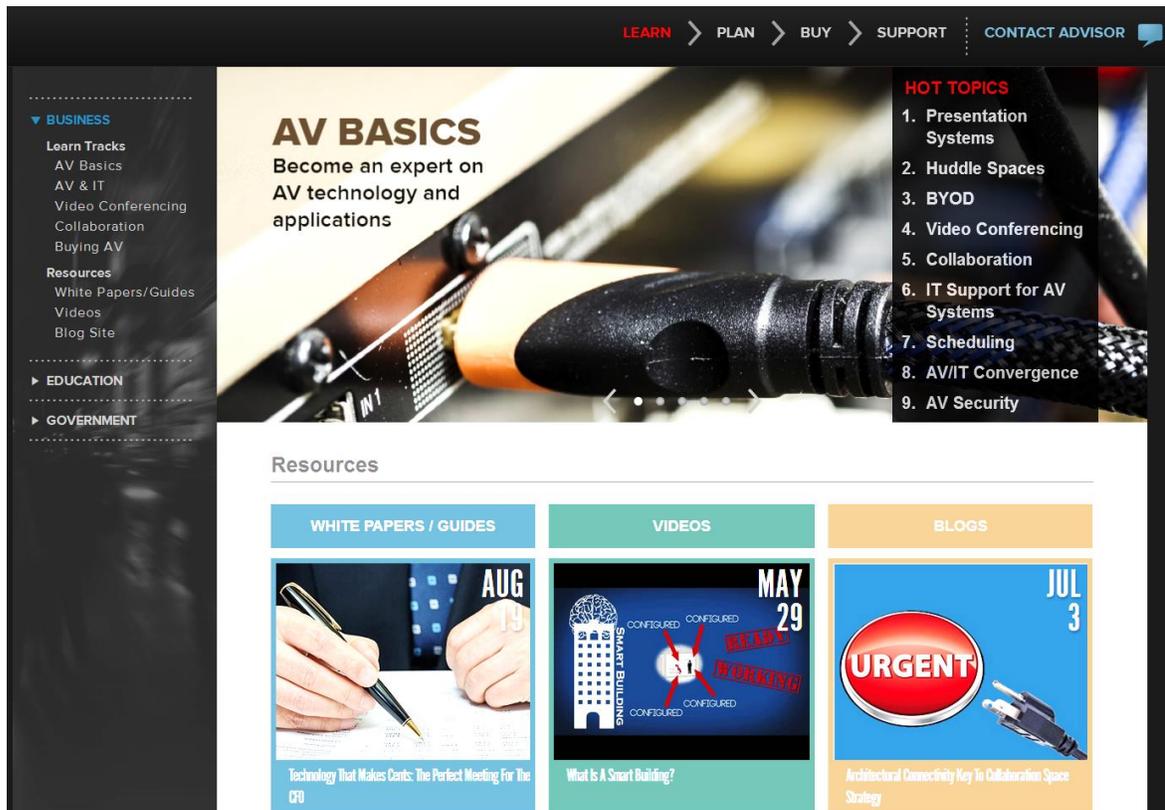


WOULD YOU LIKE A DIGITAL MATRIX SWITCHER WITH THAT? A GUIDE TO BUYING AV SYSTEMS

You want to explore AV technology for your conference rooms to improve collaboration, but now what? With so many options available, you might not know where to start. Here's a 4-step process that AMX recommends to help you understand the best options for your specific needs.

1. LEARN THE LANDSCAPE

- WHAT:** AV technology has made huge advances over the past decade, evolving from stand-alone systems to robust technology that can be fully integrated with your IT infrastructure. Whether you're an AV expert or a newcomer, it's important to learn about the latest trends in conference room AV equipment so you are well informed throughout the buying process.
- HOW:** The LEARN section of the AMX website contains a wealth of general industry information divided into relevant learn tracks. Reading a few of the white papers and industry briefs will help get you up to speed in no time.



2. EXPLORE THE IDEAL ROOM TYPES FOR YOUR NEEDS

1. **WHAT:** Most organizations have a wide variety of room sizes and configurations in their facilities. It's helpful to use a tool that will allow you to visualize the different capabilities you can bring to each of your collaboration spaces.
2. **HOW:** The PLAN section of the AMX website has an interactive tool, the Building Explorer, which allows you to explore the various capabilities in different types of meeting spaces. Just click on a room type, and the tool will take you on an interactive tour of the room's equipment and features. The PLAN section also contains materials that explain the AMX products used within these rooms, providing specifications and photos on each piece of equipment or software application.



The screenshot shows the AMX website's 'BUILDING EXPLORER' tool. At the top, navigation links include LEARN, PLAN (highlighted), BUY, SUPPORT, and CONTACT ADVISOR. A left sidebar lists categories: BUSINESS (with sub-links for Building Explorer App, Products, Quality Assurance, Case Studies, Resources), EDUCATION, and GOVERNMENT. The main content area features a 3D cutaway diagram of a building with the text: 'BUILDING EXPLORER Plan your ideal room with AMX conference room technology.' Below this is a 'Start Now' button. A 'Products' section at the bottom displays three categories: 'Presentation Systems' (with an image of an 'enzo' screen), 'Control Panels' (with an image of a control panel), and 'Architectural Connectivity' (with an image of people in a meeting).

3. ENGAGE WITH AN EXPERT

- **WHAT:** At this point you are ready to evaluate your options, but probably not at the stage where you'd like to engage with an AV Dealer to make your purchase. You'd like to see different equipment options and budgetary prices so you can make the best business case for your particular needs.
- **HOW:** Engaging with an AMX Solutions Advisor is as easy as a single click. Our Advisors are trained to guide you through the process of selecting the ideal technology for your needs in the most effective manner possible. At the end of your process with an AMX Advisor, you will have for each of your target rooms a description of the technology, a list of capabilities, equipment lists and budgetary prices – everything you need to make the best decision.



4. PURCHASE AND ENJOY

- **WHAT:** Once you are comfortable with your proposal and are ready to purchase, your next step is to engage with one of AMX's trusted dealers. AMX does not sell directly to customers; rather, we support a worldwide network of Dealers who can finalize your purchase, install your system, and provide ongoing support. Your Solutions Advisor will make sure you are matched with a Dealer well suited to your needs.
- **HOW:** Thanks to your AMX Solutions Advisor, you already have all the material a Dealer needs to complete your purchase, configure your system and install the equipment. We will get you in touch with a great dealer and answer any questions they may have about your system.



By working with AMX, you can take the mystery out of the AV buying process and be confident that you're purchasing a great system that will deliver dependable service for years to come.