# 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







#### 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

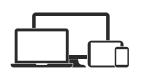


Wireless Market:

\$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 4<sup>th</sup> Utility



Public Safety code requirements



EC's are higher in the Stack



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

Buildings block 5G

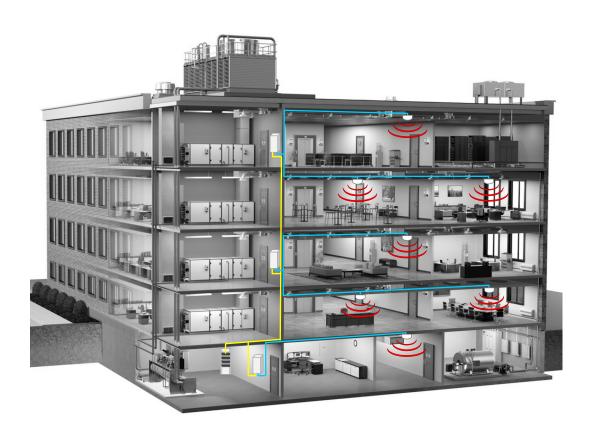








### Notora – Active DAS Overview

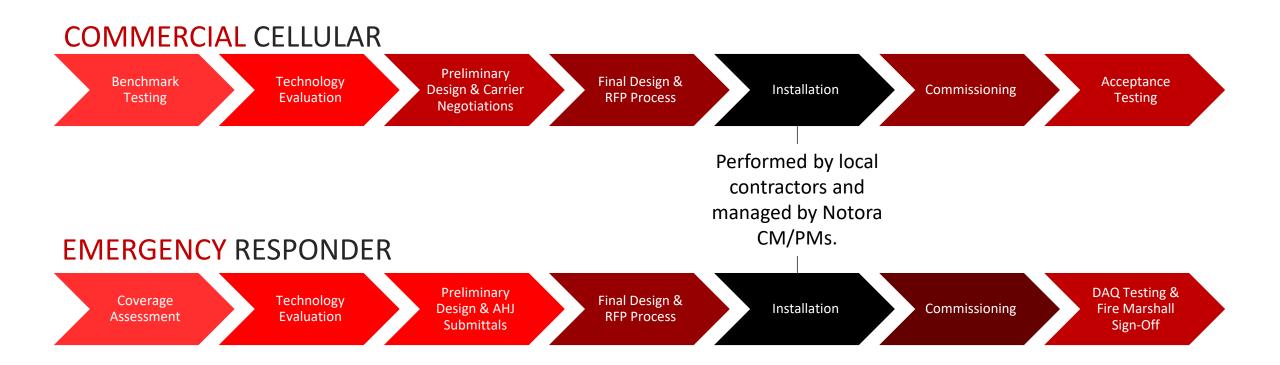


- Commercial Cellular Service is critical to most school's daily operations, especially 911
- National Fire Code for Emergency Responder coverage is becoming more widely enforced in all jurisdictions
- Distributed Antenna Systems (DAS) are increasingly considered the 5<sup>th</sup> utility
- Building 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







### SureCall – Passive DAS

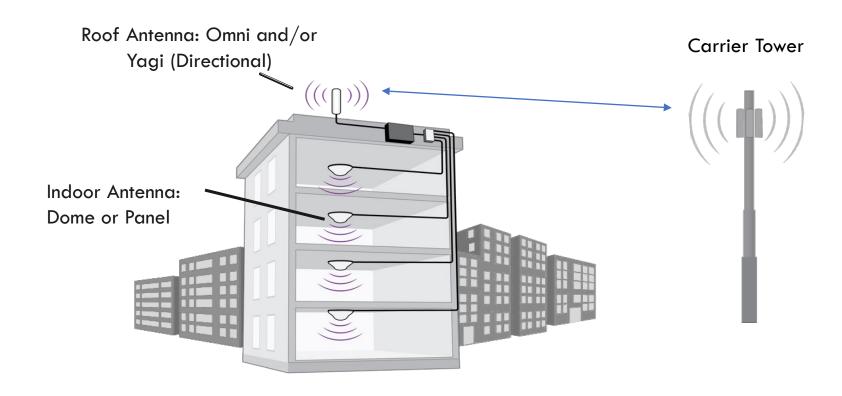
#### PLATFORM TO ENHANCE IN-BUILDING COVERAGE







# SureCall – Signal Boosters





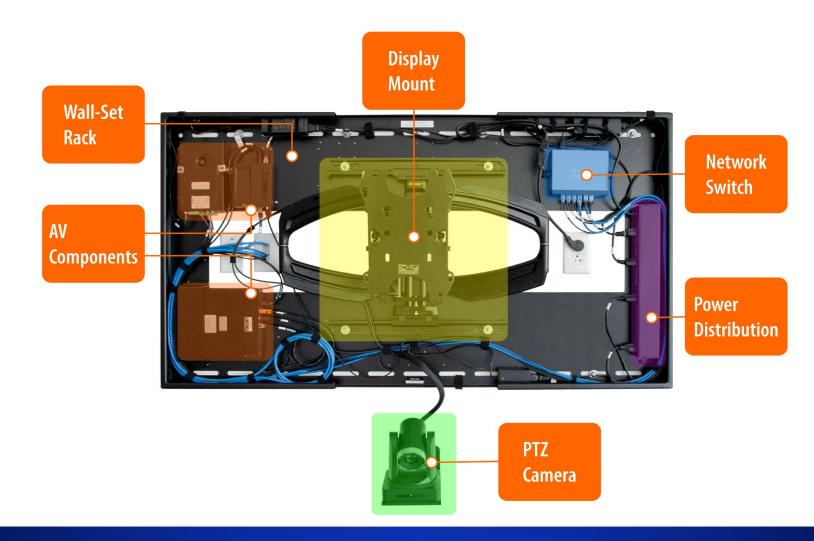




# Why AV?

- 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







#### **Contact Information**

Shaun Burnette Dir. Comm Dist. Atlona Marc Knapp Co-Founder Notora Marc.knapp@notora.com

Eric Mercil
Dir. Sales
SureCall
Eric.mercil@surecall.com

Shaun.burnette@atlona.com

Pat McMurray
President
T&R Communications
pmcmurray@trcomm.com

David Eckell

Market Manager

Graybar

David.Eckell@graybar.com







# NECA NECA BICSI Bicsi



