Grow Your Integration Business with Wireless & AV Solutions
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

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

Shaun Burnette
Dir. Comm Dist.
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**

- 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

WE’RE LOCAL ALL OVER

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

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

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 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

Wireless devices are the standard
Zoom / Telehealth / Remote work
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
- Benchmark Testing
- Technology Evaluation
- Preliminary Design & Carrier Negotiations
- Final Design & RFP Process
- Installation
- Commissioning
- Acceptance Testing

EMERGENCY RESPONDER
- Coverage Assessment
- Technology Evaluation
- Preliminary Design & AHJ Submittals
- Final Design & RFP Process
- Installation
- Commissioning
- DAQ Testing & Fire Marshall Sign-Off

Performed by local contractors and managed by Notora CM/PMs.
SureCall – Passive DAS

PLATFOR M TO ENHANCE IN-BUILDING COVERAGE

- Rapid deployment to extend coverage area in any building type
- Low-cost hardware and installation
- Network Protection Technology
  - Automatic Gain Control (AGC)
  - Oscillation Detection and Prevention
  - Minimize noise impact to tower
  - High Linearity
- Easy Maintenance and Installation with SureCall Cloud / Remote Management
- No fiber or any other additional spectrum resources required for backhaul

Industry Leading 3-Year Warranty
SureCall – Signal Boosters

Roof Antenna: Omni and/or Yagi (Directional)

Indoor Antenna: Dome or Panel

Carrier Tower
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

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Shaun.burnette@atlona.com

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Eric.mercil@surecall.com

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President
T&R Communications
pmcmurray@trcomm.com

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Graybar
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pmcmurray@trcomm.com