

Grow Your Integration Business with Wireless & AV Solutions

NECA • BICSI
SUMMIT 2022



Panel

Moderator



David Eckell
Market Manager
Graybar



Shaun Burnette
Dir. Comm Dist.
Atlona



Marc Knapp
Co-Founder
Notora



Eric Mercil
Dir. Sales
SureCall



Pat McMurray
President
T&R Communications

Atlona



Shaun Burnette
Dir. Comm Dist.

How we help you win!

- Innovation
- Reliability
- Credibility
- Complete portfolio of AV Solutions
- Ease of doing business – agile company
- Strong margins for the integrator
- Award winning training and education program
- Global Presence

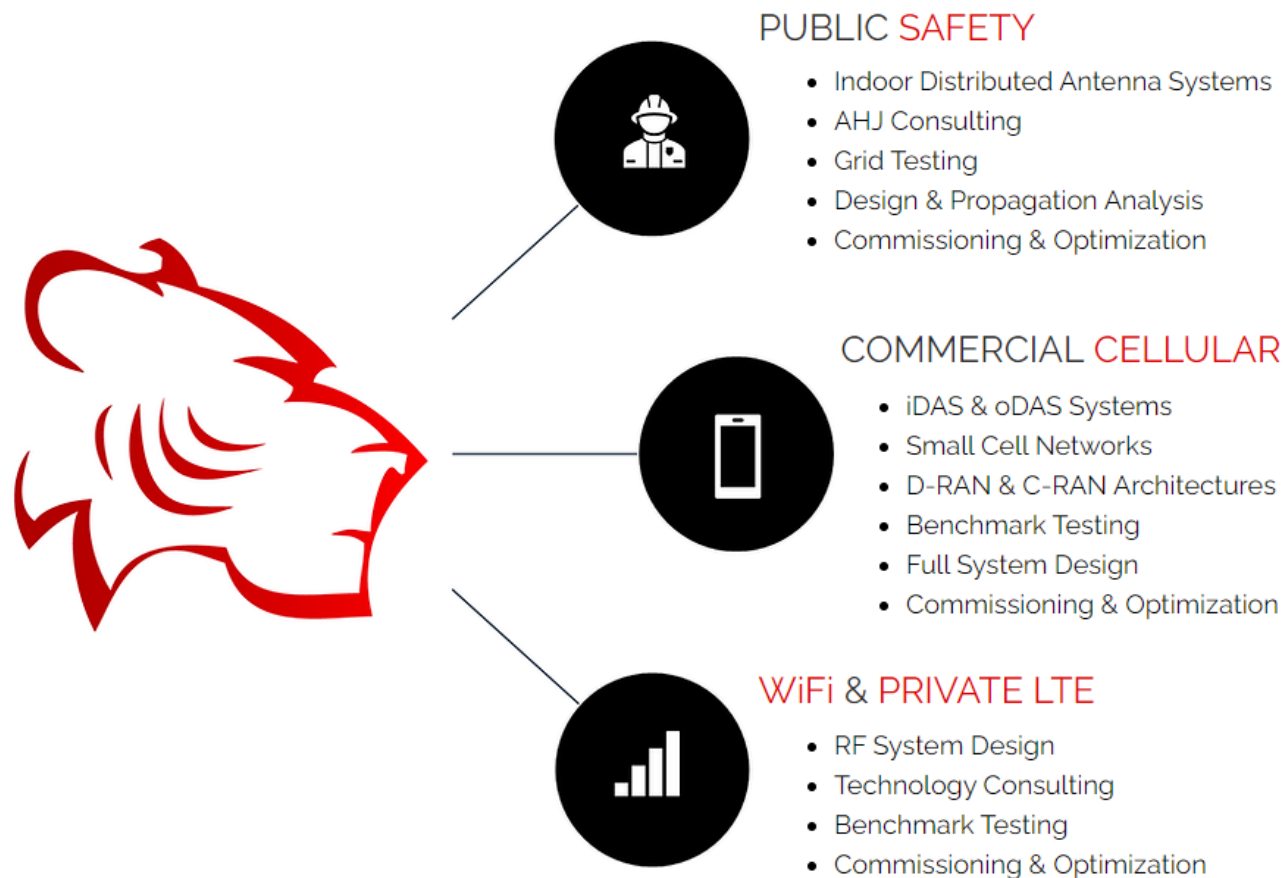


Notora



Marc Knapp
Co-Founder

APPLICATIONS



SureCall



Eric Mercil
Dir. Sales

Founded in 2001

Headquartered in Fremont, California

SureCall is the signal booster technology leader.

Patent portfolio covers key areas of 4G and 5G signal boosters, including mmWave 5G booster technology, Force5, N-Range and EZ 4G type solutions in addition to Extended Range Technology.

Award Winning

- Inc. 5000 Fastest Growing Private Company (2020, 2019, 2018, 2017, 2016)
- CES Innovation Award Winner (2020, 2017)
- WFX New Product Award (2019)
- Residential Systems 2021 Picks

T&R Communications



Pat McMurray
President

Founded in 1982

Serving ICT infrastructure needs in Northern California & Northern Nevada

Solutions: Infrastructure cabling, Wireless solutions, AV, Security, Sound masking, Paging, Project Mgt

90% of revenues are Design/Build projects

Locations:

Sacramento, Bay Area, Reno NV

- BICSI RCDD, NTS, OSP, DCDC
- NECA Sacramento Branch Board member
- NorCal JATC Committee member

Graybar Electric

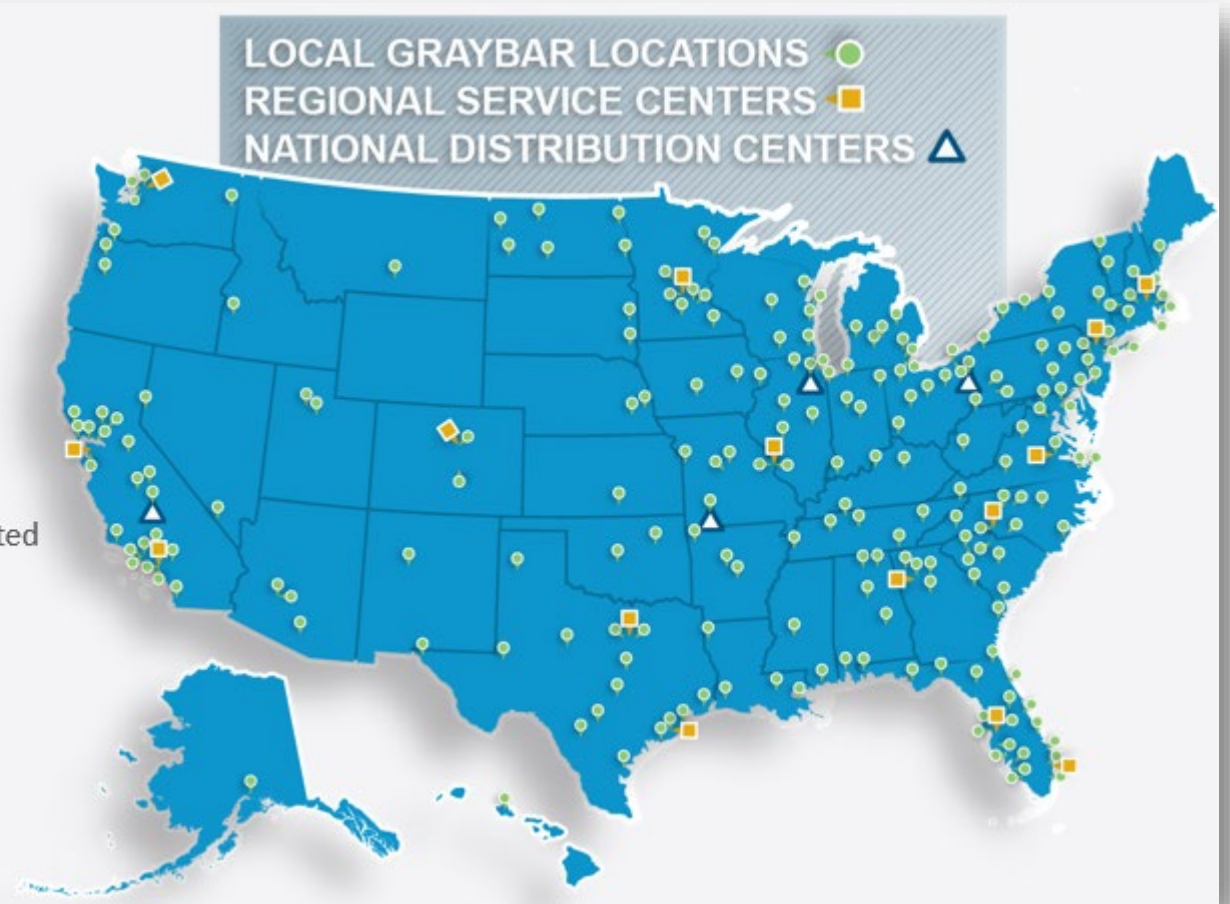


David Eckell
Market Manager

**WE'RE
LOCAL
ALL OVER**

Nearly 290 locations across the United States, Canada and Puerto Rico

- Electrical
- EV / Renewables
- Data Communications
- Lighting
- Automation



Panel Discussion Themes

- What is happening in Wireless & AV Integration?
- Why is this important for your business?
- What technologies can you sell today?
- How to get started?

The Great Growth Opportunity



Wireless Market:
\$4.5B TAM + 18% CAGR
AV Market:
\$4.2B TAM + 5% CAGR



Wireless devices are
the standard
Zoom / Telehealth /
Remote work



Major factor
in customer
experience



80% of cell use is indoors
Workplace flexibility is king



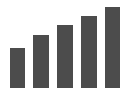
Connectivity is
the 4th Utility



Public Safety
code requirements

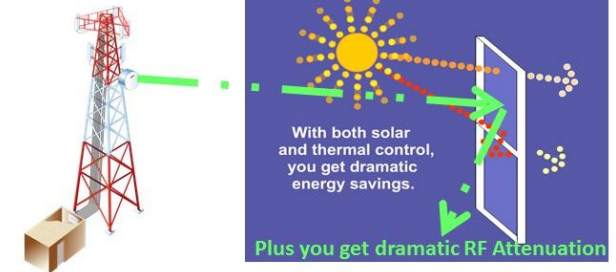


EC's are
higher in
the Stack

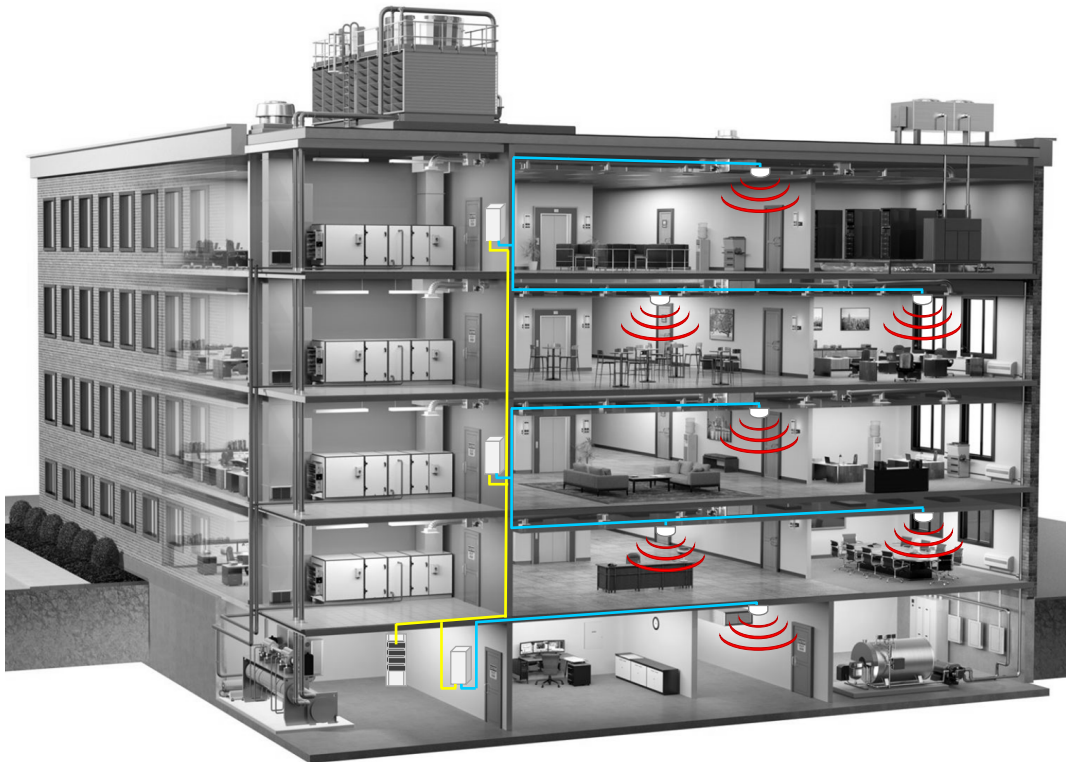


5G – very dense networks
*Requires Connectivity,
Power at Edge*

Buildings
block 5G



Notora – Active DAS Overview



- Commercial Cellular Service is critical to most school's daily operations, especially 911
- National Fire Code for Emergency Responder coverage is becoming more widely enforced in all jurisdictions
- Distributed Antenna Systems (DAS) are increasingly considered the 5th utility
- Building materials such as concrete, brick, and energy efficient windows block RF signals
- DAS is the best solution for enhancing indoor cellular and emergency responder coverage

Notora – Active DAS Process

COMMERCIAL CELLULAR



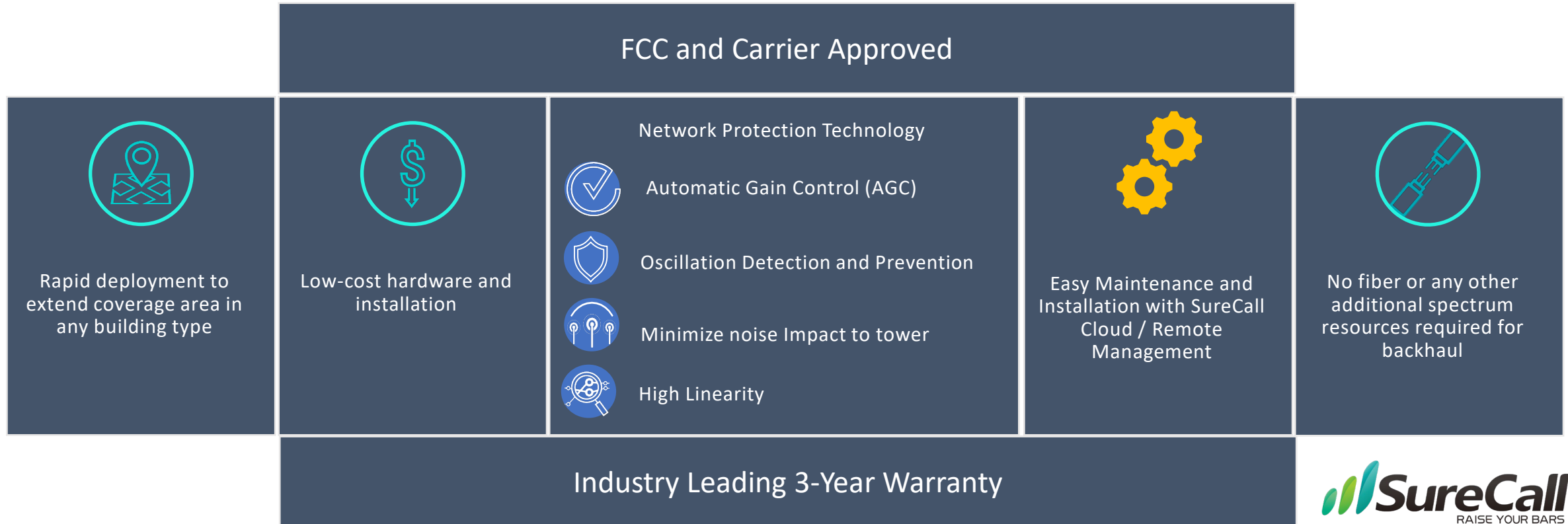
Performed by local contractors and managed by Notora CM/PMs.

EMERGENCY RESPONDER

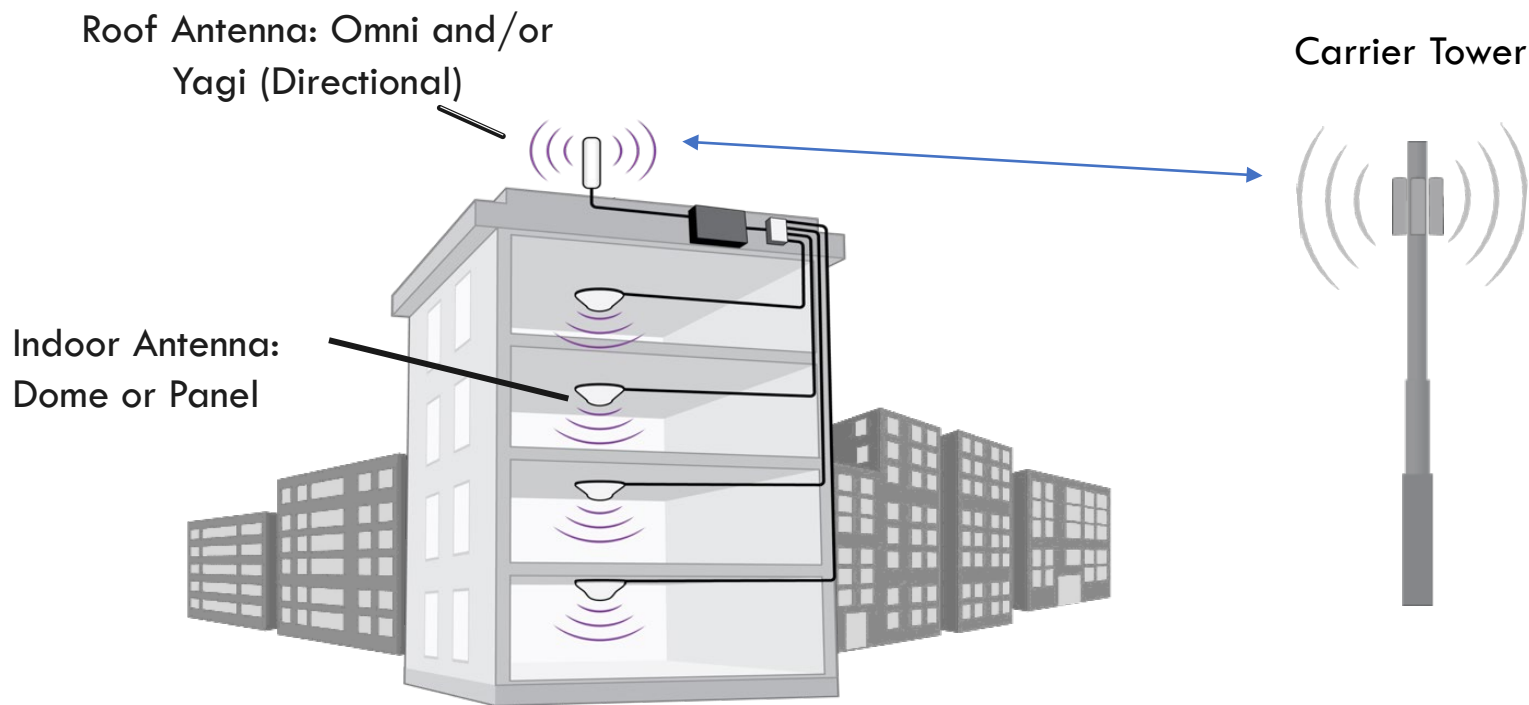


SureCall – Passive DAS

PLATFORM TO ENHANCE IN-BUILDING COVERAGE



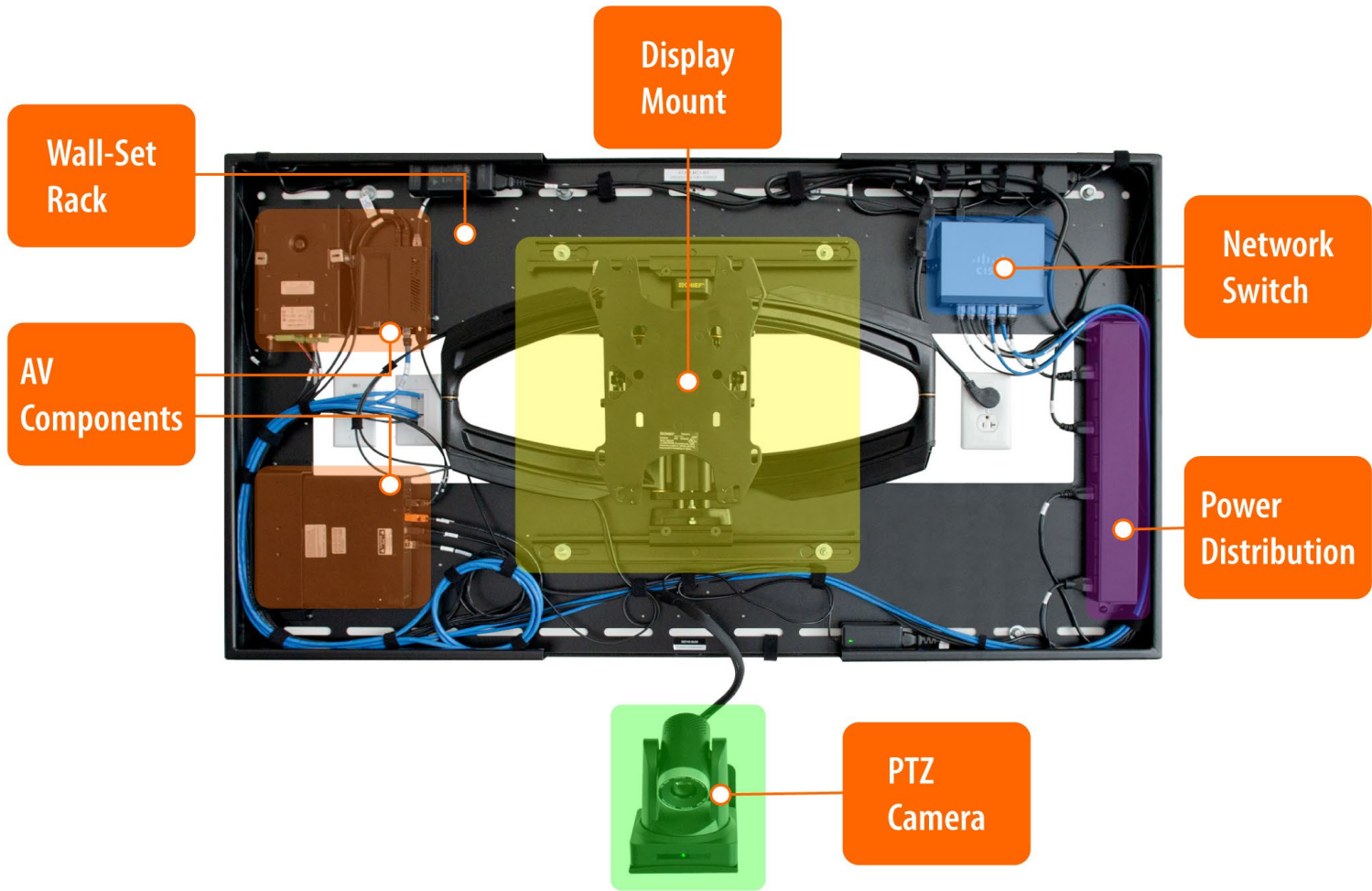
SureCall – Signal Boosters



Why AV?

- Structured cabling represents only 25% of spend on an AV project
- Additional revenue with simple solutions
- Maintenance revenue opportunities
- IT is becoming the decision maker
- Earlier opportunity

Atlona - Pre-fab AV kit



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