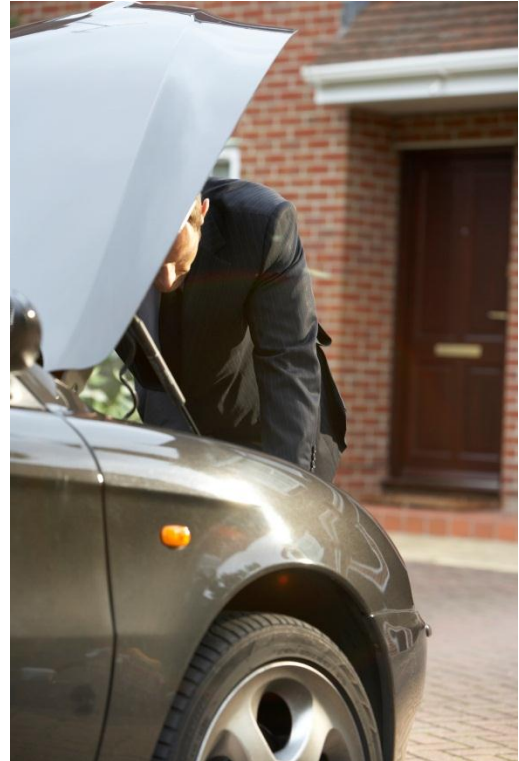


ELIMINATING THE MID-PRESENTATION DISASTER: THE IMPORTANCE OF RELIABILITY

You're standing in front of an important client, delivering a knockout presentation to win the big deal. You have their rapt attention, and things are going great...until your presentation suddenly disappears from the screen.

We all hate it when technology doesn't work. With many room automation solutions, one of the major problems is that the system includes several different products from different manufacturers providing a variety of functions, all cabled together and placed haphazardly in a rack. With so many different boxes and cables providing so many potential points of failure, the reliability of such a system is typically poor. And that can lead to mid-presentation disasters that can result in lost sales, poor productivity and damaged careers.



Reliability has a strong impact on the support organization as well. Obviously, the more reliable the equipment, the lesser the burden on IT staff. The same rule applies to IT staff as to Users: All-in-One solutions are vastly more reliable than solutions made up of several boxes cabled together. Integrated products are easier to install, troubleshoot, spare and train; and they require significantly less space.



AMX provides the industry's best reliability by designing dependability into the solution from start to finish. It begins with the original system setup, where AMX's revolutionary **Rapid Project**

Maker (RPM) software allows you to completely configure a conference room system in less than an hour versus more than a day. Not only does this eliminate programming costs; it also generates rock-solid, problem-free code to ensure a reliable solution for years to come.

AMX also builds reliability into every product we deliver. Our **Enova DVX All-in-One Presentation Switchers** combine all critical AV functionality into a single box, thereby eliminating points of failure and dramatically simplifying use and setup. The DVX also includes valuable and exclusive features such as SmartScale and InstaGate Pro that ensure that a

presentation goes smoothly from start to finish - with no blank or flickering screens, imperfectly scaled images or blurry content. And by combining the reliability of the DVX with the ease of use of our **Modero X-Series touch panels**, you'll have a meeting environment that users can control with confidence, ensuring a meeting experience that's perfectly reliable – and perfectly free of mid-presentation disasters.



From the AMX White Paper "AMX and the Perfect Meeting" (www.amx.com).