

# VERREX INSIDERS

## FALL 2024



## Fall Tech Fest 2024 Wrap Up

By Bill Chamberlin and Ben Dandola-Grubb

On Wednesday, September 18th, we held our 2nd Annual Fall Tech Fest. The show, designed to bring together our partners, clients, and employees was a tremendous success! We loved having our headquarters filled to the brim with our partners and end users. We had 10 vendor partners participate in 2023, and soared to 25 in attendance in 2024. It resembled a mini-InfoComm. We appreciate everyone who made the time to come and join us. Thank you so much to our vendors and clients alike! We asked Bill Chamberlin, VP of Sales and Marketing, and Ben Dandola-Grubb, Assistant VP of Engineering, to recap the highlights from the day from each of their perspectives. (Please read to the end to check out a new release special recap.)



**Bill Chamberlin**  
VP of Sales and Marketing

For Verrex, Fall Tech Fest is about sharing knowledge about the latest and greatest AV solutions. Over the years, we have built long-standing relationships with our vendor partners, who have helped sponsor this event.

Our goal as a sales team is to educate our clients, and an event like Fall Tech Fest allows us to inform our clients and our internal teams about solutions on a larger scale.

For our clients, Fall Tech Fest was not just an event but a platform that offered unique opportunities.

- Attendees gained hands-on experience with the latest solutions and technology. This unique learning experience, especially beneficial for those who couldn't attend InfoComm in Las Vegas in June, empowered our clients with in-depth knowledge about current AV solutions.
- Our clients met with their Verrex teams in person, which supported them in their projects and strategic conversations. They could also engage in relevant discussions while talking directly to the vendors, gaining invaluable first-hand knowledge and making them feel their input was valued.

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- A tour of the Verrex Headquarters, including:
  - A chance to see the Service Desk NOC and meet the people on the other end of the service phone calls and email requests.
  - The Fabrication and Quality Assurance lab, where all their more extensive and complicated systems are fabricated and tested before installation at their sites.



**Ben Dandola-Grubb**  
Assistant VP of Engineering

As the Assistant Vice President of Engineering, I have a slightly more technical and solution-facing perspective from Bill. Here are my key takeaways about the AV technology and solutions our clients experienced hands-on at the 2024 Fall Tech Fest.

- We saw a variety of technology solutions, from multi-camera automation systems to large-format LED, all focused on enabling better collaboration both in person and with remote participants. Our vendor partners turned out in record numbers, totaling 25!
- Crestron and Q-SYS both discussed their flagship multi-camera automation systems, which are the best options in the industry today in medium to very large spaces—the Crestron 1Beyond and Q-SYS Seervision. Huddly had their Huddly Crew three-camera system on hand to demonstrate a simpler yet very effective automatic camera switching system.
- Sony brought its SRGA40 camera, which offers very impressive presenter tracking capabilities, especially compared to the competition. Sony also brought its Spatial Reality display, which provides a 3D image without requiring the user to wear glasses. The display tracks the user's eyes to render the 3D image in real-time.
- AVoIP solutions were very well represented by Extron, Crestron, Q-SYS, Atlona, Lightware, and Visionary Solutions. These manufacturers offer solutions at every price point, from basic dedicated input encoders and output decoders to multi-in, multi-out transcoder switchers. All of which Verrex has successfully integrated into our client's systems.
- Shure demonstrated their MXA902 ceiling microphone and speaker combo system, while Sennheiser had their TeamConnect Bar M, an enhanced camera-microphone-speaker bar. Nureva offered live demonstrations of their HDL wall microphones, which need to be heard to be believed. One or two of these Nureva microphones pick up audio very cleanly in pretty large spaces.

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- HP Poly demonstrated MTR and Zoom Rooms on Windows and Android appliances while Logitech had their Rally Bar on hand.
- Most stunning was Planar's URL109-MFT 109" all-in-one LED, which was set up by a single person in four hours and served as the backdrop to our keynote speech, which focused on the role of AI in the audiovisual environment. We also had a beautiful LG OLED, a touch display from Sharp/NEC, and other flat panels from Sony, LG, and Philips.
- Sound Control Technologies (SCT) brought some extender solutions to the show. SCT offers a range of extenders for cameras and video conferencing equipment and delivers device-specific connectors, adaptors, and mounts that make installation easy. SCT solves the problem of where to hide a transmitter behind a camera and offers all connectivity over a single cable.
- We set up a camera shootout to compare image quality across a variety of traditional PTZ cameras and ePTZ camera bars. Many clients thought this comparison was the most exciting aspect of the entire show.
- We also want to express our gratitude to all the vendors who contributed to the event's success, even if we didn't mention them by name above. Their presence, including Absen, Legrand, Yamaha, Biamp, Jabra, Korbyt, and Starin, who brought Logitech and Barco solutions, was invaluable. We truly appreciate their support.

Stay tuned to see what's in store for next year. We will start planning early to make our third annual Fall Tech Fest the best yet.

Click [here](#) for a video recap of the event.

