is the most often-cited market area of involvement, and is the most popular by far when the respondents narrow their scope and identify their primary market area. Manufacturers continue to be the most regionally-diverse segment, with a majority active in all five market areas. As expected, the strongest driver of market area is the respondent's location, with nearly all considering the region where they are located as their primary market area of involvement. [See Exhibits C1 to C4]

After selecting their primary market area, the respondents were asked to indicate their level of confidence in economic conditions within this area. As in the past, those whose primary market area is either the Asia-Pacific region or Latin America post the strongest confidence index scores (average of 3.3 to 3.4, where 1 = "low confidence" and 5 = "high confidence"). In contrast, those who primarily operate in the U.S. or Europe post notably lower scores of 2.7 to 2.8.

Changes in average scores since October 2012 have been very modest, and are more likely to have decreased than increase. Two regions (North America and Latin America) show a decline; only one (Europe) posts an increase. [See Exhibits C5 and C6]

The large sample size of those whose primary market area is North America allows for further segmentation by company size and type to discern greater details. The index varies the most based on company type. It peaks at 3.1 among those in the rental and staging sector, and drops to a low of 2.3 among the manufacturers. The latter respondents are particularly concerned about the economy, with 50% saying they have "low" confidence in economic conditions in North America. [See Exhibits C7 and C8]

## **Market Segment Trends and Forecast**

A new addition for the *InfoComm International Economic Snapshot Survey* is an exploration of how specific market segments are faring with regard to demand. The respondents were first asked to indicate all the market segments in which their company was involved. The results highlight the wide-ranging nature of the AV industry — nine of the 12 market segments are each cited by about one-quarter or more of the respondents as an area of involvement. The greatest number of respondents (73.9%) are active in the corporate/enterprise offices segment, but each of the top seven market segments are cited by at least 40%, as listed below.

1. Corporate/Enterprise Offices — 73.9%
2. Education (K-12, Higher Education) — 60.7%

3. Government/Military — 50.8%
4. Performance Venues/Convention Centers/Sports Arenas — 43.4%
5. Houses of Worship — 43.4%
6. Healthcare — 41.7%
7. Hospitality/Hotels/Restaurants — 40.0%

This pattern of strong market segment diversity is seen across most company types, sizes and locations. As expected, market segment diversity is strongest across the largest companies, with a majority active in seven of the 12 market segments. But even among the smallest companies, at least 40% are active in five market segments.

Despite this overall market segment diversity, nearly 32% report that the corporate/enterprise offices market accounted for the greatest share of their 2012 revenue. The education segment, the next most-popular response, is cited by only 14.9%. The top six markets for 2012 were:

1. Corporate/Enterprise Offices — 31.9%
2. Education (K-12, Higher Education) — 14.9%
3. Performance Venues/Convention Centers/Sports Arenas — 12.9%
4. Government/Military — 11.5%
5. Houses of Worship — 5.8%
6. Hospitality/Hotels/Restaurants — 5.1%

The corporate/enterprise offices segment remains top-ranked across nearly all segments, and is a particular focal point for the largest companies, where it is cited by nearly 43% as their top source of revenue for 2012. In contrast, it is the top source of revenue for only 27.5% of the smallest companies, with the gap being filled by increased reliance on markets such as education and houses of worship. Other variations are as expected with, for example, the rental and staging sector respondents showing the same level of focus on the performance venues/convention centers/sports arenas segment as they do on the corporate/enterprise offices segment.

No significant changes are expected to occur over the next year with regard to the relative strength of each of these market segments. The list of the top six market segments for 2013 (see below) contains the same segments as the 2012 list, with only some modest variations in the relative strength of each. Note, however, that nearly 11% of the respondents are unsure what their top revenue source will be. [See Exhibits D1 to D4]

1. Corporate/Enterprise Offices — 32.5%
2. Education (K-12, Higher Education) — 12.2%
3. Performance Venues/Convention Centers/Sports Arenas — 10.5%
4. Government/Military — 9.5%
5. Hospitality/Hotels/Restaurants — 5.4%
6. Houses of Worship — 5.1%

The respondents are optimistic regarding demand in their primary market segment in the coming year — 53.2% say demand will increase; only 9.2% expect to see a decrease. This results in an average demand score of 3.6 out of a possible 5 (where 1 = “significant decrease in demand” and 5 = “significant increase in demand”). As with the overall economic confidence scores previously seen, those in the Latin America region are the most optimistic, posting an average demand score of 4.1. But unlike economic confidence levels, there is not much of a fall-off for North America-based scores, with the average demand score settling at 3.5. Average demand scores also remain more resilient than overall economic confidence scores across company types, sagging somewhat only among the manufacturers (average demand score of 3.3).

Due to the small sample size it is difficult to discern detailed demand score variations based on the primary market segment, but it appears demand is expected to rise regardless of the market segment. The only segments that receive any appreciable measure of a demand decrease forecast are the government/military and the education segments. Still, even in these segments, forecasts for demand increases far outweigh forecasts for demand decreases. [See Exhibits D5 and D6]

Lastly, the respondents were asked to give their opinion as to what they considered will be the “strongest” and the “weakest” market segments in 2013. Unlike the previous questions, they could select a market segment in which they are not currently involved to give the data a broader base. Even with these liberalized rules, the respondents mainly stayed with what they know — the segments that are expected to be strongest in 2013 are mainly the ones most popular among the respondents.

The market segments that the respondents most often say will have the strongest demand in 2013 are:

1. Corporate/Enterprise Offices — 28.1%
2. Education (K-12, Higher Education) — 12.5%
3. Healthcare — 11.5%
4. Government/Military — 10.2%

The market segments that are expected to have the weakest demand in 2013 are:

1. Home/Residential/Consumer — 13.9%
2. Nonprofit/Associations/Museums — 11.5%
3. Government/Military — 9.2%
4. Retail/Shopping Centers — 7.8%

Note that the government/military market segment appears on both lists at roughly the same frequency (e.g., 10.2% consider it will be the strongest market segment in 2013; nearly the same number think it will be the weakest market segment in 2013).

The most common point of consensus across all respondent segments is that the corporate/enterprise offices market segment will show the strongest market demand in 2013. While this market segment is not top-ranked by everyone, it is usually the one most often selected, and is the only market segment that captures as much as 40% of the responses.

On the flip side, the home/residential/consumer and nonprofit/association/museum market segments are nearly always the ones at the top of the “weakest demand” list for most segments. [See Exhibits D7 to D10]

### **AV Provider Feedback**

The respondents put forth a wide range of viewpoints when they were asked to share their insights regarding the economy and how it is affecting their company. Some are highly positive, reporting strong past results that they expect will continue — or improve — in the coming year. Others are far more conservative, with indications that the coming year will see staff cutbacks should economic conditions not improve. The end result when exploring the totality of the comments is much like the IPI — strong voices for both sides of the situation with no pervasive consensus as to market direction or performance. Representative comments are listed below.

*Now that the election is behind us we should see some stabilization and an improvement in the economy moving forward. Companies that have been able to weather this economic storm will be in place to see record growth as the economy rebounds.*

*RFP's at this time are slow to appear and give us a sense that the first part of 2013 will be slow.*

*Overall company is growing, thanks to some big markets like China and South America. Some important European markets are suffering a lot.*

*The economy is definitely holding us back. If we can get some more optimism, and the dollars that flow from that out of the corporate market, we think we are positioned to do very well. If sales decline, we'll probably have to lay off some of the technical people we've hired in the last year...hope not!*

*2012 has been a great, very busy year. This year the only slow down was the month of June.*

*Business is 50% less than last year. We fight for every dollar we make. Making greater effort to enhance skills and broaden network.*

*While 2012 looks to be better than 2011, projections for 2012 were initially higher, and projections for 2013 have been adjusted down a little.*

*It would seem that from the perspective of our clients in most segments, the economy is swinging around. They are planning for growth, establishing specific budgets for AV and finding money to spend, in general.*

*Projects and specs are being squeezed to the bare bone and payment terms extended. Not good for the bottom line.*

*The economy will be weak, but there will be growth for our industry as the need to communicate better is more important now than before. Efficient and better methods of communication will allow companies to stay competitive.*

*Things are getting worse, not better.*

*It is definitely getting better and better.*

### **End-User Sample Profile**

The January 2013 end-user sample composition is a good reflection of past end-user samples. The sample is largely North American-based (83%) but still draws input from respondents in 15 countries. A majority of the respondents represent either the education or corporate/business sectors, as in all past end-user surveys. Nearly all respondents have some level of involvement with AV products, services or equipment at their company, and two-thirds either select or recommend AV products, services and/or vendors. One-third have purchase-level approval. [See Exhibits E1 to E4]

### **AV Demand and Purchasing Dynamics**

Similar in structure to the InfoComm Performance Index (IPI), the InfoComm Demand Index (IDI) seeks to measure the overall demand among the end users of AV products and services. Like the IPI, the IDI has vacillated over the past few surveys. But after dropping for three consecutive survey reporting periods (May 2011 to April 2012), the IDI rebounded sharply in October 2012, and set a new high-point of 65.7. The January 2013 results erase this gain, with a past six-month IDI of only 58.2. This brings the Index back to where it was in April 2012. While the next six-month forecasts expect to see a 3.3 point increase in the IDI, levels remain well below what was reported in the October 2012 survey.

Segmenting the data by sector shows the respondents in the corporate/business sector reporting especially weak results, with a past six-month IDI of only 53.2, one of the lowest scores to date. Looking forward, all sectors expect a healthy increase, with the corporate/business sector leading the way with an expected gain of 8.2 points. [See Exhibits E5 to E7]

Systems priority trends continue to remain stable, with conferencing systems equipment/services and control systems collectively accounting for a majority of the responses. Conferencing systems continue to show especially strong appeal among those in the



corporate/business sector, where it is identified by nearly 41% as their top “wish list” product category. [See Exhibits E8 and E9]

The January 2013 survey continued the question set first introduced in the October 2012 survey to illustrate the specific factors that are impacting AV purchases among the end users. The respondents were asked to prioritize six factors as to the significance of each regarding their organizations’ AV purchase plans. The list, in decreasing order of importance, is:

1. Competing budget priorities.
2. Concerns about how the overall economy will affect our company/organization.
3. Difficulty determining what technologies/products will be most beneficial for our company/organization.
4. Waiting to see what new technologies will be introduced in the next 1-2 years.
5. No compelling reason to update existing equipment.
6. No demand from employees/departments for new AV products/services.

As in the previous survey, “competing budget priorities” is top-ranked by a wide margin, receiving an average importance score of 5.3 on a 1-to-6 scale (where 1.0 is least important and 6.0 is most important). Nearly two-thirds selected it as their most important factor. Economic concerns, the next most important factor, receives an average importance score of only 3.8, and was selected by just 15.6% as their single most important factor.

However, the factor of “concerns about how the overall economy will affect our company/organization” is trending upward. It moves from being tied for third place to second place, with a 0.3 point increase in its average importance score. Economic concern is an especially strong factor shaping AV purchases among those in the education sector, where it receives an average importance score of 4.3, nearly a full point higher than the score it received in October. [See Exhibits E10 and E11]

### ***Confidence in the Economy***

The end users report about the same confidence in overall economic conditions as the AV providers, with a plurality selecting the midpoint on the 1-to-5 scale (where 1 = “low confidence” and 5 = “high confidence”). Grouping the responses into “low,” “medium” and “high” categories shows roughly the same number falling into each category. This results in an overall average confidence index of 2.9, the same as reported by the AV providers (when the latter data are aggregated across all market areas). Confidence index scores peak at 3.1 among those in the corporate/business sector, and drop to 2.7 among those in the education sector. [See Exhibits E12 and E13]

## **End-User Feedback**

The survey closed with an invitation to the end users to share their comments and insights regarding their organization's AV strategies for the coming year. As with the AV providers, the topics raised span a variety of issues — both positive and negative — but often outline the challenges the end users face in managing AV needs and fiscal realities. Representative comments are provided below.

*Although general funding in higher education has dropped significantly, renovations and new building projects continue to find favorable funding. Employees are being asked to cover more spaces with less help. Student enrollment continues to rise and so does the demand for technology in instructional spaces.*

*We are looking for less high-end expensive collaboration equipment. The days of high spending are over.*

*Higher education in California is suffering from budget crisis. Staffing continues to be reduced. Demand continues to increase. How do we support A/V from a total cost of ownership perspective with less staff and less budget to repair, upgrade & refresh?*

*We're in the process of a change in administration and our AV budget was cut by \$100,000 because an important donation fell through. Frankly, there is no strategy other than survive the fiscal year.*

*We held off on replacing equipment while the economy was at its worse, and now that equipment is failing in place and causing lost class time and increased maintenance effort. We are expending money to repair equipment that could have been put towards replacing it. We might have been better off replacing the equipment instead of waiting to see how things would turn out.*

*AV at our institution is still considered an afterthought when it comes to building or improving a space. The budget is not there and during the planning phase, the AV person is the last person to know.*

*Our company, despite the economic times, is experiencing rapid growth. We will double in size over the next two years. This means a huge investment in AV technologies will have to be made in order for us to compete and maintain our advantage over the competition. We will need a strategic focus on operability and maintenance as we grow and expand across the country and beyond our borders as well.*

## Conclusions

One of the challenges in the October 2012 survey was to put the upcoming U.S. Presidential election in proper context, since the uncertainty of the results were manifested in a mixed economic outlook among many respondents. Interestingly, the actual election results do not appear to have had an effect on perceptions.

Since the January 2013 survey was in the field during November, it is possible to examine the IPI results among those who completed the survey before the election with those who completed after the election. The results are virtually the same:

	Past six-month IPI	Next six-month IPI
Those completing the survey before the election	65.6	70.0
Those completing the survey after the election	65.8	70.4

Note: data limited to AV providers.

Eliminating the uncertainty of the Presidential election from the equation leaves some less than encouraging results in the January 2013 survey. The small, but continued decline in IPI scores is now joined by declines in IDI scores. In short, both AV providers and end users appear cautious regarding what 2013 will bring. This point of view is also seen with regard to overall economic conditions, with the average confidence index for both AV providers and end users remaining below 3.0 (out of a possible 5.0). Lastly, concerns about the economy have risen among end users to become the second most significant factor that impacts their AV purchasing patterns. As noted in the October 2012 survey, general unease concerning economic conditions can be one of the most difficult factors to overcome in making a sale.

The good news is that when the respondents provide insight into the anticipated performance of specific market segments (rather than the economy or AV sector as a whole) the results are far more promising. A majority (53.3%) of the AV providers anticipate that the demand for AV products and services in their primary market segment will increase in 2013; nearly 12% characterize this increase as “significant.” Only 9.2% anticipate a demand decline of any extent in their primary market segment in the coming year. This confidence is seen across all company types and sizes, with a plurality to majority anticipating a demand up-tick in 2013.

This confidence is at odds with the sentiments expressed when the respondents provide feedback as to overarching company performance or economic confidence. This may be a situation where individuals have a “default pessimism” when considering the AV sector and economy as a whole, which fades when they focus on their specific market segments. If so, 2013 should be far more promising than the current overarching data patterns would suggest. The results of the upcoming 2013 *InfoComm International Economic Snapshot* surveys will monitor this situation to see if actual performance meets with anticipated results.

## Project Overview

InfoComm International® is the international trade association of the professional audiovisual and information communications industries. Established in 1939, InfoComm International 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.

As the leading resource for AV market research and news, InfoComm International regularly conducts in-depth industry studies to keep its members informed on all aspects of their markets. One such effort is the *InfoComm International Economic Snapshot Survey*. This periodic survey examines the overall “economic health” of the AV industry, and brings into focus the issues, factors and trends affecting business performance on an international scale.

### **Methodology and Approach**

The *InfoComm International Economic Snapshot Survey* is designed to measure macro trends in the AV industry by taking a periodic “snapshot” of the market. The survey examines a variety of key economic-based factors including:

- ▶ overall company performance in the past six months;
- ▶ expected company performance in the next six months;
- ▶ respondents’ level of confidence in, and perceptions of, economic conditions; and
- ▶ company health and operational indicators.

The survey also collects a basic demographic profile of the respondents to ensure the data can be properly classified and analyzed (see Appendix A for a copy of the survey form).

The inaugural survey was launched in August 2008, with the results documented in the *InfoComm 2008 International Economic Snapshot Survey* report released in September 2008. The survey series was continued at measured intervals since then, with this report documenting the results of the January 2013 survey, the 12<sup>th</sup> survey in the series.

The sampling parameters for the January 2013 survey mirrored past surveys to maintain content commonality (e.g., company type and size) and a global reach. The survey form retained core questions to permit longitudinal tracking, but some questions were revised or replaced to focus on new topics of interest.

Responses were collected from mid-October to early-December 2012 using an online form. Strict respondent anonymity was preserved throughout the data collection process. While the respondent’s name and email address were collected on an optional basis if he/she requested a free copy of the final report, this information was housed separately from his/her survey response.

## ***The Survey Sample and Analytical Techniques***

The survey generated a somewhat modest total return volume of 430 responses. Screening the response pool to eliminate significantly blank and non-applicable responses yielded an analysis sample of 401 respondents, consisting of 295 AV providers and 106 AV end users. The AV providers and end users were each presented with separate question sets, and are analyzed separately in this report.

An essential issue to examine is how well the response pool reflects the AV universe as a whole. The most common tools used to gauge this are “margin of error” and the “confidence interval.” These two indicators are closely related and together provide guidance as to how accurate and repeatable (i.e., valid) the data collected are.

The 295 AV provider responses have an overall margin of sampling error of plus or minus 5.7% at a 95% confidence interval; the end-user sample has a margin of sampling error of plus or minus 9.5%. This means that if this study were repeated, the overall results would be within 5.7% (AV providers) or 9.5% (AV end users) of the values listed in this report 95 times out of 100.

While both samples are sufficiently large and diverse to accomplish the research goals, they are more constrained than past *InfoComm International Economic Snapshot Survey* samples. This limits the ability to draw exacting comparisons between this sample and past samples, as well as replicate all past data segmentation methods.

Overall survey results are valuable illustrations of overarching trends and issues. However, segmenting the data provides far more insight into the performance characteristics and nuances of specific market niches. The primary segmentation criteria used in the analysis are based on the following factors:

### **Company Size**

Company size is a critical segmentation criteria in economic surveys given the significant differences in company operation, marketing, financial resources, and other aspects among small, mid-sized and large companies. Accordingly, the data are segmented rather finely, using the following five categories based upon total 2012 gross revenue/turnover (numbers refer to the sub-sample sizes):

- ▶ Up to \$2 million — 109
- ▶ \$2.1 to \$5 million — 45
- ▶ \$5.1 to \$10 million — 41
- ▶ \$10.1 to \$25 million — 35
- ▶ \$25+ million — 49

## **Company Location**

As with company size, where a company is located has a significant impact on its performance and perceptions. Accordingly, the data are segmented by the following five global regions (see page 6 for the country composition of each region).

- ▶ North America — 201
- ▶ Latin America — 30
- ▶ Europe — 31
- ▶ Middle East/Africa — 7
- ▶ Asia-Pacific — 26

Due to the small sample size, data for the Middle East/Africa region is not provided in the report tables.

Since the bulk of the sample is U.S.-based, a more fine-level segmentation is offered for the U.S. portion of the sample, with the data segmented by six geographic regions (see page 7 for an illustration of which states are included in the following categories):

- ▶ Northeast — 32
- ▶ South Atlantic — 33
- ▶ South Central — 24
- ▶ North Central — 41
- ▶ Mountain — 19
- ▶ Pacific — 37

## **Company Type**

The type of company is also a significant issue to examine in an economic survey, but it does present some challenges. While all company types are unique, some must be combined to create larger groups that will support reliable statistics. To ensure trends can be accurately tracked sample-to-sample, the company type segmentation taxonomy used in previous surveys is repeated:

- ▶ Systems Integrator — 114
- ▶ Rental and Staging Company (encompassing Rental and Staging, Rental, Staging and Technical Production Specialist categories) — 60
- ▶ Independent Design Consultant — 35
- ▶ Manufacturer — 26
- ▶ Independent Manufacturer's Rep, Dealer/Reseller and Distributor — 40
- ▶ Independent Programmer and Multimedia Professional — 18

## **End Users**

The end-user sample size constrains the number of viable breakouts, with the most valuable limited to industry sector. Two categories are used:

- ▶ Education (consisting of higher education and K-12) — 49
- ▶ Corporate/business — 22

Further segmentation by criteria such as location or job function is not feasible.

While all data segmentation in this report was structured to maximize the sample strengths, the size of each subgroup should be carefully noted when drawing conclusions.

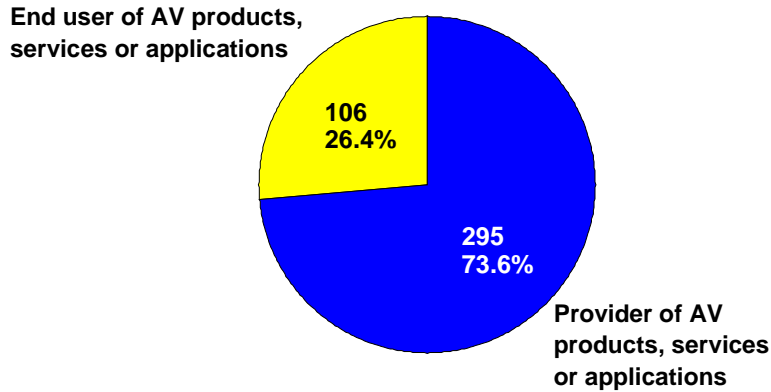
The survey also included two open-ended questions. A small number of representative comments were selected and are provided in the Executive Summary to provide first-person insight into the issues impacting the AV market, and how industry professionals and end users are positioning their companies. All comments are as provided by the respondents, edited only for spelling/formatting/missing words.

## ***Comparisons to Past Data***

Top-line comparisons (e.g., overall sample-to-sample comparisons) are provided in the report body for all applicable questions. More detailed segment-to-segment comparisons are provided in Section F for the InfoComm Performance Index (IPI).

# Research Results

## A. Sample Composition



**Exhibit A1**

**Note:** Each of the above samples is analyzed separately. All end-user data are provided in Section E beginning on page 37.

### **Exhibit A2: Company Operations**

	All areas of involvement	Primary area
Systems Integrator	59.0%	38.6%
Independent Design Consultant	31.9%	11.9%
Rental and Staging Company	20.3%	9.5%
Manufacturer	13.9%	8.8%
Dealer/Reseller	44.4%	7.5%
Technical Production Specialist	24.4%	4.7%
Multimedia Professional	20.3%	4.7%
Rental Company	22.7%	4.4%
Distributor	19.7%	4.1%
Independent Manufacturer's Representative	6.1%	2.0%
Staging Company	12.2%	1.7%
Independent Programmer	11.5%	1.4%
All others*	3.1%	0.7%

\* = The "other" category consists mainly of service providers (e.g., consultants, advertising, recruiters, etc.) and education providers/consultants.

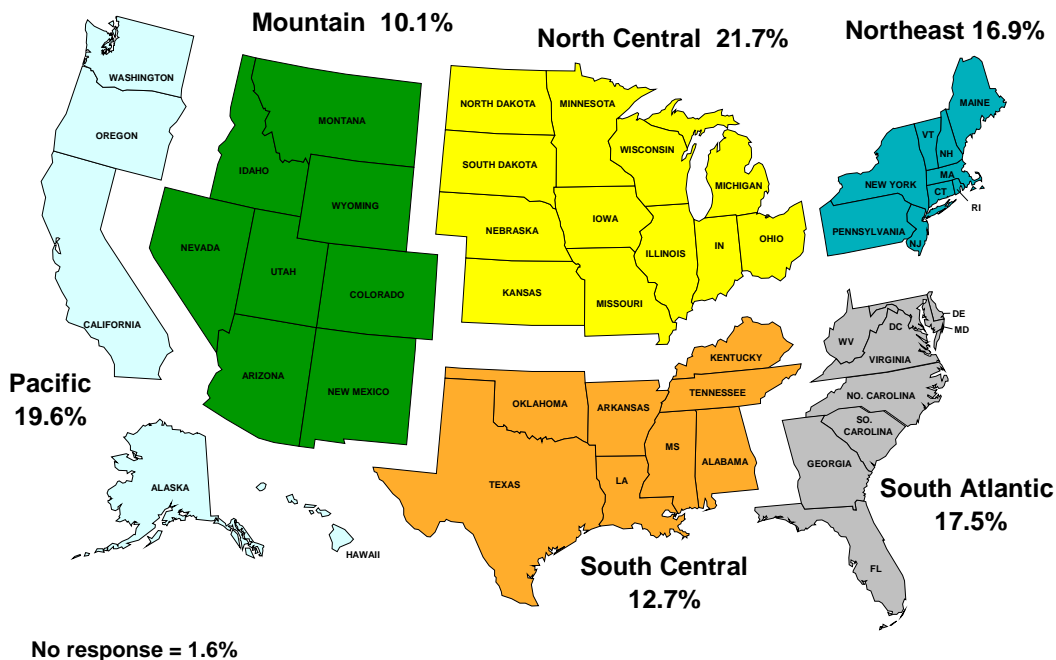


### Exhibit A3: Company Location

<b>North America</b> <b>68.1%</b> <b>(n= 201)</b>	Canada		<b>Europe</b> <b>10.5%</b> <b>(n=31)</b>	Austria	Portugal	
	United States			Germany	Romania	
<b>Latin America</b> <b>10.2%</b> <b>(n=30)</b>	Argentina	Equador		Hungary	Spain	
	Bermuda	Honduras		Ireland	Sweden	
	Brazil	Mexico		Italy	Ukraine	
	Colombia	Peru		Norway	United Kingdom	
	Costa Rica					
<b>Middle East/Africa</b> <b>2.4%</b> <b>(n=7)</b>	Jordan	Saudi Arabia		<b>Asia-Pacific</b> <b>8.8%</b> <b>(n=26)</b>	Australia	New Zealand
	Mali	U.A.E.			China	Singapore
					Hong Kong	Taiwan
		India				

Note: Data are limited to respondents (total of 295) who are classified as AV providers.

# U.S. Regional Breakout

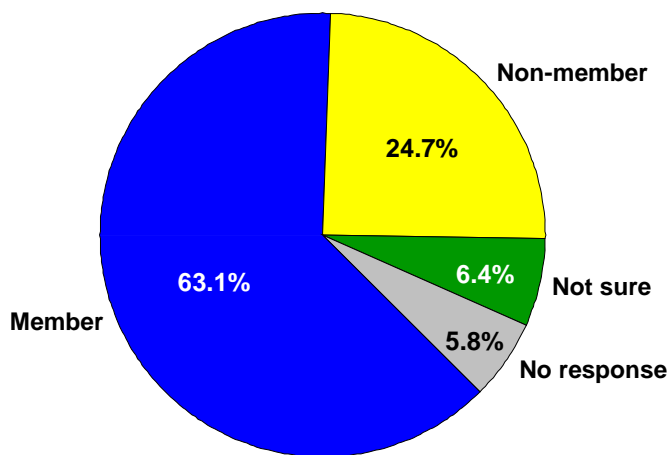


A total of 40 states and the District of Columbia are represented in the U.S. sample. The best-represented states, by percentage based on the U.S. sample of 189 AV provider respondents, follow:

- California – 13.2%
- Florida – 7.4%
- Texas – 6.9%
- New York – 6.3%
- Illinois – 5.8%
- Colorado – 3.7%
- New Jersey – 3.7%
- Pennsylvania – 3.7%
- Georgia – 3.2%
- Ohio – 3.2%

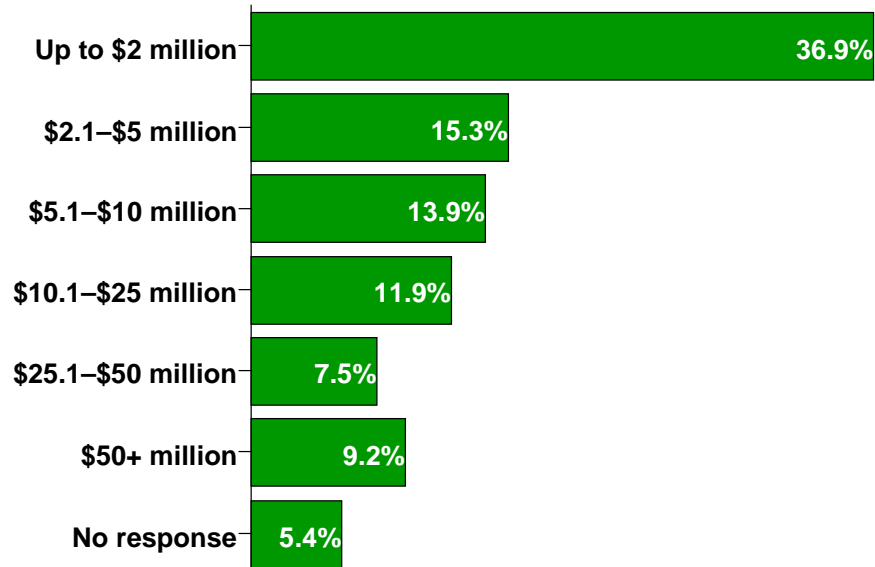
**Exhibit A4**

## InfoComm Membership Status



**Exhibit A5**

## 2012 Gross Revenue/Turnover



**Exhibit A6**

**Exhibit A7: Company Type by Size**

	Systems Integrator	Rental and Staging	Ind. Design Consultant	Mfg.	Rep/ Dealer/Dist.	Ind. Prog/MM Prof.
Up to \$2 million	34.2%	35.0%	65.7%	7.7%	30.0%	55.6%
\$2.1–\$5 million	20.2%	16.7%	5.7%	7.7%	17.5%	5.6%
\$5.1–\$10 million	15.8%	15.0%	11.4%	19.2%	12.5%	0.0%
\$10.1–\$25 million	9.6%	16.7%	11.4%	3.8%	15.0%	16.7%
\$25.1–\$50 million	9.6%	1.7%	0.0%	23.1%	10.0%	0.0%
\$50+ million	7.0%	8.3%	0.0%	34.6%	10.0%	5.6%
No response	3.5%	6.7%	5.7%	3.8%	5.0%	16.7%
<b>Average in millions*</b>	<b>\$11.8</b>	<b>\$10.9</b>	<b>\$4.7</b>	<b>\$29.7</b>	<b>\$14.3</b>	<b>\$8.4</b>

\* = The average is computed using the range mid-points.

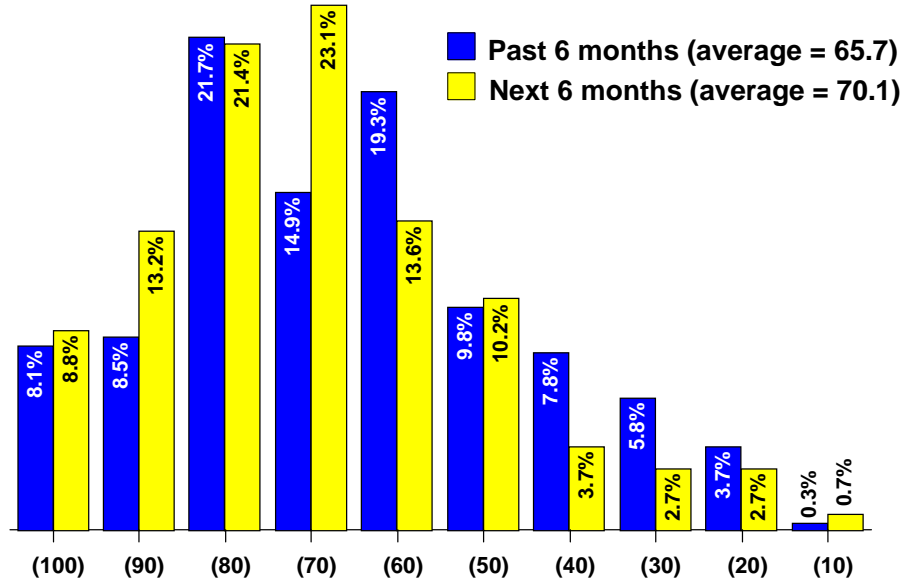
### Exhibit A8: Sample Profile Comparison (AV Providers)

	Jan 2013 sample	Oct 2012 sample	Apr 2012 sample	Oct 2011 sample	May 2011 sample	Jan 2011 sample	Oct 2010 sample	Feb 2010 sample	Oct 2009 sample	July 2009 sample	Jan 2009 sample	Sept 2008 sample
Sample size	295	656	500	505	463	728	319	547	185	308	751	222
Systems Integrator	38.6%	42.5%	42.2%	43.6%	47.9%	45.7%	43.6%	45.3%	37.8%	38.6%	44.3%	27.9%
Rental and Staging	20.3%	22.6%	17.8%	15.4%	17.6%	15.7%	15.0%	13.2%	14.1%	16.2%	12.8%	18.0%
Ind. Design Consultant	11.9%	8.7%	8.2%	9.3%	8.9%	7.7%	13.2%	8.0%	10.8%	11.4%	7.2%	15.8%
Manufacturer	8.8%	4.4%	8.4%	7.9%	8.7%	9.2%	12.5%	15.9%	18.4%	12.7%	15.2%	22.1%
Rep/Dealer/Distributor	13.6%	16.5%	18.4%	19.0%	14.6%	18.1%	10.7%	11.9%	9.2%	10.7%	11.4%	
Ind. Programmer/Multimedia Prof.	6.1%	3.7%	4.0%	4.2%	2.2%	2.3%	3.4%	3.7%	7.0%	6.1%	6.0%	14.0%
Company size												
Up to \$2 million	36.9%	36.4%	33.0%	30.7%	27.2%	25.0%	24.8%	20.8%	33.5%	26.6%	24.0%	35.6%
\$2.1–\$5 million	15.3%	17.2%	18.2%	18.4%	19.2%	21.8%	16.9%	16.5%	15.1%	17.2%	16.5%	14.4%
\$5.1–\$10 million	13.9%	13.3%	12.6%	11.5%	18.6%	18.4%	16.6%	13.3%	13.0%	14.0%	15.2%	10.4%
\$10.1–\$25 million	11.9%	12.8%	11.0%	13.3%	13.4%	14.8%	14.7%	16.6%	15.1%	16.6%	14.6%	17.1%
\$25+ million	16.7%	15.9%	20.0%	20.6%	17.1%	13.6%	24.1%	21.4%	15.7%	17.5%	20.4%	13.6%
Location												
North America	68.1%	68.4%	67.6%	64.4%	82.7%	73.1%	84.3%	80.5%	83.3%	86.6%	78.3%	91.4%
Latin America	10.2%	9.1%	7.6%	7.7%	5.6%	9.3%						
Europe	10.5%	7.3%	12.2%	9.9%	5.2%	9.2%	15.7%	19.5%	16.7%	13.4%	21.7%	8.6%
Middle East/Africa	2.4%	4.3%	2.8%	4.8%	0.9%	2.5%						
Asia-Pacific	8.8%	10.8%	9.8%	13.3%	5.6%	5.9%						
Location (U.S. only)												
Northeast	16.9%	19.3%	20.6%	18.2%	20.8%	23.5%	29.0%	22.6%	21.8%	20.6%	21.5%	23.4%
South Atlantic	17.5%	19.0%	17.7%	28.4%	22.7%	24.5%	16.7%	22.1%	21.8%	26.5%	20.2%	20.8%
South Central	12.7%	9.3%	11.9%	12.5%	12.7%	12.2%	11.9%	10.2%	10.2%	7.8%	11.6%	14.2%
North Central	21.7%	18.0%	21.2%	16.5%	20.8%	18.1%	17.9%	19.8%	19.0%	18.7%	18.4%	14.2%
Mountain Pacific	10.1%	33.2%	26.4%	23.4%	22.8%	21.1%	23.9%	24.5%	27.2%	25.3%	26.5%	25.9%
InfoComm Membership status												
Member	63.1%	59.1%	65.8%	62.6%	76.6%	79.9%	89.7%	82.8%	87.0%	80.2%	81.5%	86.0%
Non-member	24.7%	25.6%	18.8%	21.6%	10.2%	6.5%	3.1%	2.9%	4.9%	9.1%	5.5%	5.4%
Not sure	6.4%	10.7%	9.4%	9.3%	7.8%	6.6%	3.4%	6.4%	1.1%	2.9%	7.3%	1.4%

## B. Performance Indicators

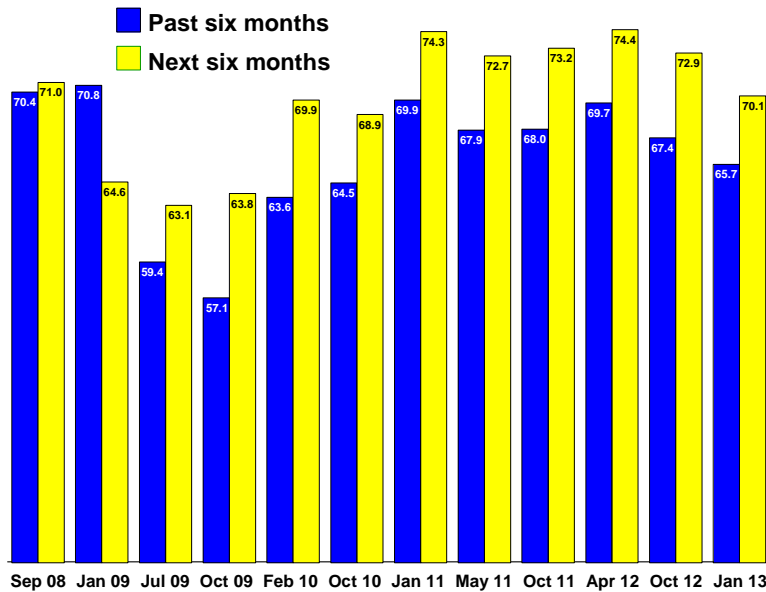
# InfoComm Performance Index

## January 2013 Survey



**Exhibit B1**

## InfoComm Performance Index Trends



**Exhibit B2**

### Exhibit B3: InfoComm Performance Index Trends

	Past six months	Next six months	Difference
September 2008 survey	70.4	71.0	0.6
January 2009 survey	70.8	64.6	(6.2)
July 2009 survey	59.4	63.1	3.7
October 2009 survey	57.1	63.8	6.7
February 2010 survey	63.6	69.9	6.3
October 2010 survey	64.5	68.9	4.4
January 2011 survey	69.9	74.3	4.4
May 2011 survey	67.9	72.7	4.8
October 2011 survey	68.0	73.2	5.2
April 2012 survey	69.7	74.4	4.7
October 2012 survey	67.4	72.9	5.5
<b>January 2013 survey</b>	<b>65.7</b>	<b>70.1</b>	<b>4.4</b>

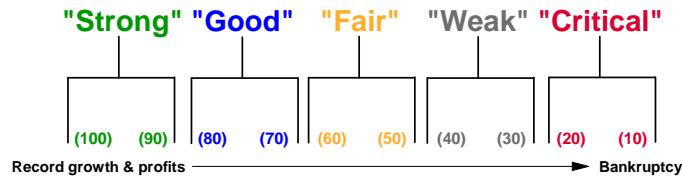
All data are averages based upon a 100-point scale with the endpoints of “bankruptcy” and “record growth and profits.”

### Exhibit B4: InfoComm Performance Index by Segment

		Past six months	Next six months	Difference
<b>Overall – January 2013 survey</b>		<b>65.7</b>	<b>70.1</b>	<b>4.4</b>
Company type	Systems Integrator	62.2	67.9	5.7
	Rental and Staging	74.3	76.2	1.9
	Ind. Design Consultant	61.1	66.6	5.5
	Manufacturer	63.9	63.9	0.0
	Rep/Dealer/Distributor	72.0	76.3	4.3
	Ind. Programmer/Multimedia Prof.	56.0	63.9	7.9
Company size	Up to \$2 million	59.8	65.3	5.5
	\$2.1–\$5 million	64.7	68.9	4.2
	\$5.1–\$10 million	70.1	75.1	5.0
	\$10.1–\$25 million	74.0	76.0	2.0
	\$25+ million	68.4	70.8	2.4
Location	North America	64.3	68.7	4.4
	Latin America	72.0	81.3	9.3
	Europe	67.0	67.1	0.1
	Middle East/Africa	<i>Insufficient data for tabulation</i>		
	Asia-Pacific	65.4	70.0	4.6
Location (U.S. only)	Northeast	60.3	64.7	4.4
	South Atlantic	59.7	66.1	6.4
	South Central	64.6	70.0	5.4
	North Central	70.5	72.4	1.9
	Mountain	64.2	64.7	0.5
	Pacific	62.7	69.7	7.0

All data are averages based upon a 100-point scale with the endpoints of “bankruptcy” and “record growth and profits.”

# InfoComm Performance Index Categories



**Exhibit B5: Performance Index Category Trends**

Note: The "critical" segment is omitted from the table since it consists of very few respondents.

	Past six months				Next six months			
	Strong	Good	Fair	Weak	Strong	Good	Fair	Weak
Overall – September 2008 survey	21.2%	40.1%	28.8%	9.5%	18.9%	47.3%	24.8%	9.0%
Overall – January 2009 survey	21.6%	42.4%	26.8%	8.4%	15.6%	32.5%	36.8%	14.1%
Overall – July 2009 survey	9.4%	27.9%	39.3%	20.5%	9.4%	34.4%	41.6%	12.0%
Overall – October 2009 survey	5.4%	29.2%	38.9%	20.5%	9.7%	39.5%	40.0%	8.1%
Overall – February 2010 survey	13.1%	33.8%	36.2%	15.8%	17.7%	48.4%	26.7%	6.4%
Overall – October 2010 survey	14.7%	33.5%	37.3%	13.5%	17.2%	42.0%	32.0%	7.8%
Overall – January 2011 survey	21.4%	40.1%	28.7%	8.2%	27.3%	45.9%	20.2%	4.9%
Overall – May 2011 survey	19.9%	37.6%	29.8%	11.2%	23.5%	47.1%	21.8%	7.1%
Overall – October 2011 survey	17.2%	42.4%	25.9%	12.1%	26.6%	43.7%	23.1%	5.4%
Overall – April 2012 survey	23.2%	38.0%	26.6%	9.8%	25.0%	49.8%	20.0%	3.0%
Overall – October 2012 survey	16.3%	39.8%	31.9%	9.9%	25.3%	44.2%	24.7%	4.1%
<b>Overall – January 2013 survey</b>	<b>16.6%</b>	<b>36.6%</b>	<b>29.2%</b>	<b>13.6%</b>	<b>22.0%</b>	<b>44.4%</b>	<b>23.7%</b>	<b>6.4%</b>



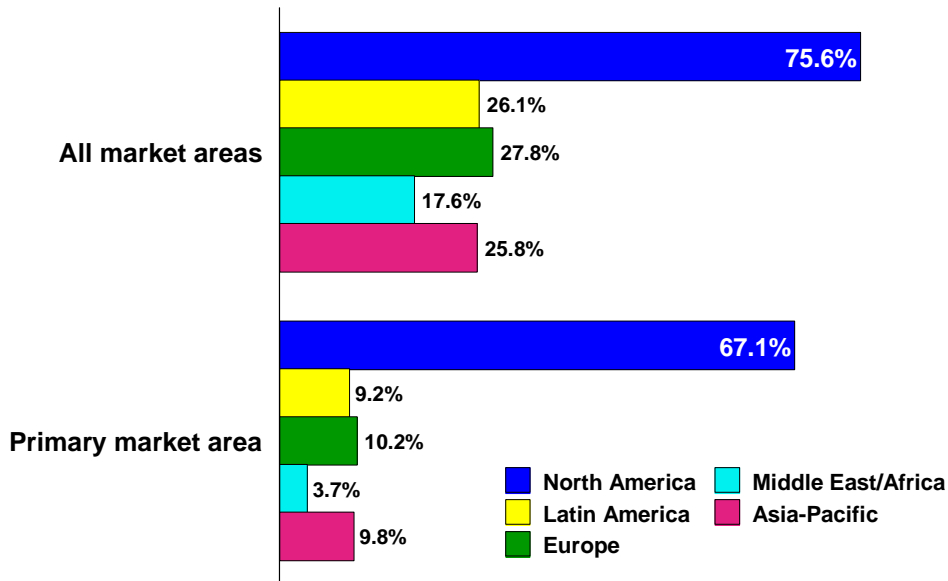
## Exhibit B6: Performance Index Categories by Segment

Note: The "critical" segment is omitted from the table since it consists of few respondents. The most prevalent response in each segment is noted in **bold**.

	Past six months				Next six months			
	Strong	Good	Fair	Weak	Strong	Good	Fair	Weak
<b>Overall – January 2013 survey</b>	<b>16.6%</b>	<b>36.6%</b>	<b>29.2%</b>	<b>13.6%</b>	<b>22.0%</b>	<b>44.4%</b>	<b>23.7%</b>	<b>6.4%</b>
Company type								
Systems Integrator	16.7%	28.9%	<b>32.5%</b>	18.4%	19.3%	<b>41.2%</b>	29.8%	7.0%
Rental and Staging	25.0%	<b>46.7%</b>	23.3%	3.3%	33.3%	<b>41.7%</b>	18.3%	6.7%
Ind. Design Cons.	11.4%	<b>37.1%</b>	22.9%	22.9%	17.1%	<b>40.0%</b>	31.4%	5.7%
Manufacturer	7.7%	<b>38.5%</b>	<b>38.5%</b>	11.5%	7.7%	<b>57.7%</b>	23.1%	0.0%
Rep/Dealer/Dist.	20.0%	<b>40.0%</b>	32.5%	7.5%	25.0%	<b>57.5%</b>	12.5%	5.0%
Ind. Programmer/ Multimedia Prof.	5.6%	<b>38.9%</b>	16.7%	16.7%	22.2%	<b>33.3%</b>	16.7%	16.7%
Company size								
Up to \$2 million	11.0%	25.7%	<b>39.4%</b>	18.3%	16.5%	<b>37.6%</b>	31.2%	9.2%
\$2.1–\$5 million	6.7%	<b>51.1%</b>	26.7%	13.3%	17.8%	<b>53.3%</b>	17.8%	6.7%
\$5.1–\$10 million	26.8%	<b>34.1%</b>	24.4%	12.2%	26.8%	<b>51.2%</b>	17.1%	4.9%
\$10.1–\$25 million	28.6%	<b>42.9%</b>	22.9%	5.7%	31.4%	<b>48.6%</b>	17.1%	2.9%
\$25+ million	18.4%	<b>40.8%</b>	26.5%	12.2%	22.4%	<b>42.9%</b>	28.6%	2.0%
Location								
North America	14.4%	<b>34.8%</b>	31.8%	14.9%	17.4%	<b>45.8%</b>	27.4%	6.0%
Latin America	20.0%	<b>50.0%</b>	23.3%	3.3%	43.3%	<b>46.7%</b>	6.7%	3.3%
Europe	25.8%	<b>29.0%</b>	25.8%	12.9%	25.8%	<b>38.7%</b>	19.4%	12.9%
Middle East/Africa	<i>Insufficient data for tabulation</i>				<i>Insufficient data for tabulation</i>			
Asia-Pacific	15.4%	<b>38.5%</b>	26.9%	15.4%	26.9%	<b>38.5%</b>	23.1%	7.7%
Location (U.S. only)								
Northeast	9.4%	<b>40.6%</b>	21.9%	18.8%	12.5%	<b>46.9%</b>	18.8%	12.5%
South Atlantic	18.2%	24.2%	<b>27.3%</b>	18.2%	15.2%	<b>42.4%</b>	27.3%	9.1%
South Central	29.2%	16.7%	<b>33.3%</b>	16.7%	29.2%	<b>33.3%</b>	25.0%	8.3%
North Central	9.8%	<b>56.1%</b>	26.8%	7.3%	14.6%	<b>65.9%</b>	14.6%	4.9%
Mountain	15.8%	21.1%	<b>47.4%</b>	15.8%	5.3%	42.1%	<b>47.4%</b>	5.3%
Pacific	16.2%	24.3%	<b>40.5%</b>	18.9%	21.6%	<b>37.8%</b>	<b>37.8%</b>	0.0%

## C. Market Areas and Economic Confidence

### Market Areas



**Exhibit C1**

### Exhibit C2: Market Area Trends

	North America	Latin America	Europe	Middle East/Africa	Asia-Pacific	
All market areas of involvement	Overall – January 2011 survey	76.2%	25.3%	28.4%	17.6%	22.8%
	Overall – May 2011 survey	85.5%	22.9%	25.1%	16.2%	22.5%
	Overall – October 2011 survey	69.7%	22.0%	24.8%	19.2%	26.9%
	Overall – April 2012 survey	72.8%	21.2%	28.2%	16.6%	24.0%
	Overall – October 2012 survey	73.6%	20.3%	22.6%	15.4%	24.5%
	<b>Overall – January 2013 survey</b>	<b>75.6%</b>	<b>26.1%</b>	<b>27.8%</b>	<b>17.6%</b>	<b>25.8%</b>
Primary market area	Overall – January 2011 survey	72.1%	9.2%	9.6%	2.6%	6.5%
	Overall – May 2011 survey	82.1%	4.8%	5.2%	1.1%	6.9%
	Overall – October 2011 survey	65.3%	7.7%	9.5%	5.3%	12.1%
	Overall – April 2012 survey	67.4%	7.4%	11.2%	3.2%	10.8%
	Overall – October 2012 survey	67.5%	9.0%	6.7%	4.9%	11.9%
	<b>Overall – January 2013 survey</b>	<b>67.1%</b>	<b>9.2%</b>	<b>10.2%</b>	<b>3.7%</b>	<b>9.8%</b>

### Exhibit C3: All Market Areas of Involvement by Segment

Majority-level responses within each segment are noted in <b>bold</b> .		North America	Latin America	Europe	Middle East/Africa	Asia-Pacific
		<b>Overall – January 2013 survey</b>	<b>75.6%</b>	<b>26.1%</b>	<b>27.8%</b>	<b>17.6%</b>
Company type	Systems Integrator	<b>75.4%</b>	14.9%	20.2%	8.8%	14.0%
	Rental and Staging	<b>83.3%</b>	33.3%	26.7%	10.0%	20.0%
	Ind. Design Consultant	<b>77.1%</b>	14.3%	22.9%	28.6%	34.3%
	Manufacturer	<b>88.5%</b>	<b>80.8%</b>	<b>69.2%</b>	<b>76.9%</b>	<b>88.5%</b>
	Rep/Dealer/Distributor	<b>57.5%</b>	27.5%	27.5%	10.0%	20.0%
	Ind. Programmer/Multimedia Prof.	<b>72.2%</b>	16.7%	27.8%	5.6%	27.8%
Company size	Up to \$2 million	<b>75.2%</b>	15.6%	18.3%	8.3%	19.3%
	\$2.1–\$5 million	<b>66.7%</b>	22.2%	22.2%	15.6%	20.0%
	\$5.1–\$10 million	<b>70.7%</b>	19.5%	26.8%	17.1%	22.0%
	\$10.1–\$25 million	<b>82.9%</b>	22.9%	34.3%	17.1%	17.1%
	\$25+ million	<b>91.8%</b>	<b>55.1%</b>	<b>51.0%</b>	38.8%	<b>57.1%</b>
Location	North America	<b>99.0%</b>	20.4%	20.9%	15.4%	19.4%
	Latin America	30.0%	<b>90.0%</b>	13.3%	6.7%	3.3%
	Europe	29.0%	16.1%	<b>96.8%</b>	29.0%	22.6%
	Middle East/Africa	<i>Insufficient data for tabulation</i>				
	Asia-Pacific	15.4%	11.5%	11.5%	15.4%	<b>100.0%</b>

### Exhibit C4: Primary Market Area of Involvement by Segment

		The most prevalent response for each segment is noted in <i>bold</i> .				
		North America	Latin America	Europe	Middle East/Africa	Asia-Pacific
<b>Overall – January 2013 survey</b>		<b>67.1%</b>	<b>9.2%</b>	<b>10.2%</b>	<b>3.7%</b>	<b>9.8%</b>
Company type	Systems Integrator	<b>71.1%</b>	8.8%	9.6%	2.6%	7.9%
	Rental and Staging	<b>73.3%</b>	13.3%	5.0%	0.0%	8.3%
	Ind. Design Consultant	<b>62.9%</b>	0.0%	8.6%	14.3%	14.3%
	Manufacturer	<b>65.4%</b>	0.0%	15.4%	3.8%	15.4%
	Rep/Dealer/Distributor	<b>52.5%</b>	15.0%	17.5%	5.0%	10.0%
	Ind. Programmer/Multimedia Prof.	<b>66.7%</b>	16.7%	5.6%	0.0%	11.1%
Company size	Up to \$2 million	<b>69.7%</b>	10.1%	9.2%	1.8%	9.2%
	\$2.1–\$5 million	<b>64.4%</b>	11.1%	8.9%	6.7%	8.9%
	\$5.1–\$10 million	<b>61.0%</b>	7.3%	17.1%	4.9%	9.8%
	\$10.1–\$25 million	<b>71.4%</b>	2.9%	11.4%	8.6%	5.7%
	\$25+ million	<b>73.5%</b>	4.1%	8.2%	0.0%	14.3%
Location	North America	<b>95.5%</b>	0.5%	1.0%	1.5%	1.5%
	Latin America	10.0%	<b>93.3%</b>	6.7%	0.0%	0.0%
	Europe	3.2%	3.2%	<b>80.6%</b>	6.5%	6.5%
	Middle East/Africa	<i>Insufficient data for tabulation</i>				
	Asia-Pacific	7.7%	0.0%	0.0%	3.8%	<b>88.5%</b>

### Exhibit C5: Market Area Confidence Metrics Summary

*The most prevalent response in each segment is noted in bold.*

		High	Moderate	Low	No opinion	Confidence Index	n=
Primary market area: <b>North America</b>	Confidence in economic conditions within North America	26.9%	<b>36.3%</b>	<b>36.3%</b>	0.5%	2.8	201
Primary market area: <b>Latin America</b>	Confidence in economic conditions within Latin America	<b>46.7%</b>	26.7%	20.0%	6.7%	3.3	30
Primary market area: <b>Europe</b>	Confidence in economic conditions within Europe	22.6%	<b>38.7%</b>	32.3%	6.5%	2.7	31
Primary market area: <b>Middle East/Africa</b>	Confidence in economic conditions within Middle East/Africa	<i>Insufficient data for tabulation</i>					7
Primary market area: <b>Asia-Pacific</b>	Confidence in economic conditions within Asia-Pacific	<b>53.8%</b>	30.8%	15.4%	0.0%	3.4	26

“Confidence Index” is based upon a 1 to 5 scale where 1 = “low confidence” and 5 = “high confidence.” “No opinion” values are omitted from index calculations. The sample size (n=) refers to the total sample size inclusive of “no opinion” values.

### Exhibit C6: Market Area Confidence Index Trends

		January 2013	October 2012	Difference
Primary market area: <b>North America</b>	Confidence in economic conditions within North America	2.8	2.9	<b>(0.1)</b>
Primary market area: <b>Latin America</b>	Confidence in economic conditions within Latin America	3.3	3.6	<b>(0.3)</b>
Primary market area: <b>Europe</b>	Confidence in economic conditions within Europe	2.7	2.6	<b>0.1</b>
Primary market area: <b>Middle East/Africa</b>	Confidence in economic conditions within Middle East/Africa	N/A	3.4	<b>N/A</b>
Primary market area: <b>Asia-Pacific</b>	Confidence in economic conditions within Asia-Pacific	3.4	3.4	<b>0.0</b>

N/A = Insufficient data for tabulation.

### Exhibit C7: North American Confidence Metric Trends

<i>Data limited to those who indicated that their primary market is North America.</i>	Confidence in economic conditions within North America				
	High	Moderate	Low	No opinion	Confidence Index
Overall – January 2011 survey	28.2%	42.9%	25.3%	3.6%	3.0
Overall – May 2011 survey	27.4%	42.6%	26.6%	3.4%	3.0
Overall – October 2011 survey	23.3%	33.6%	34.8%	8.2%	2.8
Overall – April 2012 survey	29.7%	36.2%	24.3%	9.8%	3.0
Overall – October 2012 survey	26.2%	35.0%	27.3%	11.5%	2.9
<b>Overall – January 2013 survey</b>	<b>26.9%</b>	<b>36.3%</b>	<b>36.3%</b>	<b>0.5%</b>	<b>2.8</b>

### Exhibit C8: North American Confidence Metrics

<i>Data limited to those who indicated that their primary market is North America. The most prevalent response in each segment is noted in bold.</i>	Confidence in economic conditions within North America				
	High	Moderate	Low	No opinion	Confidence Index
<b>Overall – January 2013 survey</b>	<b>26.9%</b>	<b>36.3%</b>	<b>36.3%</b>	<b>0.5%</b>	<b>2.8</b>
Company type					
Systems Integrator	27.2%	34.6%	<b>37.0%</b>	1.2%	2.8
Rental and Staging	35.6%	<b>37.8%</b>	26.7%	0.0%	3.1
Ind. Design Consultant	23.1%	<b>38.5%</b>	<b>38.5%</b>	0.0%	2.7
Manufacturer	6.3%	43.8%	<b>50.0%</b>	0.0%	2.3
Rep/Dealer/Distributor	25.0%	35.0%	<b>40.0%</b>	0.0%	2.9
Ind. Programmer/Multimedia Prof.	<b>33.3%</b>	<b>33.3%</b>	<b>33.3%</b>	0.0%	2.8
Company size					
Up to \$2 million	26.3%	32.9%	<b>40.8%</b>	0.0%	2.7
\$2.1–\$5 million	21.4%	35.7%	<b>39.3%</b>	3.6%	2.8
\$5.1–\$10 million	25.0%	<b>41.7%</b>	33.3%	0.0%	2.8
\$10.1–\$25 million	32.1%	<b>46.4%</b>	21.4%	0.0%	3.1
\$25+ million	26.3%	34.2%	<b>39.5%</b>	0.0%	2.7

“Average score” is based upon a 1 to 5 scale where 1 = “low confidence” and 5 = “high confidence.” “No opinion” values are omitted from average score calculations.

## D. Market Segment Trends and Forecasts

**Exhibit D1: Market Segment Involvement and Forecast**

	All market segments of involvement	One segment that accounted for the greatest share of 2012 revenue	One segment that is expected to account for the greatest share of 2013 revenue
Corporate/Enterprise Offices	73.9%	31.9%	32.5%
Education (K-12, Higher Education)	60.7%	14.9%	12.2%
Government/Military	50.8%	11.5%	9.5%
Performance Venues/Convention Centers/Sports Arenas	43.4%	12.9%	10.5%
Houses of Worship	43.4%	5.8%	5.1%
Healthcare	41.7%	3.7%	4.7%
Hospitality/Hotels/Restaurants	40.0%	5.1%	5.4%
Nonprofit/Associations/Museums	31.9%	1.4%	1.4%
Retail/Shopping Centers	24.4%	4.1%	2.4%
Home/Residential/Consumer	19.0%	2.4%	3.4%
Airport/Transit Facilities	18.6%	1.4%	0.7%
Other	2.0%	1.7%	1.4%
Not sure/No response	1.7%	3.4%	10.8%

## Exhibit D2: Market Segment Involvement by Company Type

All market segments of involvement							
	Overall	Systems integrator	R&S	Ind. Design Consult.	Mfg.	Rep/ Dealer/ Dist.	Ind. Prog/ Multi. Prof
Corporate/Enterprise Offices	73.9%	81.6%	70.0%	54.3%	80.8%	72.5%	77.8%
Education (K-12, Higher Education)	60.7%	67.5%	35.0%	68.6%	80.8%	77.5%	22.2%
Government/Military	50.8%	57.9%	35.0%	40.0%	61.5%	72.5%	22.2%
Performance Venues/Convention Centers/Sports Arenas	43.4%	34.2%	55.0%	45.7%	65.4%	45.0%	27.8%
Houses of Worship	43.4%	45.6%	35.0%	37.1%	73.1%	42.5%	33.3%
Healthcare	41.7%	39.5%	40.0%	45.7%	53.8%	52.5%	16.7%
Hospitality/Hotels/Restaurants	40.0%	35.1%	51.7%	25.7%	57.7%	50.0%	16.7%
Nonprofit/Associations/Museums	31.9%	29.8%	45.0%	20.0%	42.3%	32.5%	11.1%
Retail/Shopping Centers	24.4%	26.3%	11.7%	17.1%	50.0%	32.5%	16.7%
Home/Residential/Consumer	19.0%	23.7%	6.7%	17.1%	26.9%	22.5%	16.7%
Airport/Transit Facilities	18.6%	18.4%	8.3%	22.9%	30.8%	30.0%	5.6%
Other	2.0%	1.8%	0.0%	5.7%	3.8%	0.0%	0.0%
Not sure/No response	1.7%	0.0%	1.7%	2.9%	3.8%	2.5%	5.6%

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## Exhibit D2: Market Segment Involvement by Company Type

Most significant revenue source for 2012							
	Overall	Systems integrator	R&S	Ind. Design Consult.	Mfg.	Rep/ Dealer/ Dist.	Ind. Prog/ Multi. Prof
Corporate/Enterprise Offices	31.9%	39.5%	28.3%	14.3%	34.6%	25.0%	44.4%
Education (K-12, Higher Education)	14.9%	17.5%	6.7%	20.0%	15.4%	20.0%	0.0%
Performance Venues/Convention Centers/Sports Arenas	12.9%	5.3%	28.3%	14.3%	11.5%	10.0%	16.7%
Government/Military	11.5%	12.3%	5.0%	14.3%	3.8%	25.0%	5.6%
Houses of Worship	5.8%	7.9%	1.7%	8.6%	3.8%	2.5%	11.1%
Hospitality/Hotels/Restaurants	5.1%	1.8%	15.0%	5.7%	3.8%	2.5%	0.0%
Retail/Shopping Centers	4.1%	4.4%	1.7%	5.7%	7.7%	0.0%	11.1%
Healthcare	3.7%	4.4%	5.0%	5.7%	0.0%	0.0%	5.6%
Home/Residential/Consumer	2.4%	1.8%	0.0%	2.9%	0.0%	10.0%	0.0%
Nonprofit/Associations/Museums	1.4%	0.9%	5.0%	0.0%	0.0%	0.0%	0.0%
Airport/Transit Facilities	1.4%	2.6%	0.0%	0.0%	0.0%	2.5%	0.0%
Other	1.7%	0.9%	0.0%	5.7%	3.8%	0.0%	0.0%
Not sure/no response	3.4%	0.9%	3.3%	2.9%	15.4%	2.5%	5.6%

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## Exhibit D2: Market Segment Involvement by Company Type

Expected most significant revenue source for 2013							
	Overall	Systems integrator	R&S	Ind. Design Consult.	Mfg.	Rep/ Dealer/ Dist.	Ind. Prog/ Multi. Prof
Corporate/Enterprise Offices	32.5%	36.8%	28.3%	14.3%	46.2%	25.0%	55.6%
Education (K-12, Higher Education)	12.2%	13.2%	5.0%	17.1%	11.5%	20.0%	0.0%
Performance Venues/Convention Centers/Sports Arenas	10.5%	3.5%	26.7%	11.4%	11.5%	5.0%	11.1%
Government/Military	9.5%	12.3%	3.3%	8.6%	0.0%	20.0%	5.6%
Hospitality/Hotels/Restaurants	5.4%	0.9%	15.0%	8.6%	3.8%	5.0%	0.0%
Houses of Worship	5.1%	7.9%	0.0%	14.3%	0.0%	2.5%	0.0%
Healthcare	4.7%	6.1%	6.7%	5.7%	0.0%	0.0%	5.6%
Home/Residential/Consumer	3.4%	5.3%	0.0%	0.0%	3.8%	7.5%	0.0%
Retail/Shopping Centers	2.4%	2.6%	1.7%	2.9%	3.8%	0.0%	5.6%
Nonprofit/Associations/Museums	1.4%	0.9%	5.0%	0.0%	0.0%	0.0%	0.0%
Airport/Transit Facilities	0.7%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	1.4%	0.9%	0.0%	2.9%	3.8%	0.0%	0.0%
Not sure/no response	10.8%	7.9%	8.3%	14.3%	15.4%	15.0%	16.7%

### Exhibit D3: Market Segment Involvement by Company Size

All market segments of involvement						
	Overall	Up to \$2 million	\$2-\$5 million	\$5.1-\$10 million	\$10.1-\$25 million	\$25+ million
Corporate/Enterprise Offices	73.9%	61.5%	82.2%	80.5%	94.3%	85.7%
Education (K-12, Higher Education)	60.7%	55.0%	66.7%	61.0%	71.4%	71.4%
Government/Military	50.8%	40.4%	42.2%	58.5%	60.0%	77.6%
Performance Venues/Convention Centers/Sports Arenas	43.4%	42.2%	40.0%	36.6%	57.1%	55.1%
Houses of Worship	43.4%	43.1%	44.4%	31.7%	54.3%	53.1%
Healthcare	41.7%	27.5%	35.6%	56.1%	54.3%	65.3%
Hospitality/Hotels/Restaurants	40.0%	28.4%	44.4%	48.8%	42.9%	55.1%
Nonprofit/Associations/Museums	31.9%	19.3%	40.0%	39.0%	45.7%	42.9%
Retail/Shopping Centers	24.4%	18.3%	28.9%	24.4%	22.9%	32.7%
Home/Residential/Consumer	19.0%	18.3%	33.3%	14.6%	8.6%	20.4%
Airport/Transit Facilities	18.6%	12.8%	13.3%	31.7%	20.0%	26.5%
Other	2.0%	4.6%	0.0%	0.0%	0.0%	2.0%
Not sure/No response	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%

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### Exhibit D3: Market Segment Involvement by Company Size

Most significant revenue source for 2012						
	Overall	Up to \$2 million	\$2-\$5 million	\$5.1-\$10 million	\$10.1-\$25 million	\$25+ million
Corporate/Enterprise Offices	31.9%	27.5%	28.9%	31.7%	42.9%	42.9%
Education (K-12, Higher Education)	14.9%	17.4%	11.1%	26.8%	11.4%	8.2%
Performance Venues/Convention Centers/Sports Arenas	12.9%	11.0%	8.9%	12.2%	25.7%	12.2%
Government/Military	11.5%	9.2%	15.6%	14.6%	8.6%	16.3%
Houses of Worship	5.8%	11.9%	2.2%	0.0%	2.9%	2.0%
Hospitality/Hotels/Restaurants	5.1%	4.6%	11.1%	2.4%	0.0%	6.1%
Retail/Shopping Centers	4.1%	3.7%	2.2%	7.3%	2.9%	2.0%
Healthcare	3.7%	4.6%	4.4%	0.0%	5.7%	4.1%
Home/Residential/Consumer	2.4%	3.7%	6.7%	0.0%	0.0%	0.0%
Airport/Transit Facilities	1.4%	0.9%	0.0%	4.9%	0.0%	0.0%
Nonprofit/Associations/Museums	1.4%	0.9%	4.4%	0.0%	0.0%	0.0%
Other	1.7%	3.7%	0.0%	0.0%	0.0%	2.0%
Not sure/No response	3.4%	0.9%	4.4%	0.0%	0.0%	4.1%

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### Exhibit D3: Market Segment Involvement by Company Size

Expected most significant revenue source for 2013						
	Overall	Up to \$2 million	\$2-\$5 million	\$5.1-\$10 million	\$10.1-\$25 million	\$25+ million
Corporate/Enterprise Offices	32.5%	30.3%	26.7%	34.1%	42.9%	40.8%
Education (K-12, Higher Education)	12.2%	11.9%	4.4%	24.4%	11.4%	14.3%
Performance Venues/Convention Centers/Sports Arenas	10.5%	8.3%	4.4%	12.2%	22.9%	10.2%
Government/Military	9.5%	5.5%	13.3%	9.8%	8.6%	16.3%
Hospitality/Hotels/Restaurants	5.4%	5.5%	11.1%	4.9%	0.0%	6.1%
Houses of Worship	5.1%	11.9%	2.2%	0.0%	0.0%	0.0%
Healthcare	4.7%	4.6%	11.1%	0.0%	5.7%	4.1%
Home/Residential/Consumer	3.4%	3.7%	11.1%	2.4%	0.0%	0.0%
Retail/Shopping Centers	2.4%	3.7%	0.0%	4.9%	2.9%	0.0%
Nonprofit/Associations/Museums	1.4%	1.8%	2.2%	0.0%	0.0%	0.0%
Airport/Transit Facilities	0.7%	0.9%	0.0%	2.4%	0.0%	0.0%
Other	1.4%	2.8%	0.0%	0.0%	0.0%	2.0%
Not sure/No response	10.8%	9.2%	13.3%	4.9%	5.7%	6.1%

## Exhibit D4: Market Segment Involvement by Location

All market segments of involvement						
	Overall	North America	Latin America	Europe	Middle East/Africa	Asia-Pacific
Corporate/Enterprise Offices	73.9%	77.6%	70.0%	74.2%	N/A	57.7%
Education (K-12, Higher Education)	60.7%	64.2%	50.0%	51.6%		50.0%
Government/Military	50.8%	53.7%	40.0%	35.5%		50.0%
Performance Venues/Convention Centers/Sports Arenas	43.4%	46.8%	33.3%	41.9%		34.6%
Houses of Worship	43.4%	52.2%	20.0%	22.6%		26.9%
Healthcare	41.7%	46.8%	16.7%	41.9%		26.9%
Hospitality/Hotels/Restaurants	40.0%	40.3%	26.7%	51.6%		30.8%
Nonprofit/Associations/Museums	31.9%	36.3%	20.0%	25.8%		23.1%
Retail/Shopping Centers	24.4%	20.9%	30.0%	35.5%		19.2%
Home/Residential/Consumer	19.0%	14.9%	30.0%	32.3%		23.1%
Airport/Transit Facilities	18.6%	17.9%	20.0%	16.1%		15.4%
Other	2.0%	2.0%	0.0%	6.5%		0.0%
Not sure/No response	1.7%	1.0%	3.3%	0.0%		7.7%

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## Exhibit D4: Market Segment Involvement by Location

Most significant revenue source for 2012						
	Overall	North America	Latin America	Europe	Middle East/Africa	Asia-Pacific
Corporate/Enterprise Offices	31.9%	31.3%	30.0%	41.9%		34.6%
Education (K-12, Higher Education)	14.9%	15.9%	13.3%	9.7%		15.4%
Performance Venues/Convention Centers/Sports Arenas	12.9%	12.4%	16.7%	12.9%		15.4%
Government/Military	11.5%	10.4%	16.7%	6.5%		15.4%
Houses of Worship	5.8%	8.0%	0.0%	0.0%		3.8%
Hospitality/Hotels/Restaurants	5.1%	6.5%	0.0%	3.2%		3.8%
Retail/Shopping Centers	4.1%	3.5%	6.7%	3.2%	N/A	0.0%
Healthcare	3.7%	4.5%	0.0%	3.2%		3.8%
Home/Residential/Consumer	2.4%	1.5%	6.7%	6.5%		0.0%
Airport/Transit Facilities	1.4%	0.5%	3.3%	3.2%		0.0%
Nonprofit/Associations/Museums	1.4%	1.0%	3.3%	3.2%		0.0%
Other	1.7%	1.5%	0.0%	6.5%		0.0%
Not sure/No response	3.4%	3.0%	3.3%	0.0%		7.7%

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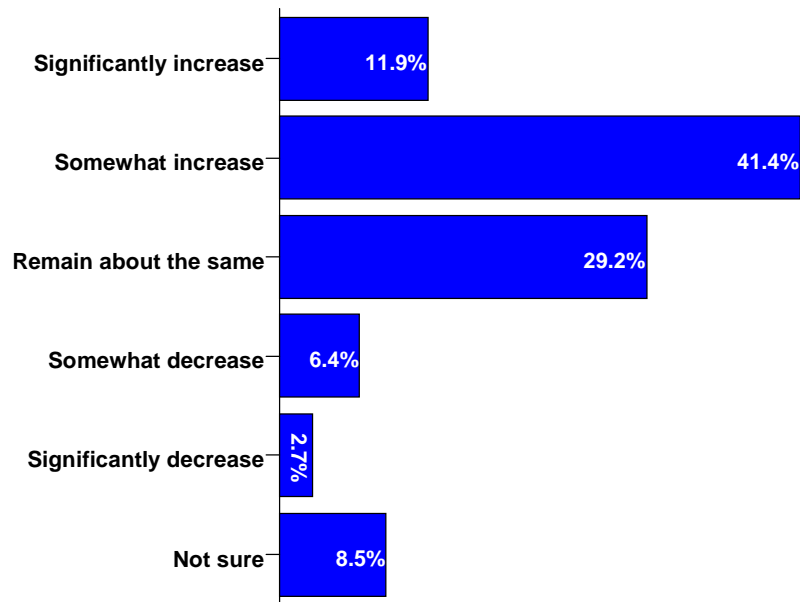
### Exhibit D4: Market Segment Involvement by Location

Expected most significant revenue source for 2013						
	Overall	North America	Latin America	Europe	Middle East/Africa	Asia-Pacific
Corporate/Enterprise Offices	32.5%	31.3%	36.7%	38.7%		30.8%
Education (K-12, Higher Education)	12.2%	13.4%	6.7%	9.7%		15.4%
Performance Venues/Convention Centers/Sports Arenas	10.5%	10.0%	16.7%	6.5%		15.4%
Government/Military	9.5%	9.5%	6.7%	6.5%		7.7%
Hospitality/Hotels/Restaurants	5.4%	6.0%	3.3%	3.2%		7.7%
Houses of Worship	5.1%	7.5%	0.0%	0.0%		0.0%
Healthcare	4.7%	6.0%	0.0%	3.2%	N/A	3.8%
Home/Residential/Consumer	3.4%	1.5%	10.0%	9.7%		3.8%
Retail/Shopping Centers	2.4%	2.0%	6.7%	0.0%		0.0%
Nonprofit/Associations/Museums	1.4%	1.5%	3.3%	0.0%		0.0%
Airport/Transit Facilities	0.7%	0.5%	0.0%	3.2%		0.0%
Other	1.4%	1.0%	0.0%	6.5%		0.0%
Not sure/No response	10.8%	10.0%	10.0%	12.9%		15.4%

N/A = Insufficient data for tabulation.



# Anticipated AV Market Demand



*Exhibit D5*

## Exhibit D6: Expected Demand in Primary Market Segment for 2013

How do you see demand for AV products/services in your primary market segment changing over the next 12 months?

*The most prevalent response for each segment is noted in bold.*

		Increase	Remain about the same	Decrease	Not sure/no response	Average demand score
<b>Overall – January 2013 survey</b>		<b>53.2%</b>	<b>29.2%</b>	<b>9.2%</b>	<b>8.5%</b>	<b>3.6</b>
Company type	Systems Integrator	<b>47.4%</b>	35.1%	10.5%	7.0%	3.5
	Rental and Staging	<b>51.7%</b>	36.7%	5.0%	6.7%	3.6
	Ind. Design Consultant	<b>57.1%</b>	31.4%	2.9%	8.6%	3.7
	Manufacturer	<b>53.8%</b>	19.2%	19.2%	7.7%	3.3
	Rep/Dealer/Distributor	<b>65.0%</b>	12.5%	12.5%	10.0%	3.8
	Ind. Programmer/Multimedia Prof.	<b>55.6%</b>	16.7%	5.6%	22.2%	3.9
Company size	Up to \$2 million	<b>51.4%</b>	33.9%	8.3%	6.4%	3.5
	\$2.1–\$5 million	<b>62.2%</b>	31.1%	2.2%	4.4%	3.8
	\$5.1–\$10 million	<b>53.7%</b>	34.1%	7.3%	4.9%	3.6
	\$10.1–\$25 million	<b>60.0%</b>	25.7%	14.3%	0.0%	3.6
	\$25+ million	<b>55.1%</b>	24.5%	14.3%	6.1%	3.5
Location	North America	<b>49.3%</b>	33.8%	10.0%	7.0%	3.5
	Latin America	<b>73.3%</b>	16.7%	3.3%	6.7%	4.1
	Europe	<b>51.6%</b>	25.8%	9.7%	12.9%	3.6
	Middle East/Africa	<i>Insufficient data for tabulation</i>				
	Asia-Pacific	<b>65.4%</b>	11.5%	7.7%	15.4%	3.9

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## Exhibit D6: Expected Demand in Primary Market Segment for 2013

**How do you see demand for AV products/services in your primary market segment changing over the next 12 months?**

*The most prevalent response for each segment is noted in bold.*

		Increase	Remain about the same	Decrease	Not sure/no response	Average demand score
<b>Overall – January 2013 survey</b>		<b>53.2%</b>	<b>29.2%</b>	<b>9.2%</b>	<b>8.5%</b>	<b>3.6</b>
Airport/Transit Facilities		<i>Insufficient data for tabulation</i>				
Corporate/Enterprise Offices		<b>59.4%</b>	24.0%	9.4%	7.3%	3.6
Education (K-12, Higher Education)		<b>44.4%</b>	41.7%	11.1%	2.8%	3.4
Government/Military		<b>60.7%</b>	17.9%	17.9%	3.6%	3.7
Healthcare		35.7%	<b>64.3%</b>	0.0%	0.0%	3.6
Primary market segment	Home/Residential/Consumer (*)	<b>50.0%</b>	40.0%	0.0%	10.0%	4.0
	Hospitality/Hotels/Restaurants	<b>62.5%</b>	25.0%	6.3%	6.3%	3.8
	Houses of Worship	<b>46.7%</b>	40.0%	6.7%	6.7%	3.4
	Nonprofit/Associations/Museums	<i>Insufficient data for tabulation</i>				
	Performance Venues/Convention Centers/Sports Arenas	<b>71.0%</b>	19.4%	3.2%	6.5%	3.9
	Retail/Shopping Centers	<i>Insufficient data for tabulation</i>				

\* = Data base on only 10 responses.

### Exhibit D7: Strongest and Weakest Market Segments for 2013

	Market segment that will see the <b>strongest</b> demand for AV in 2013		Market segment that will see the <b>weakest</b> demand for AV in 2013
Corporate/Enterprise Offices	28.1%	Home/Residential/Consumer	13.9%
Education (K-12, Higher Education)	12.5%	Nonprofit/Associations/Museums	11.5%
Healthcare	11.5%	Government/Military	9.2%
Government/Military	10.2%	Retail/Shopping Centers	7.8%
Performance Venues/Convention Centers/Sports Arenas	8.8%	Houses of Worship	6.1%
Home/Residential/Consumer	4.1%	Corporate/Enterprise Offices	4.7%
Retail/Shopping Centers	4.1%	Airport/Transit Facilities	4.7%
Hospitality/Hotels/Restaurants	3.7%	Education (K-12, Higher Education)	4.1%
Houses of Worship	1.0%	Healthcare	3.7%
Airport/Transit Facilities	0.7%	Performance Venues/Convention Centers/Sports Arenas	2.7%
Nonprofit/Associations/Museums	0.0%	Hospitality/Hotels/Restaurants	2.0%
Other	1.4%	Other	0.7%
Not sure/No response	13.9%	Not sure/No response	28.8%

## Exhibit D8: Strongest and Weakest Market Segments for 2013 by Company Type

### Market segment that will see the STRONGEST demand for AV in 2013

	Overall	Systems integrator	R&S	Ind. Design Consult.	Mfg.	Rep/ Dealer/ Dist.	Ind. Prog/ Multi. Prof
Corporate/Enterprise Offices	28.1%	26.3%	36.7%	14.3%	30.8%	27.5%	38.9%
Education (K-12, Higher Education)	12.5%	15.8%	3.3%	20.0%	7.7%	17.5%	0.0%
Healthcare	11.5%	16.7%	8.3%	11.4%	7.7%	5.0%	11.1%
Government/Military	10.2%	11.4%	5.0%	14.3%	11.5%	12.5%	5.6%
Performance Venues/Convention Centers/Sports Arenas	8.8%	4.4%	20.0%	11.4%	7.7%	2.5%	11.1%
Retail/Shopping Centers	4.1%	2.6%	3.3%	2.9%	7.7%	7.5%	5.6%
Home/Residential/Consumer	4.1%	6.1%	0.0%	5.7%	0.0%	5.0%	5.6%
Hospitality/Hotels/Restaurants	3.7%	0.9%	10.0%	5.7%	3.8%	2.5%	0.0%
Houses of Worship	1.0%	1.8%	0.0%	2.9%	0.0%	0.0%	0.0%
Airport/Transit Facilities	0.7%	0.0%	0.0%	2.9%	3.8%	0.0%	0.0%
Nonprofit/Associations/Museums	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	1.4%	2.6%	0.0%	0.0%	3.8%	0.0%	0.0%
Not sure/No response	13.9%	11.4%	13.3%	8.6%	15.4%	20.0%	22.2%

### Market segment that will see the WEAKEST demand for AV in 2013

	Overall	Systems integrator	R&S	Ind. Design Consult.	Mfg.	Rep/ Dealer/ Dist.	Ind. Prog/ Multi. Prof
Home/Residential/Consumer	13.9%	12.3%	16.7%	14.3%	15.4%	15.0%	5.6%
Nonprofit/Associations/Museums	11.5%	11.4%	8.3%	17.1%	15.4%	10.0%	11.1%
Government/Military	9.2%	9.6%	10.0%	8.6%	11.5%	7.5%	5.6%
Retail/Shopping Centers	7.8%	5.3%	6.7%	11.4%	15.4%	7.5%	11.1%
Houses of Worship	6.1%	5.3%	5.0%	5.7%	0.0%	12.5%	11.1%
Airport/Transit Facilities	4.7%	7.0%	6.7%	0.0%	3.8%	2.5%	0.0%
Corporate/Enterprise Offices	4.7%	6.1%	6.7%	0.0%	3.8%	0.0%	11.1%
Education (K-12, Higher Education)	4.1%	4.4%	3.3%	2.9%	7.7%	5.0%	0.0%
Healthcare	3.7%	4.4%	3.3%	2.9%	3.8%	5.0%	0.0%
Performance Venues/Convention Centers/Sports Arenas	2.7%	4.4%	0.0%	0.0%	3.8%	5.0%	0.0%
Hospitality/Hotels/Restaurants	2.0%	2.6%	1.7%	2.9%	0.0%	0.0%	5.6%
Other	0.7%	0.0%	0.0%	2.9%	0.0%	2.5%	0.0%
Not sure/No response	28.8%	27.2%	31.7%	31.4%	19.2%	27.5%	38.9%

### **Exhibit D9: Strongest and Weakest Market Segments for 2013 by Company Size**

<b>Market segment that will see the STRONGEST demand for AV in 2013</b>						
	Overall	Up to \$2 million	\$2-\$5 million	\$5.1-\$10 million	\$10.1-\$25 million	\$25+ million
Corporate/Enterprise Offices	28.1%	26.6%	31.1%	17.1%	40.0%	36.7%
Education (K-12, Higher Education)	12.5%	16.5%	6.7%	19.5%	11.4%	8.2%
Healthcare	11.5%	7.3%	11.1%	22.0%	11.4%	16.3%
Government/Military	10.2%	9.2%	13.3%	12.2%	5.7%	14.3%
Performance Venues/Convention Centers/Sports Arenas	8.8%	6.4%	4.4%	9.8%	20.0%	8.2%
Home/Residential/Consumer	4.1%	8.3%	4.4%	0.0%	2.9%	0.0%
Retail/Shopping Centers	4.1%	3.7%	4.4%	7.3%	2.9%	4.1%
Hospitality/Hotels/Restaurants	3.7%	4.6%	4.4%	2.4%	0.0%	6.1%
Houses of Worship	1.0%	1.8%	2.2%	0.0%	0.0%	0.0%
Airport/Transit Facilities	0.7%	0.9%	0.0%	2.4%	0.0%	0.0%
Nonprofit/Associations/Museums	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	1.4%	1.8%	0.0%	4.9%	0.0%	0.0%
Not sure/No response	13.9%	12.8%	17.8%	2.4%	5.7%	6.1%

<b>Market segment that will see the WEAKEST demand for AV in 2013</b>						
	Overall	Up to \$2 million	\$2-\$5 million	\$5.1-\$10 million	\$10.1-\$25 million	\$25+ million
Home/Residential/Consumer	13.9%	13.8%	6.7%	19.5%	11.4%	22.4%
Nonprofit/Associations/Museums	11.5%	10.1%	8.9%	17.1%	14.3%	14.3%
Government/Military	9.2%	10.1%	15.6%	7.3%	5.7%	8.2%
Retail/Shopping Centers	7.8%	7.3%	11.1%	4.9%	11.4%	8.2%
Houses of Worship	6.1%	4.6%	6.7%	7.3%	8.6%	6.1%
Airport/Transit Facilities	4.7%	5.5%	2.2%	7.3%	8.6%	2.0%
Corporate/Enterprise Offices	4.7%	5.5%	6.7%	7.3%	2.9%	2.0%
Education (K-12, Higher Education)	4.1%	4.6%	0.0%	2.4%	5.7%	8.2%
Healthcare	3.7%	3.7%	4.4%	4.9%	5.7%	2.0%
Performance Venues/Convention Centers/Sports Arenas	2.7%	2.8%	2.2%	4.9%	0.0%	4.1%
Hospitality/Hotels/Restaurants	2.0%	2.8%	2.2%	2.4%	0.0%	2.0%
Other	0.7%	1.8%	0.0%	0.0%	0.0%	0.0%
Not sure/No response	28.8%	27.5%	33.3%	14.6%	25.7%	20.4%

### **Exhibit D10: Strongest and Weakest Market Segments for 2013 by Location**

<b>Market segment that will see the STRONGEST demand for AV in 2013</b>						
	Overall	North America	Latin America	Europe	Middle East/Africa	Asia-Pacific
Corporate/Enterprise Offices	28.1%	28.4%	33.3%	29.0%		26.9%
Education (K-12, Higher Education)	12.5%	13.9%	10.0%	6.5%		15.4%
Healthcare	11.5%	15.9%	0.0%	3.2%		3.8%
Government/Military	10.2%	10.0%	10.0%	6.5%		11.5%
Performance Venues/Convention Centers/Sports Arenas	8.8%	7.5%	20.0%	6.5%		11.5%
Retail/Shopping Centers	4.1%	2.0%	0.0%	16.1%		0.0%
Home/Residential/Consumer	4.1%	4.0%	6.7%	0.0%		7.7%
Hospitality/Hotels/Restaurants	3.7%	4.5%	3.3%	3.2%		0.0%
Houses of Worship	1.0%	1.5%	0.0%	0.0%		0.0%
Airport/Transit Facilities	0.7%	0.5%	0.0%	0.0%		3.8%
Nonprofit/Associations/Museums	0.0%	0.0%	0.0%	0.0%		0.0%
Other	1.4%	0.5%	3.3%	3.2%		3.8%
Not sure/No response	13.9%	11.4%	13.3%	25.8%		15.4%

<b>Market segment that will see the WEAKEST demand for AV in 2013</b>						
	Overall	North America	Latin America	Europe	Middle East/Africa	Asia-Pacific
Home/Residential/Consumer	13.9%	15.4%	16.7%	9.7%		3.8%
Nonprofit/Associations/Museums	11.5%	12.4%	0.0%	19.4%		11.5%
Government/Military	9.2%	9.0%	13.3%	12.9%		0.0%
Retail/Shopping Centers	7.8%	9.5%	0.0%	0.0%		15.4%
Houses of Worship	6.1%	5.5%	6.7%	6.5%		7.7%
Airport/Transit Facilities	4.7%	4.5%	6.7%	6.5%		3.8%
Corporate/Enterprise Offices	4.7%	4.0%	10.0%	3.2%	N/A	3.8%
Education (K-12, Higher Education)	4.1%	5.0%	0.0%	3.2%		0.0%
Healthcare	3.7%	2.5%	10.0%	3.2%		7.7%
Performance Venues/Convention Centers/Sports Arenas	2.7%	2.0%	6.7%	0.0%		7.7%
Hospitality/Hotels/Restaurants	2.0%	3.0%	0.0%	0.0%		0.0%
Other	0.7%	0.0%	0.0%	3.2%		3.8%
Not sure/No response	28.8%	27.4%	30.0%	32.3%		34.6%

N/A = Insufficient data for tabulation.

## E. End-User AV Expenditures

**Exhibit E1: End-User Industry/Sector**

	% of sample	Number of responses
Higher education	43.4%	46
Corporate/business	20.8%	22
Government	13.2%	14
Healthcare	8.5%	9
Nonprofit	4.7%	5
Education (K-12)	2.8%	3
All others *	6.6%	7

\* = the "other" responses consist primarily of houses of worship and the entertainment sectors.

**Exhibit E2: End-User Location**

<b>North America</b> <b>83.0%</b> <b>(n= 88)</b>	Canada	United States	<b>Middle East/Africa</b> <b>4.7%</b> <b>(n=5)</b>	Angola	Saudi Arabia
				Egypt	U.A.E.
<b>Latin America</b> <b>2.8%</b> <b>(n=3)</b>	Argentina			Kuwait	
	Mexico		<b>Europe</b> <b>2.8%</b> <b>(n=3)</b>	Netherlands	
<b>Asia-Pacific</b> <b>6.6%</b> <b>(n=7)</b>	Australia	Singapore		Portugal	
	Hong Kong			United Kingdom	

**Exhibit E3: Level of Purchasing Authority**

	Full sample	Education sector	Corporate/business sector
Set or approve the total AV budget	14.2%	12.2%	9.1%
Approve the purchase of AV products/services	33.0%	36.7%	27.3%
Select AV products, services and/or vendors	66.0%	65.3%	72.7%
Recommend AV products, services and/or vendors	66.0%	71.4%	68.2%
Determine AV product/service specifications	51.9%	59.2%	45.5%
Provide general input into AV purchase decisions	44.3%	53.1%	40.9%
No involvement with AV products, services or equipment	6.6%	2.0%	13.6%

Responses do not sum to 100% since respondents could select more than one choice.

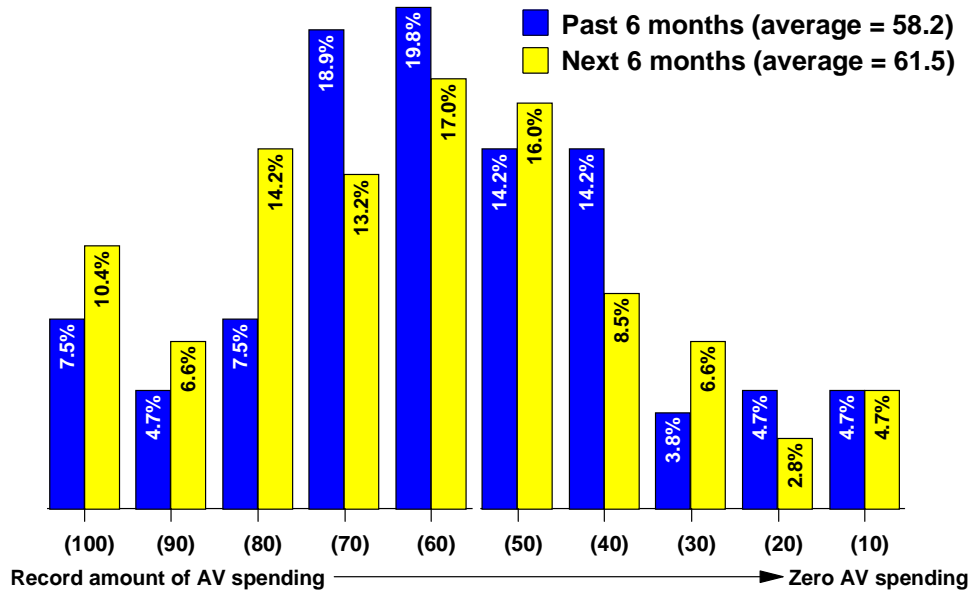


### Exhibit E4: Sample Profile Comparison (End Users)

	Jan 2013	Oct 2012	Apr 2012	Oct 2011	May 2011	Jan 2011	Oct 2010	Feb 2010	Oct 2009	Jul 2009	
Sample size	106	162	138	220	63	194	75	125	35	53	
Industry sector	Education (K-12)	2.8%	1.2%	2.2%	1.8%	1.6%	3.1%	0.0%	0.8%	2.9%	1.9%
	Higher education	43.4%	40.1%	41.3%	35.9%	54.0%	45.4%	54.7%	53.6%	71.4%	58.5%
	Corporate/business	20.8%	23.5%	21.7%	25.0%	27.0%	27.8%	14.7%	24.0%	11.4%	13.2%
	Healthcare	8.5%	8.6%	10.9%	6.4%	6.3%	6.2%	9.3%	7.2%	2.9%	5.7%
	Nonprofit	4.7%	8.0%	10.1%	12.7%	3.2%	7.2%	9.3%	0.8%	11.4%	11.3%
	Government	13.2%	10.5%	8.0%	10.0%	7.9%	7.7%	4.0%	9.6%	0.0%	9.4%
Company location	North America	83.0%	84.6%	85.5%	77.7%	87.3%	80.4%	90.7%	88.0%	85.7%	94.4%
	All other regions	17.0%	15.4%	14.5%	22.3%	12.7%	19.6%	9.3%	12.0%	14.3%	5.6%
Level of purchasing authority	Set or approve the AV budget	14.2%	12.3%	15.2%	15.0%	22.2%	21.1%	21.3%	20.8%	34.3%	11.3%
	Approve the purchase of AV products/services	33.0%	24.7%	37.0%	30.9%	38.1%	36.6%	33.3%	37.6%	40.0%	35.8%
	Select AV products, services and/or vendors	66.0%	58.6%	59.4%	54.1%	61.9%	52.1%	58.7%	65.6%	68.6%	64.2%
	Recommend AV products, services and/or vendors	66.0%	59.9%	63.8%	59.1%	55.6%	58.2%	66.7%	68.8%	82.9%	60.4%
	Determine AV product/service specifications	51.0%	45.7%	49.3%	42.7%	49.2%	47.4%	52.0%	56.0%	77.1%	39.6%
	Provide general input into AV purchase decisions	44.3%	43.8%	47.8%	51.4%	38.1%	51.5%	52.0%	56.8%	60.0%	54.7%
	No involvement with AV products, services or equipment	6.6%	6.2%	0.0%	2.3%	6.3%	4.1%	4.0%	4.8%	0.0%	1.9%

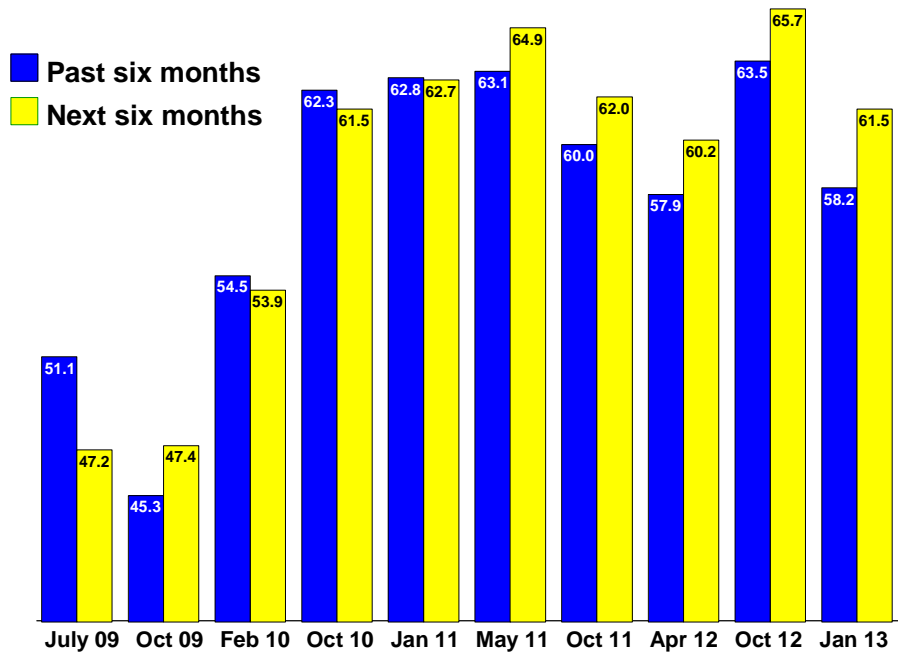
# InfoComm Demand Index

January 2013 Survey



**Exhibit E5**

# InfoComm Demand Index Trends



**Exhibit E6**

### **Exhibit E7: InfoComm Demand Index Trends by Segment**

		Past six months	Next six months	Difference
July 2009 survey	Full sample	51.1	47.2	(3.9)
	Education sector	55.3	49.1	(6.2)
October 2009 survey	Full sample	45.3	47.4	2.1
	Education sector	50.4	48.8	(1.6)
February 2010 survey	Full sample	54.5	53.9	(0.6)
	Education sector	55.9	55.6	(0.3)
	Corporate/business sector	50.4	49.6	(0.8)
October 2010 survey	Full sample	62.3	61.5	(0.8)
	Education sector	67.8	63.5	(4.3)
January 2011 survey	Full sample	62.8	62.7	(0.1)
	Education sector	64.7	61.3	(3.4)
	Corporate/business sector	65.6	68.2	2.6
May 2011 survey	Full sample	63.1	64.9	1.8
	Education sector	64.1	63.5	(0.6)
	Corporate/business sector	62.0	67.0	5.0
October 2011 survey	Full sample	60.0	62.0	2.0
	Education sector	64.2	62.5	(1.7)
	Corporate/business sector	54.9	61.9	7.0
	Nonprofit sector	57.1	60.7	3.6
	Government sector	63.6	59.6	(4.0)
April 2012 survey	Full sample	57.9	60.2	2.3
	Education sector	57.7	63.8	6.1
	Corporate/business sector	56.3	57.7	1.4
October 2012 survey	Full sample	63.5	65.7	2.2
	Education sector	65.2	67.0	1.8
	Corporate/business sector	60.8	65.5	4.7
January 2013 survey	<b>Full sample</b>	<b>58.2</b>	<b>61.5</b>	<b>3.3</b>
	<b>Education sector</b>	<b>62.4</b>	<b>65.1</b>	<b>2.7</b>
	<b>Corporate/business sector</b>	<b>53.2</b>	<b>61.4</b>	<b>8.2</b>

### Exhibit E8: Systems Priority Trends

*If money were available, what would be the biggest “wish list” AV item you would want to purchase in the next 6 to 12 months?*

	Jan 2013	Oct 2012	April 2012	Oct 2011	May 2011	Jan 2011	Oct 2010
Control systems (e.g., a system used to control multiple AV peripherals or platforms)	27.4%	21.0%	23.9%	21.8%	20.6%	24.7%	18.7%
Conferencing systems equipment and services (audio, video and teleconferencing)	26.4%	25.3%	22.5%	21.8%	25.4%	24.2%	26.7%
General AV expenditures not included above	12.3%	12.3%	9.4%	10.5%	11.1%	10.3%	22.7%
Projectors	11.3%	8.6%	14.5%	10.5%	12.7%	11.9%	10.7%
High definition displays	7.5%	7.4%	5.8%	10.0%	1.6%	10.3%	12.0%
Signal management (e.g., encoders, decoders, switches, etc.)	5.7%	3.1%	3.6%	4.1%	1.6%	4.6%	0.0%
IT expenditures related to AV uses	3.8%	4.9%	2.9%	3.2%	7.9%	3.1%	2.7%
AV peripherals (e.g., furniture, cable, connectors, mounting, lighting, etc.)	2.8%	3.7%	3.6%	3.2%	0.0%	3.1%	2.7%
Digital signage	2.8%	8.6%	6.5%	10.5%	7.9%	7.2%	4.0%
Other	0.0%	3.7%	6.5%	2.7%	4.8%	0.0%	0.0%

### Exhibit E9: Systems Priorities by Sector

*If money were available, what would be the biggest “wish list” AV item you would want to purchase in the next 6 to 12 months?*

	Full sample	Education sector	Corporate/business sector
Control systems (e.g., a system used to control multiple AV peripherals or platforms)	27.4%	28.6%	31.8%
Conferencing systems equipment and services (audio, video and teleconferencing)	26.4%	20.4%	40.9%
General AV expenditures not included above	12.3%	10.2%	13.6%
Projectors	11.3%	18.4%	0.0%
High definition displays	7.5%	6.1%	9.1%
Signal management (e.g., encoders, decoders, switches, etc.)	5.7%	10.2%	0.0%
IT expenditures related to AV uses	3.8%	0.0%	4.5%
AV peripherals (e.g., furniture, cable, connectors, mounting, lighting, etc.)	2.8%	6.1%	0.0%
Digital signage	2.8%	0.0%	0.0%
Other	0.0%	0.0%	0.0%

### Exhibit E10: Factors Impacting AV Purchasing (Trends)

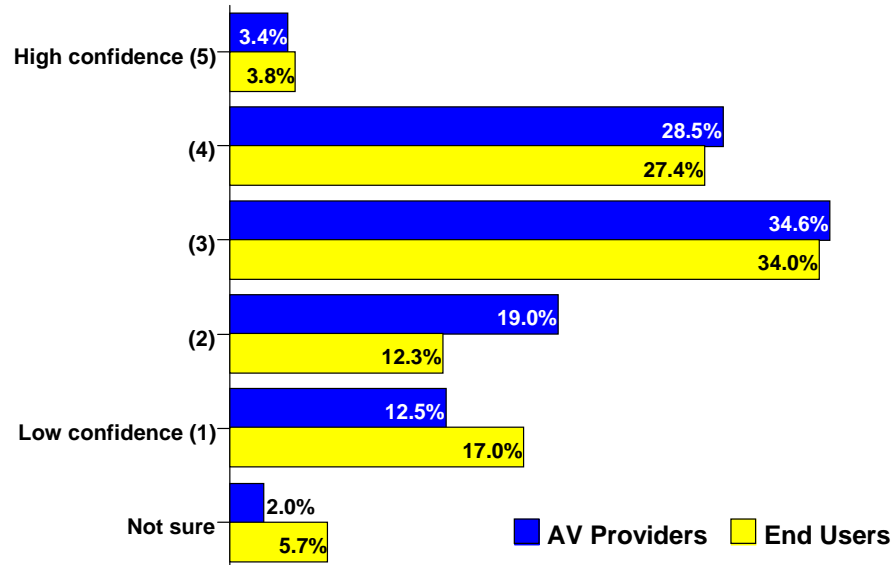
		January	October	Difference
		2013	2012	
Full sample, October 2012	Competing budget priorities	5.3	5.0	0.3
	Concerns about how the overall economy will affect our company/organization	3.8	3.5	0.3
	Difficulty determining what technologies/products will be most beneficial for our company/organization	3.7	3.9	(0.2)
	Waiting to see what new technologies will be introduced in the next 1-2 years	3.6	3.5	0.1
	No compelling reason to update existing equipment	2.6	2.8	(0.2)
	No demand from employees/departments for new AV products/services	2.0	2.2	(0.2)
	Competing budget priorities	5.1	5.2	(0.1)
Education sector	Concerns about how the overall economy will affect our company/organization	4.3	3.6	0.7
	Difficulty determining what technologies/products will be most beneficial for our company/organization	3.9	3.8	0.1
	Waiting to see what new technologies will be introduced in the next 1-2 years	3.6	3.6	0.0
	No compelling reason to update existing equipment	2.3	2.6	(0.3)
	No demand from employees/departments for new AV products/services	1.8	2.2	(0.4)
	Competing budget priorities	5.1	4.5	0.6
Corporate sector	Difficulty determining what technologies/products will be most beneficial for our company/organization	4.0	4.1	(0.1)
	Concerns about how the overall economy will affect our company/organization	3.9	3.4	0.5
	Waiting to see what new technologies will be introduced in the next 1-2 years	3.4	3.6	(0.2)
	No compelling reason to update existing equipment	2.3	3.2	(0.9)
	No demand from employees/departments for new AV products/services	2.2	2.3	(0.1)

### Exhibit E11: Factors Impacting AV Purchasing by Sector

		Average importance score	% selecting this as their <b>most</b> important factor	% selecting this as their <b>least</b> important factor
Full sample, January 2013	Competing budget priorities	5.3	64.6%	0.0%
	Concerns about how the overall economy will affect our company/organization	3.8	15.6%	2.2%
	Difficulty determining what technologies/products will be most beneficial for our company/organization	3.7	14.6%	9.4%
	Waiting to see what new technologies will be introduced in the next 1-2 years	3.6	4.2%	7.3%
	No compelling reason to update existing equipment	2.6	3.1%	27.1%
	No demand from employees/departments for new AV products/services	2.0	3.1%	51.0%
Education sector	Competing budget priorities	5.1	60.0%	0.0%
	Concerns about how the overall economy will affect our company/organization	4.3	15.6%	2.2%
	Difficulty determining what technologies/products will be most beneficial for our company/organization	3.9	20.0%	8.9%
	Waiting to see what new technologies will be introduced in the next 1-2 years	3.6	4.4%	8.9%
	No compelling reason to update existing equipment	2.3	0.0%	31.1%
	No demand from employees/departments for new AV products/services	1.8	0.0%	48.9%
Corporate sector	Competing budget priorities	5.1	50.0%	0.0%
	Difficulty determining what technologies/products will be most beneficial for our company/organization	4.0	16.7%	0.0%
	Concerns about how the overall economy will affect our company/organization	3.9	16.7%	0.0%
	Waiting to see what new technologies will be introduced in the next 1-2 years	3.4	11.1%	5.6%
	No compelling reason to update existing equipment	2.3	0.0%	38.9%
	No demand from employees/departments for new AV products/services	2.2	5.6%	55.6%

# Overall Economic Confidence

Please rate your current level of confidence in overall economic conditions:



Note: data for the AV providers are aggregate values across all market regions.

**Exhibit E12**

**Exhibit E13: Overall Economic Confidence**

	High	Moderate	Low	No opinion	Confidence Index
<b>Full sample – January 2013 survey</b>	<b>31.1%</b>	<b>34.0%</b>	<b>29.2%</b>	<b>5.7%</b>	<b>2.9</b>
Education sector	26.5%	34.7%	34.7%	4.1%	2.7
Corporate sector	31.8%	36.4%	22.7%	9.1%	3.1

## F. Comparative Tables

**Exhibit F1: InfoComm Performance Index Comparison**

		January 2013			October 2012		
		Past six months	Next six months	Difference	Past six months	Next six months	Difference
<b>Overall</b>		<b>65.7</b>	<b>70.1</b>	<b>4.4</b>	<b>67.4</b>	<b>72.9</b>	<b>5.5</b>
Company type	Systems Integrator	62.2	67.9	5.7	66.3	73.0	6.7
	Rental and Staging	74.3	76.2	1.9	69.9	72.6	2.7
	Ind. Design Consultant	61.1	66.6	5.5	67.0	72.3	5.3
	Manufacturer	63.9	63.9	0.0	70.0	68.3	(1.7)
	Rep/Dealer/Distributor	72.0	76.3	4.3	66.8	74.1	7.3
	Ind. Programmer/Multimedia Prof.	56.0	63.9	7.9	67.1	75.0	7.9
Company size	Up to \$2 million	59.8	65.3	5.5	62.9	71.1	8.2
	\$2.1–\$5 million	64.7	68.9	4.2	67.7	72.9	5.2
	\$5.1–\$10 million	70.1	75.1	5.0	68.5	72.4	3.9
	\$10.1–\$25 million	74.0	76.0	2.0	69.1	73.1	4.0
	\$25+ million	68.4	70.8	2.4	74.8	77.9	3.1
Location	North America	64.3	68.7	4.4	66.0	71.5	5.6
	Latin America	72.0	81.3	9.3	72.7	79.8	7.1
	Europe	67.0	67.1	0.1	68.5	70.0	1.5
	Middle East/Africa	<i>Insufficient data for tabulation</i>			65.0	75.7	10.7
	Asia-Pacific	65.4	70.0	4.6	72.0	76.5	4.5
Location (U.S. only)	Northeast	60.3	64.7	4.4	64.7	70.5	5.8
	South Atlantic	59.7	66.1	6.4	68.7	73.0	4.2
	South Central	64.6	70.0	5.4	65.0	72.1	7.1
	North Central	70.5	72.4	1.9	68.9	72.8	3.9
	Mountain	64.2	64.7	0.5	N/A		
	Pacific	62.7	69.7	7.0	N/A		

N/A = data combined into one region (Mountain/Pacific) in the October 2012 survey, and cannot be directly related to the individual regions in the January 2013 survey.



# Appendix A: Survey Instrument

1. In what country are you located? \_\_\_\_\_
2. [If located in the U.S. or Canada] In what state/province are you located? \_\_\_\_\_
3. Please indicate which of the following best describes your company:
  - We provide AV products, services, applications and/or consulting to our customer/client base
  - We are end users of AV products, services or applications [SKIP TO QUESTION 19]
4. Please indicate in which of the following areas your company is involved: (Check all that apply)
 

<ul style="list-style-type: none"> <li><input type="checkbox"/> Dealer/Reseller</li> <li><input type="checkbox"/> Distributor</li> <li><input type="checkbox"/> Systems Integrator</li> <li><input type="checkbox"/> Rental Company</li> <li><input type="checkbox"/> Staging Company</li> <li><input type="checkbox"/> Rental &amp; Staging Company</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Technical Production Specialist</li> <li><input type="checkbox"/> Independent Design Consultant</li> <li><input type="checkbox"/> Independent Programmer</li> <li><input type="checkbox"/> Manufacturer</li> <li><input type="checkbox"/> Independent Manufacturer's Representative</li> <li><input type="checkbox"/> Multimedia Professional</li> <li><input type="checkbox"/> Other _____</li> </ul>
---	--
5. Which ONE area will account for the greatest share of your company's 2012 revenue/turnover?
 

<ul style="list-style-type: none"> <li><input type="checkbox"/> Dealer/Reseller</li> <li><input type="checkbox"/> Distributor</li> <li><input type="checkbox"/> Systems Integrator</li> <li><input type="checkbox"/> Rental Company</li> <li><input type="checkbox"/> Staging Company</li> <li><input type="checkbox"/> Rental &amp; Staging Company</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Technical Production Specialist</li> <li><input type="checkbox"/> Independent Design Consultant</li> <li><input type="checkbox"/> Independent Programmer</li> <li><input type="checkbox"/> Manufacturer</li> <li><input type="checkbox"/> Independent Manufacturer's Representative</li> <li><input type="checkbox"/> Multimedia Professional</li> <li><input type="checkbox"/> Other _____</li> </ul>
---	--
6. Please rate the overall performance of your company over the PAST six months:
 

<ul style="list-style-type: none"> <li><input type="checkbox"/> (10) Record growth and profits</li> <li><input type="checkbox"/> (9)</li> <li><input type="checkbox"/> (8)</li> <li><input type="checkbox"/> (7)</li> <li><input type="checkbox"/> (6)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> (5)</li> <li><input type="checkbox"/> (4)</li> <li><input type="checkbox"/> (3)</li> <li><input type="checkbox"/> (2)</li> <li><input type="checkbox"/> (1) Bankruptcy</li> </ul>
---	---
7. What do you expect the overall performance of your company to be over the NEXT six months?
 

<ul style="list-style-type: none"> <li><input type="checkbox"/> (10) Record growth and profits</li> <li><input type="checkbox"/> (9)</li> <li><input type="checkbox"/> (8)</li> <li><input type="checkbox"/> (7)</li> <li><input type="checkbox"/> (6)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> (5)</li> <li><input type="checkbox"/> (4)</li> <li><input type="checkbox"/> (3)</li> <li><input type="checkbox"/> (2)</li> <li><input type="checkbox"/> (1) Bankruptcy</li> </ul>
---	---
8. In which of the following regions does your company sell its products and services? (Check all that apply)
 

North America   
  Latin America   
  Europe   
  Middle East/Africa   
  Asia-Pacific
9. Which ONE region does your company consider to be its most significant market area? (This could be the region that accounts for the greatest amount of sales, the region your company is most active in, or any other criteria that leads you to feel that this is the one "most important" region for your company.)
 

North America   
  Latin America   
  Europe   
  Middle East/Africa   
  Asia-Pacific

10. Please rate your current level of confidence in economic conditions in your most significant market area:

- |      |   |   |   |     |                          |
|------|---|---|---|-----|--------------------------|
| High |   |   |   | Low | No opinion               |
| 5    | 4 | 3 | 2 | 1   | <input type="checkbox"/> |

11. Please indicate which of the following market segments account for any portion of your company's 2012 revenue/turnover:

- |   |  |
|---|--|
| <input type="checkbox"/> Airport/Transit Facilities         | <input type="checkbox"/> Hospitality/Hotels/Restaurants                      |
| <input type="checkbox"/> Corporate/Enterprise Offices       | <input type="checkbox"/> Houses of Worship                                   |
| <input type="checkbox"/> Education (K-12, Higher Education) | <input type="checkbox"/> Nonprofit/Associations/Museums                      |
| <input type="checkbox"/> Government/Military                | <input type="checkbox"/> Performance Venues/Convention Centers/Sports Arenas |
| <input type="checkbox"/> Healthcare                         | <input type="checkbox"/> Retail/Shopping Centers                             |
| <input type="checkbox"/> Home/Residential/Consumer          | <input type="checkbox"/> Other (please specify)                              |

12. Which ONE market segment will account for the greatest share of your company's 2012 revenue/turnover?

- |   |  |
|---|--|
| <input type="checkbox"/> Airport/Transit Facilities         | <input type="checkbox"/> Houses of Worship                                   |
| <input type="checkbox"/> Corporate/Enterprise Offices       | <input type="checkbox"/> Nonprofit/Associations/Museums                      |
| <input type="checkbox"/> Education (K-12, Higher Education) | <input type="checkbox"/> Performance Venues/Convention Centers/Sports Arenas |
| <input type="checkbox"/> Government/Military                | <input type="checkbox"/> Retail/Shopping Centers                             |
| <input type="checkbox"/> Healthcare                         | <input type="checkbox"/> Other (please specify)                              |
| <input type="checkbox"/> Home/Residential/Consumer          | <input type="checkbox"/> Not sure  |
| <input type="checkbox"/> Hospitality/Hotels/Restaurants     |  |

13. Looking ahead 12 months, which ONE market segment do you think will account for the greatest share of your company's 2013 revenue/turnover?

- |   |  |
|---|--|
| <input type="checkbox"/> Airport/Transit Facilities         | <input type="checkbox"/> Houses of Worship                                   |
| <input type="checkbox"/> Corporate/Enterprise Offices       | <input type="checkbox"/> Nonprofit/Associations/Museums                      |
| <input type="checkbox"/> Education (K-12, Higher Education) | <input type="checkbox"/> Performance Venues/Convention Centers/Sports Arenas |
| <input type="checkbox"/> Government/Military                | <input type="checkbox"/> Retail/Shopping Centers                             |
| <input type="checkbox"/> Healthcare                         | <input type="checkbox"/> Other (please specify)                              |
| <input type="checkbox"/> Home/Residential/Consumer          | <input type="checkbox"/> Not sure  |
| <input type="checkbox"/> Hospitality/Hotels/Restaurants     |  |

14. How do you see demand for AV products/services in your top market segment changing over the next 12 months?

- Demand will significantly increase
- Demand will somewhat increase
- Demand will stay about the same
- Demand will somewhat decrease
- Demand will significantly decrease
- Not sure

15. Regardless of whether your company is or is not involved in the market segment, please indicate your forecast for the following:

- a. The market segment with the STRONGEST demand for AV products/services in 2013 will be: \_\_\_\_\_
- b. The market segment with the WEAKEST demand for AV products/services in 2013 will be: \_\_\_\_\_

16. Please indicate your company's anticipated 2012 total gross revenue/turnover (in USD):

- |  |  |
|--|--|
| <input type="checkbox"/> Up to \$2 million     | <input type="checkbox"/> \$10.1 to \$25 million    |
| <input type="checkbox"/> \$2.1 to \$5 million  | <input type="checkbox"/> \$25.1 to \$50 million    |
| <input type="checkbox"/> \$5.1 to \$10 million | <input type="checkbox"/> Greater than \$50 million |

17. Are you, or is your company a member of InfoComm International?

- Yes                   No                   Not sure

18. One final question: We would appreciate any comments or insights you would like to share regarding the economy and how it is affecting your company: \_\_\_\_\_

[The following questions were asked of end users only]

19. Which industry/sector does your company represent?

- |   |   |
|---|---|
| <input type="checkbox"/> Education (K-12)   | <input type="checkbox"/> Nonprofit                    |
| <input type="checkbox"/> Higher education   | <input type="checkbox"/> Government                   |
| <input type="checkbox"/> Corporate/business | <input type="checkbox"/> Other (please specify) _____ |
| <input type="checkbox"/> Healthcare         |   |

20. What level of purchasing authority do you have for the AV products, services and equipment used by your company/organization?

- |   |   |
|---|---|
| <input type="checkbox"/> Set or approve the total AV budget             | <input type="checkbox"/> Determine AV product/service specifications            |
| <input type="checkbox"/> Approve the purchase of AV products/services   | <input type="checkbox"/> Provide general input into AV purchase decisions       |
| <input type="checkbox"/> Select AV products, services and/or vendors    | <input type="checkbox"/> No involvement with AV products, services or equipment |
| <input type="checkbox"/> Recommend AV products, services and/or vendors |   |

21. Please rate your organization's overall expenditures on AV products and services over the past six months:

- |   |  |
|---|--|
| <input type="checkbox"/> (10) Record amount of spending on AV | <input type="checkbox"/> (5)                     |
| <input type="checkbox"/> (9)                                  | <input type="checkbox"/> (4)                     |
| <input type="checkbox"/> (8)                                  | <input type="checkbox"/> (3)                     |
| <input type="checkbox"/> (7)                                  | <input type="checkbox"/> (2)                     |
| <input type="checkbox"/> (6)                                  | <input type="checkbox"/> (1) Zero spending on AV |

22. What do you expect your organization's spending on AV products and services will be like over the next six months?

- |   |  |
|---|--|
| <input type="checkbox"/> (10) Record amount of spending on AV | <input type="checkbox"/> (5)                     |
| <input type="checkbox"/> (9)                                  | <input type="checkbox"/> (4)                     |
| <input type="checkbox"/> (8)                                  | <input type="checkbox"/> (3)                     |
| <input type="checkbox"/> (7)                                  | <input type="checkbox"/> (2)                     |
| <input type="checkbox"/> (6)                                  | <input type="checkbox"/> (1) Zero spending on AV |

23. If money were available, what would be the biggest "wish list" AV item you would want to purchase in the next 6 to 12 months?

- Conferencing systems equipment and services (*audio, video and teleconferencing*)
- Control systems (*e.g., a system that is used to control multiple AV peripherals or platforms*)
- Digital signage
- High definition displays
- Projectors
- IT expenditures related to AV uses
- AV peripherals (*e.g., furniture, cable, connectors, mounting, lighting, etc.*)
- Signal management (*e.g., encoders, decoders, switches, etc.*)
- General AV expenditures not included above
- Other \_\_\_\_\_

24. Listed below are six factors that may be impacting your AV purchasing plans. Please rank the list based on how significantly each factor is affecting your company/organization's AV purchasing plans:

- \_\_\_ Competing budget priorities
- \_\_\_ No compelling reason to update existing equipment
- \_\_\_ Waiting to see what new technologies will be introduced in the next 1-2 years
- \_\_\_ Difficulty determining what technologies/products will be most beneficial for our company/organization
- \_\_\_ Concerns about how the overall economy will affect our company/organization
- \_\_\_ No demand from employees/department for new AV products./services

25. Please rate your current level of confidence in overall economic conditions:

- |      |   |   |   |     |                          |
|------|---|---|---|-----|--------------------------|
| High |   |   |   | Low | No opinion               |
| 5    | 4 | 3 | 2 | 1   | <input type="checkbox"/> |

26. One final question: We would appreciate any comments or insights you would like to share regarding your organization's AV strategies for the next 6 to 12 months: \_\_\_\_\_