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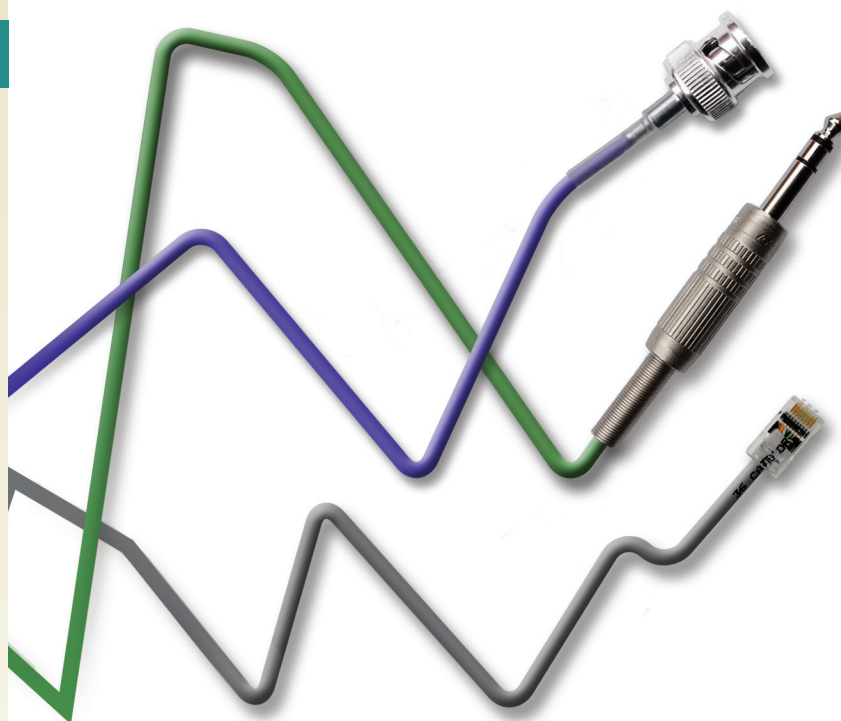
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InfoComm Economic Snapshot Survey

In This Report:

October 2010

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Executive Summary

As the leading resource for AV market research and news, InfoComm regularly conducts in-depth studies to keep its members informed on all aspects of their markets. One such effort is the *InfoComm International Economic Snapshot Survey*. This periodic survey examines the overall “economic health” of the AV industry and brings into focus the issues, factors and trends affecting business performance on an international scale.

The October 2010 version of the survey, the sixth in this research series, collected data from 319 AV providers and 75 AV end-users worldwide. Major results are summarized below, with detailed tables presented in the Research Results section of this report.

Sample Composition

As in the past, systems integrators comprise the largest share (nearly 44%) of the AV provider sample. Manufacturers, independent design consultants, and rental and staging companies (with the latter category also encompassing rental companies, staging companies, and technical production specialists) are also well-represented. While the October 2010 sample is global (representing 23 countries), 79% of the sample is from U.S.-based respondents. The U.S. sample spans 37 states and the District of Columbia. Nearly nine of every ten respondents are InfoComm International members. [See Exhibits A1 to A5]

As in all past *InfoComm International Economic Snapshot Surveys*, a wide range of company sizes are represented, with gross revenue/turnover from less than \$2 million to greater than \$50 million. Companies grossing \$2 million or less constitute the greatest share of the sample (24.8%), but there is good representation from all company sizes. Company size varies predictably across company types, with the manufacturers reporting the largest average gross revenue/turnover (average of nearly \$24 million). [See Exhibits A6 to A7]

Each of the samples in the *InfoComm International Economic Snapshot Survey* series is unique, but remains sufficiently analogous across key demographic criteria to support effective sample-to-sample comparisons and trends. Past data are provided as far back as September 2008, but most comparisons and trends are based on comparing the February 2010 and October 2010 samples. Keep in mind that the October 2010 sample is somewhat limited in comparison to the February 2010 sample (319 responses for October versus 547 in February). While the samples support overarching comparisons, detailed segment-to-segment comparisons must be interpreted with care since they may be based on relatively small response pools. [See Exhibit A8 and the Introduction section]

Performance Indicators

The InfoComm Performance Index® (IPI, see sidebar) is best described as treading water. While the Index failed to hit the sizeable gain forecasted by the February 2010 respondents, it also has not fallen, and at 64.5 remains appreciably above the low-water mark of 57.1 set in October 2009.

The February 2010 respondents reported a past six month IPI of 63.6, and forecast it would reach 69.9 in the next six months. This forecast was overly optimistic — the past six month IPI among the October 2010 respondents reached only 64.5. Still, this should not be interpreted as a setback but rather as an indication that the market is potentially stabilizing. Optimism continues to be seen, with the October 2010 respondents forecasting a next six month IPI of 68.9. [See Exhibits B1 to B2]

As in past surveys, the IPI is examined in several ways. The most basic approach explores average scores, which are summarized in Exhibit B3. In a repeat of the pattern seen in February 2010, every segment is forecasting an increase in the IPI over the next six months. Key segment findings include:

- ▶ The rental and staging sector, which traditionally has posted the weakest IPI scores, no longer lags the other company type categories — the gains forecasted by the rental and staging respondents in February 2010 have largely occurred, and the sector expects to continue to improve over the next six months.
- ▶ Larger companies have performed better than smaller companies in the past six months, and expect this to continue in the future.
- ▶ The Asia/Middle East/Australia region continues to set peak IPI scores, with a past six month IPI of 73.7. This is the only category with an IPI score above 70 for the past six months. Their IPI for the next six months (76.9) also leads all other categories.

An alternative way to examine the IPI is to cluster the responses into performance categories. As in the past surveys, five categories are used, ranging from “Strong” (for those ranking their company’s performance at or above 90 points) down to “Critical” (for those ranking their performance at or below 20 points). A plurality of respondents fall

One of the key goals of this research series is to determine how the respondents perceive their company’s performance and overall health. One of the tools employed is the **InfoComm Performance Index® (IPI)**, which examines company performance over the past six months, and expected performance over the next six months. This Index does not use “hard” numbers such as actual revenue, but rather stresses perceptions, since how a person feels his/her company is performing is often more telling than what a balance sheet would reveal. Performance is rated on a 100-point scale that ranges from “record growth and profits” down to “bankruptcy.”

The **InfoComm Demand Index® (IDI)** uses the same methodology as the IPI, but is measured among AV end-users, with the 100-point scale ranging from “record amount of spending on AV products/services” down to “zero spending on AV products/services.”

Together, the IPI and the IDI give a concise snapshot of the state of the AV industry from the perspectives of both providers and end-users.

into the “Fair” category for the past six month IPI, the same pattern seen since July 2009. But, the percentage in the “Strong” category continues to climb, reaching 14.7%, and the percentage in the “Weak” category has fallen to 13.5%, the lowest level since January 2009. Across segments, the most popular category is always either “Good” or “Fair.”

The most popular category overall shifts to “Good” when looking six months into the future, with a sizeable number (17.2%) expecting their performance to be “Strong.” The percentage in the “Strong” category is nearly always above 10% across all categories. It reaches 25% among the manufacturers, and even higher (33.3%) among those in the Asia/Middle East/Australia region. [See Exhibit B4]

Respondents’ comments correlate with these numbers, with many describing upturns in their markets. For the first time in the past few *Economic Snapshot Surveys*, the comments include phrases such as “unbelievable surge in business,” “big improvement,” and “heading in the right direction.” The comments among those who are experiencing positive performance sometimes allude to strategic shifts in company direction, such as targeting new markets/venues and new product/service offerings.

Still, challenges are also clearly voiced. Issues such as declining margins, project cutbacks/delays, and overall market volatility remain in force. And, while the general comment tone continues the optimistic sentiments seen in the February 2010 survey, there is sometimes an “edge” to the optimism — as stated by one respondent: “Hopeful, but tired of saying that. Been hopeful for the past couple of years.” [See Exhibits B5 to B6]

This improvement in business conditions is also seen when overall financial health metrics are examined. A majority (51.4%) say that, when all factors are taken into consideration (such as sales, market/economic conditions, orders, etc.) their company is in better financial health now than it was six months ago. While the average position score remains unchanged at 3.5 since February 2010 (where 1 = much worse financial health than six months ago, and 5 = much better financial health), the percentage saying their overall financial health is “much better” has increased from 11.7% to 18.5% in that same time period.

With the exception of the independent design consultants, a plurality of respondents across all segments rate their company’s financial health as being better today than six months ago. The most robust scores continue to be seen among those in the Asia/Middle East/Australia region (74.1% reporting better financial health) and among those in the rental and staging sector (60.4% reporting better financial health). [See Exhibits B7 to B8]

Rental and Staging

As in the past four surveys, the rental and staging sector is singled out for a more in-depth examination. The percentage of respondents who indicate that their company has some involvement in the rental and staging sector (which includes technical production

services) remains stable since the February 2010 survey at 42.3%. The actual percentage of total company revenue generated from rental and staging activities in 2009 continues to be relatively small for most respondents. [See Exhibits C1 to C2]

Those involved in the rental and staging market were asked to indicate their company's IPI just for rental and staging (hereafter referred to as the "R&S IPI"). The February 2010 respondents forecast that their R&S IPI would rise to 60.0. However, as seen with the overall IPI, this forecast proved overly ambitious — while the past six month R&S IPI did rise in comparison to past surveys, it reached only 55.4. Still, this is the highest R&S IPI reported since January 2009. Improvements are expected to continue, with the next six month R&S IPI expected to hit 59.0.

The best performance is seen among those who are the most active in the rental and staging sector, with 36.6% falling into the "Good" category for the past six months, and 58.5% expecting their performance to be "Good" in the next six months. This is a marked improvement from past surveys. However, a far different picture is seen among those who have only limited rental and staging involvement — a plurality characterize their past and next six month performance as "Weak." Thus, while this sector has improved overall, the growth has been limited to those who concentrate on this sector. [See Exhibits C3 to C4]

Vertical Market Trends

Trends in specific vertical markets/venues were explored in the October 2009 and February 2010 surveys. For the October 2010 survey, this question set was scaled back to the core topic of which vertical market/venue is perceived as the most promising for the coming year.

The most significant shift has been a significant increase in the number selecting the corporate/enterprise office market/venue as the most promising for the coming year. It is selected as the most promising market/venue by nearly 21%, versus about 10% in February 2010 and October 2009. The higher education, government/military and healthcare markets/venues continue to show significant promise. [See Exhibit D1]

Segmenting responses shows that the corporate/enterprise office market remains top-ranked across many segments, and is nearly always one of the top-two markets identified as the most promising. The education, government/military and healthcare markets are usually highly ranked as well. The strongest variations are seen based on company type, with the expected higher ranking of the performance venues/hotels/convention centers among those in the rental and staging sector.

It's important to note that nearly one in 10 respondents overall feel that no single market/venue will stand out, with demand being about the same for all. This is the highest response level for this category by far (indicated by just 2.9% and 3.8% in the past two surveys) and suggests that the economic upswing will be broad-based (albeit with the greatest impact seen in the corporate/enterprise office and higher education markets).

Also, fewer than 10% of the respondents are unsure as to which sector will be the most promising, another marked change from past survey patterns where it was the choice selected by more than one-third of the respondents. Demand patterns appear to be more clear and apparent for a larger number of the respondents. [See Exhibit D2]

Confidence Trends

While increasing (or at least stable) economic and performance metrics are the message from the October 2010 respondents, a decline in confidence is tempering these findings. Every confidence index has dropped since February 2010, be it in reference to economic conditions (on a local, North American, or global scale) or confidence in U.S. elected officials regarding business issues. The most significant decline is a drop of 0.3 points with regard to local economic conditions — the confidence index dropped from 3.1 to 2.8 since February 2010 (the index is based on a 1 to 5 scale where 1 = “low” and 5 = “high”). As in the past, the weakest confidence index is for the U.S. Congress on business issues, with a score of only 1.8 out of 5.0. [See Exhibit E1]

Examining responses across segments in Exhibit E2 shows several variations:

- ▶ Confidence in local economic conditions — As in the past survey, the peak confidence index is posted by those in the Asia/Middle East/Australia region, with a score of 3.3. In keeping with responses seen in other survey questions, scores are also elevated among those in the rental and staging sector (3.1). Within the U.S. scores are highest among those in the South Central region (3.0) and weakest among those in the Mountain/Pacific region (2.5).
- ▶ Confidence in North American economic conditions — The rental and staging sector continues to lead all other company types, with a confidence index of 2.8. Globally, those in North America are more confident about their “home turf” than their overseas peers, with an index score of 2.7 (versus 2.0 for Europe and 2.2 for Asia/Middle East/Australia). Note, however, that a large number of the non-North American respondents were unable to rate North American economic conditions, further constraining already small sub-sample sizes.
- ▶ Confidence in overall global economic conditions — Responses are generally uniform across all segments, with index scores typically in the 2.5 to 2.7 range. Scores are slightly elevated among those in the rental and staging and manufacturer segments, but only reach a peak of 2.8.
- ▶ Responses regarding confidence in the White House and the U.S. Congress on business issues are uniformly low across all segments. The scores rise a small amount among those outside North America, but this increase may not be an accurate finding since many of those respondents were unable to voice a specific opinion on these issues. Within the U.S., index scores are weakest among those in the South Central region.

While the focus of the *Economic Snapshot Survey* is on the AV industry, any measure of economic confidence or performance is affected by, and needs to take into account sentiments regarding the economy as a whole. Thus, a new question was introduced into the February 2010 survey to explore how respondents feel the overall economy — not just the AV sector — is performing. This question was also included in the October 2010 survey.

In February 2010, a plurality of respondents reported that they see the economy as stable and that it will pick up in 2010. The same message is voiced by the October 2010 respondents — the economy is stable, and will pick up in 2011. The most significant shift between the two survey samples is the percentage who feel the economy is tracking downward: 12.3% voiced this opinion in February; 23.8% feel this way in October. [See Exhibit E3]

This overall pattern remains generally consistent across segments, with the most popular response usually “stable and will pick up in 2011.” As in February 2010, the greatest optimism is seen among those outside North America, with as many as 18.2% characterizing the overall economy as “already on the upswing.” [See Exhibit E4]

Business Strategies

One of the most important business strategy metrics to monitor is the percentage of companies that have laid off or let staff go. In an encouraging move, the percentage of respondents who reported staff cuts has declined from 33.6% to 27.6%, which is the first time this metric has dropped below 30% since January 2009. The magnitude of staff cuts has also waned a small amount, with 36.4% reporting cuts of 5% or less. Staff cuts remain more prevalent in the larger companies than the smaller. As in the past, layoffs are not limited to just those companies that are in a poor financial position — 23.2% of the respondents who report that their company is presently in better financial health than it was six months ago report staff cuts. This metric increases to 46.8% among those companies that characterize themselves as being in worse financial health than they were six months ago.

These cuts tend to affect all staff categories equally, rather than more often targeting the technical/installation staff as reported in February 2010. On a positive note, the number who report that the staff cuts have ended has risen to 59.1%, a small increase over the values in the previous survey. Additional staff cuts are most likely to occur among those who feel their company is in worse financial shape than it was six months ago, with a majority of these respondents forecasting that additional staff cuts are on the horizon.

Other positive news in the October 2010 data includes increases in the number who are hiring more than they originally anticipated and increases in the number who have boosted staff salaries or benefits. Still, many respondents remain cautious about the economic impacts on their company, with 31% reporting delays or decreases in raises, and nearly the same number stating that they have not filled vacant positions or hired

fewer than anticipated. Cuts in staff training budgets remain more common than increases, and fewer than 3% have boosted planned pay increases or provided bonuses. Overall, the picture is mixed — for every positive point, there is usually a negative counterpoint. [See Exhibits F1 to F8]

End-user Sample Profile

The October 2010 end-user sample is somewhat constrained, consisting of 75 respondents. Most (54.7%) are in the higher education sector, are located in the U.S. (82.7%) and indicate that their primary job function is to manage AV systems, services and/or equipment (69.3%). Nearly all have some level of AV purchasing authority, typically in the role of selecting or recommending AV products, services and/or vendors. They manage a median of 60 rooms for AV functions (100 among those in the education sector). [See Exhibits G1 to G6]

End-user Strategic Reactions

As seen with the AV providers, the AV end-users are also feeling recessionary effects. No significant shifts have occurred since February 2010, with the percentage laying off staff, not filling vacant positions, cutting salaries/benefits or delaying pay increases remaining about the same. Doing more work with internal resources rather than using outside suppliers/providers remains the most popular strategy overall; not filling vacant positions is the most often cited strategy among those in the education sector. [See Exhibit G7]

AV Demand

Similar to the InfoComm Performance Index® (IPI), the InfoComm Demand Index® (IDI) seeks to measure the overall demand among the end-users of AV products and services. Despite the February 2010 forecast of a flat score, the IDI continues to climb, reaching the highest level seen to date for both the overall sample (62.3) and the education sector (67.8). Demand levels are expected to remain fairly flat or drop over the next six months, with the strongest decline expected in the education sector (drop from 67.8 to 63.5). Even if this drop proves to be an accurate forecast, the IDI will still remain at the highest level to date, and handily above the below-50 level seen in July 2009.

Factors driving demand include economic stimulus funds, grant monies, replacement of older systems, and the need to enhance the AV infrastructure. Those reporting or forecasting low AV demand point to budget and funding cutbacks as the most critical barriers. [See Exhibits G8 to G11]

The respondents were presented with a list of nine AV product/service categories, and asked to indicate which would be the biggest “wish list” item they would want to purchase in 2011 should the budget be available. Conferencing systems equipment and services leads the list, cited by 26.7% overall and by 29.3% in the education sector. Significant results are also seen for the categories of general AV expenditures, control systems, high definition displays and projectors. [Exhibit G12]

When asked to rate their overall impressions of the general economy, the end-users' opinions generally correlate with the AV providers — the largest share feel the economy is stable and will pick up in 2011, with almost as many agreeing that the economy is stable, but will not pick up until 2012 or later. [See Exhibit G13]

As in the February 2010 survey, a plurality of respondents say their facility plans call for a balance between building new facilities and refurbishing existing facilities. Those in the education sector are slightly more likely to emphasize building new facilities (36.6% emphasize building new; 22% emphasize refurbishment) but again report that a balance between the two options is their most likely path (41.5%). [See Exhibits G14 to G15]

Conclusions

The data from the October 2009 and February 2010 *InfoComm International Economic Snapshot Surveys* suggested that the AV market decline had reached the bottom. The October 2010 data continues to support this conclusion, but does not indicate that the market is on a straight upward path. The message from the data indicates more of a steady-state approach rather than an expansion. But in an era when harsh economic news is often the norm, a situation of maintaining market position is encouraging.

While the IPI has not yet rebounded to the levels seen in 2008 and early 2009, it remains well above the lows seen a year ago. The optimism expressed in February 2010 regarding the IPI did not come to fruition, but no ground was lost either — several key metrics, such as staff layoffs and the overall perceived financial health of the company have stabilized or improved.

The strongest turnaround is seen in the rental and staging sector. This sector has lagged all others in the past, but in the February 2010 survey those in the rental and staging sector were strongly optimistic about what the next six months would hold for their companies. This has proven to be true — while the sector has not become the overall leader, it has proven to be quite resilient, especially for those who are highly active in the sector.

The February 2010 survey results posed the question of whether the market upswing could be continued or maintained. The message from the October 2010 data is that it appears to be sustainable, but that does not mean there are no cautionary messages. While company performance is stable, confidence levels in the local, North American, and global markets have dropped. Confidence levels in the U.S. government regarding business issues are at all-time lows. What is unclear as of yet is whether this lack of confidence is foreshadowing another drop in the overall AV market.

As stated in previous *InfoComm International Economic Snapshot Surveys*, the end-users are the ones who truly control the future of the market. Their confidence levels and IDI scores continue to be highly encouraging, and suggest that this market recovery is sustainable. The corporate/enterprise offices venue is seen by the AV providers are

leading the way in 2011. This is significant, as the corporate market has been one of the hardest hit by the economy. A solid recovery in that venue would be a major boon to the overall AV market.

As in the February 2010 survey, “flat is the new up” may still be the most apt description of the AV industry over the next few years. But, there are encouraging signs from the end-users that 2011 will be better than 2010. This and other issues will continue to be monitored through the *InfoComm International Economic Snapshot Survey* series, with the next scheduled report to be released in early 2011.

Project Overview

InfoComm International® is the international trade association of the professional audiovisual and information communications industries. Established in 1939, InfoComm has 5,000 members, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end-users and multimedia professionals from more than 70 countries.

As the leading resource for AV market research and news, InfoComm regularly conducts in-depth industry studies to keep its members informed on all aspects of their markets. One such effort is the *InfoComm International Economic Snapshot Survey*. This periodic survey examines the overall “economic health” of the AV industry, and brings into focus the issues, factors, and trends affecting business performance on an international scale.

Methodology and Approach

The *InfoComm Economic Snapshot Survey* is designed to measure macro trends in the AV industry by taking a periodic “snapshot” of the market. The survey examines a variety of key economic-based factors including:

- ▶ overall company performance in the past six months;
- ▶ expected company performance in the next six months;
- ▶ respondents’ perceptions as to whether their company is in better or worse economic health than it was six months ago;
- ▶ the impact of macro economic factors;
- ▶ respondents’ level of confidence in overall economic and political conditions;
- ▶ staffing strategies that are being implemented.

The survey also collects a basic demographic profile of the respondents to ensure the data can be properly classified and analyzed (see Appendix A for a copy of the survey form).

The inaugural survey was launched in August 2008, with the results documented in the *InfoComm 2008 International Economic Snapshot Survey* report released in September 2008. Updates were released in 2009 (January, July, and October) and 2010 (February) to track and explore emerging trends. This report documents the results of the October 2010 survey, the sixth survey in the series.

The October 2010 survey is highly similar to the previous surveys to ensure results can be tracked over time. Changes are limited to streamlining some questions to decrease the completion time, and a realignment of how the rental and staging sector is defined. Rather than use the term “rental and staging” as in all past surveys, the October 2010 version allows the respondents to identify their company as either a rental company, a staging company, a rental and staging company, or a technical production services specialist. This realignment is in response to how this sector has (and continues to) evolve in the marketplace.

The October 2010 survey was fielded in the same manner as past *InfoComm Economic Snapshot Surveys*, with all responses collected online. Invitation emails were sent by InfoComm beginning in late-August 2010 to a cross-section of members and nonmembers with click-through access to the web-based survey. Links to the survey were also posted in the InfoComm Community, newsletters and website. InfoComm staff distributed a series of reminder emails and messages to encourage responses. Responses were collected through September 24, 2010.

Strict respondent anonymity was preserved throughout the data collection process to encourage respondents to enter into a frank and open dialog with InfoComm. While the respondent's name and email address were collected on an optional basis if he/she requested a copy of the final report, this information was housed separate from their survey responses.

The Survey Sample and Analytical Techniques

The survey generated 427 overall returns. As in past surveys, the overall response pool was screened to eliminate significantly blank and non-applicable responses. This resulted in an overall analysis sample of 394 respondents consisting of 319 AV providers and 75 AV end-users.

The AV providers and end-users were each presented with separate question sets, and are analyzed separately in this report.

An essential issue to examine is how well the response pool reflects the AV universe as a whole. The most common tools used to gauge this are “margin of error” and the “confidence interval.” These two indicators are closely related and together provide guidance as to how accurate and repeatable (i.e., valid) the data collected are.

The 319 AV provider responses have an overall margin of sampling error of plus or minus 5.5% at a 95% confidence interval. This means that if this study were repeated 100 times, the overall results would be within 5.5% of the values listed in this report 95 times out of 100. The end-user sample has a greater margin of error (plus/minus 11.3%) but, given that the goal of this research is to examine overall trends and perceptual issues (rather than “hard numbers” pertaining to specific financial metrics), both samples are suitable to accomplish the research goals.

Overall survey results are valuable illustrations of overarching trends and issues. However, segmenting the data provides far more insight into the performance characteristics and nuances of specific market niches. The primary segmentation criteria used in the analysis are based on the following factors:

Company Size

Company size is a critical segmentation criteria in economic surveys given the significant differences in company operation, marketing, financial resources, and other aspects among small, mid-sized and large companies. Accordingly, the data are segmented rather finely, using the following five categories based upon estimated 2010 gross revenue/turnover (numbers refer to the sub-sample sizes):

- ▶ Up to \$2 million — 79
- ▶ \$2.1 to \$5 million — 54
- ▶ \$5.1 to \$10 million — 53
- ▶ \$10.1 to \$25 million — 47
- ▶ \$25+ million — 77

Company Location

As with company size, where a company is located has a significant impact on their performance, especially for smaller companies with a more limited geographic market scope. Since the bulk of the sample is U.S.-based, the fine-level segmentation is limited to the U.S., using the following geographic regions (please refer to page 7 for an illustration of which states are included in the following categories):

- ▶ Northeast — 73
- ▶ South Atlantic — 42
- ▶ South Central — 30
- ▶ North Central — 45
- ▶ Mountain/Pacific — 60

A global segmentation approach is problematic given the October 2010 sample size. But, to allow the October 2010 data to be compared with past data sets, the data were segmented into the same three global categories used in the past. This breakout is used only for key questions and must be interpreted with care due to the small subsample sizes:

- ▶ North America — 270
- ▶ Europe (both EU countries and Eastern European nations) — 22
- ▶ Asia/Middle East/Australia/Other — 27

InfoComm International hopes to extend and refine this global analysis approach in future studies provided that greater participation rates are seen from non-U.S. respondents.

Company Type

The type of company is also a significant issue to examine in an economic survey, but it does present some challenges. While all company types are unique, some must be combined to create larger groups that will support reliable statistics. To ensure trends can be accurately tracked sample-to-sample, the basic segmentation taxonomy used in previous surveys is repeated:

- ▶ Systems Integrator — 139
- ▶ Rental and Staging Company (encompassing Rental and Staging, Rental, Staging, and Technical Production Specialist categories) — 48
- ▶ Independent Design Consultant — 42
- ▶ Manufacturer — 40
- ▶ Independent Manufacturer's Rep, Dealer/Reseller, and Distributor — 34
- ▶ Independent Programmer and Multimedia Professionals — 11(*)
(*) = since this category consists of only 11 respondents, it is not included in the company type breakouts in the October 2010 analysis. This category will be included in future analysis provided that the participation rate among these company types increases.

Rental/Staging and/or TPS Activities

The rental/staging/TPS-specific questions are segmented by the level of activity each respondent has in this sector, using the following three categories:

- ▶ Under 10% of revenue from rental/staging/TPS activities — 47
- ▶ 10% to 50% of revenue from rental/staging/TPS activities — 47
- ▶ Greater than 50% of revenue from rental/staging/TPS activities — 41

End-users

Given the smaller sample size of end-users, the only feasible segmentation is to isolate the 41 end-users from the higher education sector in a separate group. Further segmentation by criteria such as location, job function, etc. are not supportable.

While all data segmentation in this report was structured to maximize the sample strengths, the size of each subgroup should be carefully noted when drawing conclusions.

The survey also included several open-ended questions. These responses were edited only for spelling and basic formatting, and are otherwise listed as provided. While lengthy, the full-text comments add a further dimension to the research, and are a rich source of insight into the issues impacting the AV market, and how industry professionals and end-users are positioning their companies.

Comparisons to Past Data

Top-line comparisons (e.g., overall sample-to-sample comparisons) are provided in the report body for all applicable questions. More detailed segment-to-segment comparisons are provided for selected questions in Section H beginning on page 50.

Research Results

A. Sample Composition

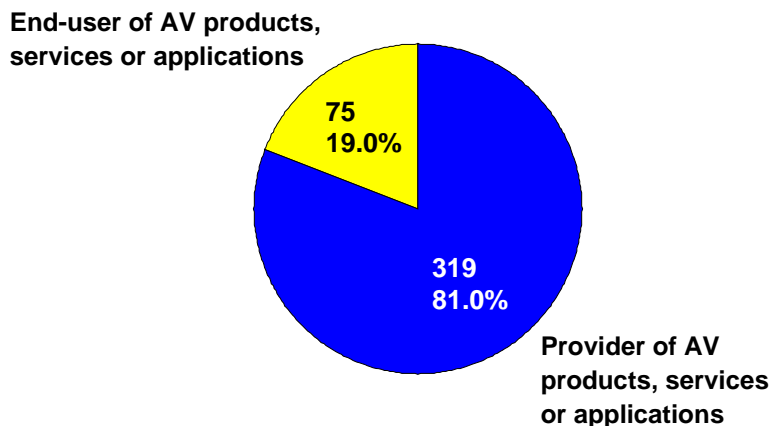


Exhibit A1

Note: Each of the above samples is analyzed separately. All end-user data are provided in Section G beginning on page 41.

Exhibit A2: Company Type

	% of sample	Number of responses
Systems Integrator	43.6%	139
Independent Design Consultant	13.2%	42
Manufacturer	12.5%	40
Rental and Staging Company	9.4%	30
Dealer/Reseller	4.7%	15
Independent Manufacturer's Representative	3.1%	10
Distributor	2.8%	9
Independent Programmer	2.5%	8
Technical Production Specialist	2.5%	8
Rental Company	2.2%	7
Multimedia Professional	0.9%	3
Staging Company	0.9%	3
All others (*)	1.6%	5

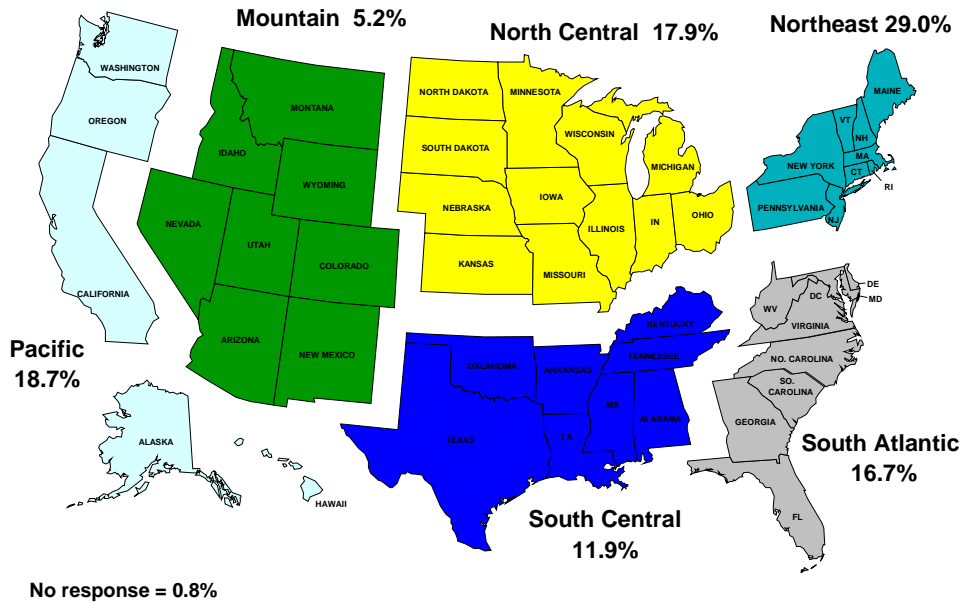
(*) The "other" category consists mainly of service providers (e.g., consultants, maintenance, etc.).

Exhibit A3: Company Location

	<u>% of sample</u>	<u>Number of responses</u>		<u>% of sample</u>	<u>Number of responses</u>
United States	79.0%	252	Hong Kong	0.3%	1
Canada	5.3%	17	Iceland	0.3%	1
Australia	3.1%	10	Ireland	0.3%	1
United Kingdom	3.1%	10	Italy	0.3%	1
South Africa	1.9%	6	Korea	0.3%	1
Germany	1.3%	4	Kuwait	0.3%	1
India	0.9%	3	Mexico	0.3%	1
U.A.E.	0.6%	2	Norway	0.3%	1
Austria	0.3%	1	Romania	0.3%	1
Bahamas	0.3%	1	Singapore	0.3%	1
China	0.3%	1	The Netherlands	0.3%	1
Denmark	0.3%	1			

Note: Data are limited to respondents (total of 319) who are classified as AV providers.

U.S. Regional Breakout



A total of 37 states and the District of Columbia are represented in the U.S. sample. The best-represented states are:

- California — 14.9%
- Pennsylvania — 8.6%
- New Jersey — 5.9%
- New York — 5.9%
- Georgia — 4.8%
- Texas — 4.5%
- Florida — 4.1%
- Illinois — 3.7%
- Massachusetts — 3.3%

The percentage base is the U.S. sample of 252 AV provider respondents.

Exhibit A4

InfoComm Membership Status

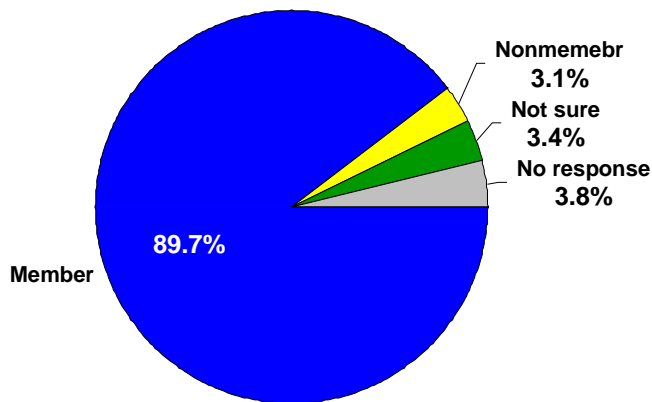


Exhibit A5

2010 Gross Revenue/Turnover

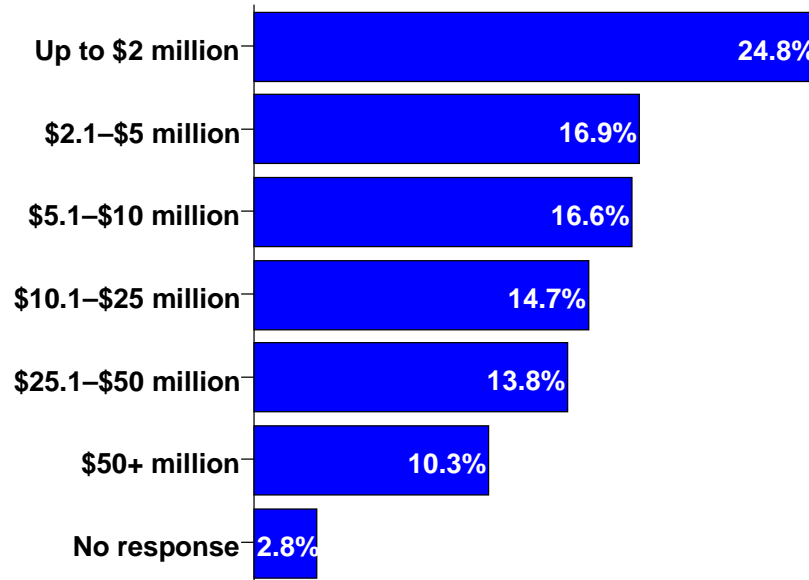


Exhibit A6

Exhibit A7: Company Type by Size

	Systems Integrator	Rental and Staging	Ind. Design Consultant	Mfg.	Rep/ Dealer/Dist.	Ind. Prog/MM Prof.
Up to \$2 million	17.3%	25.0%	42.9%	12.5%	29.4%	
\$2.1-\$5 million	18.0%	22.9%	2.4%	20.0%	20.6%	
\$5.1-\$10 million	18.0%	18.8%	21.4%	7.5%	11.8%	
\$10.1-\$25 million	17.3%	12.5%	14.3%	15.0%	14.7%	
\$25.1-\$50 million	15.8%	8.3%	9.5%	22.5%	14.7%	N/A
\$50+ million	8.6%	10.4%	9.5%	22.5%	8.8%	
No response	5.0%	2.1%	0.0%	0.0%	0.0%	
Average in millions (*)	\$16.5	\$13.5	\$13.4	\$23.9	\$14.7	

(*) = the average is computed using the range mid-points.

Exhibit A8: Sample Profile Comparison (AV Providers)

		Oct. 2010 sample	February 2010 sample	October 2009 sample	July 2009 sample	January 2009 sample	Sept. 2008 sample
	Sample size	319	547	185	308	751	222
Company type	Systems Integrator	43.6%	45.3%	37.8%	38.6%	44.3%	27.9%
	Rental and Staging	15.0%	13.2%	14.1%	16.2%	12.8%	18.0%
	Ind. Design Consultant	13.2%	8.0%	10.8%	11.4%	7.2%	15.8%
	Manufacturer	12.5%	15.9%	18.4%	12.7%	15.2%	22.1%
	Rep/Dealer/Distributor	10.7%	11.9%	9.2%	10.7%	11.4%	
		Ind. Programmer/ Multimedia Prof.	3.4%	3.7%	7.0%	6.1%	6.0%
Company size	Up to \$2 million	24.8%	20.8%	33.5%	26.6%	24.0%	35.6%
	\$2.1–\$5 million	16.9%	16.5%	15.1%	17.2%	16.5%	14.4%
	\$5.1–\$10 million	16.6%	13.3%	13.0%	14.0%	15.2%	10.4%
	\$10.1–\$25 million	14.7%	16.6%	15.1%	16.6%	14.6%	17.1%
	\$25+ million	24.1%	21.4%	15.7%	17.5%	20.4%	13.6%
Location (U.S. only)	Northeast	29.0%	22.6%	21.8%	20.6%	21.5%	23.4%
	South Atlantic	16.7%	22.1%	21.8%	26.5%	20.2%	20.8%
	South Central	11.9%	10.2%	10.2%	7.8%	11.6%	14.2%
	North Central	17.9%	19.8%	19.0%	18.7%	18.4%	14.2%
	Mountain/Pacific	23.9%	24.5%	27.2%	25.3%	26.5%	25.9%
InfoComm Membership status	Member	89.7%	82.8%	87.0%	80.2%	81.5%	86.0%
	Nonmember	3.1%	2.9%	4.9%	9.1%	5.5%	5.4%
	Not sure of membership status	3.4%	6.4%	1.1%	2.9%	7.3%	1.4%

B. Performance Indicators

InfoComm Performance Index October 2010 Survey

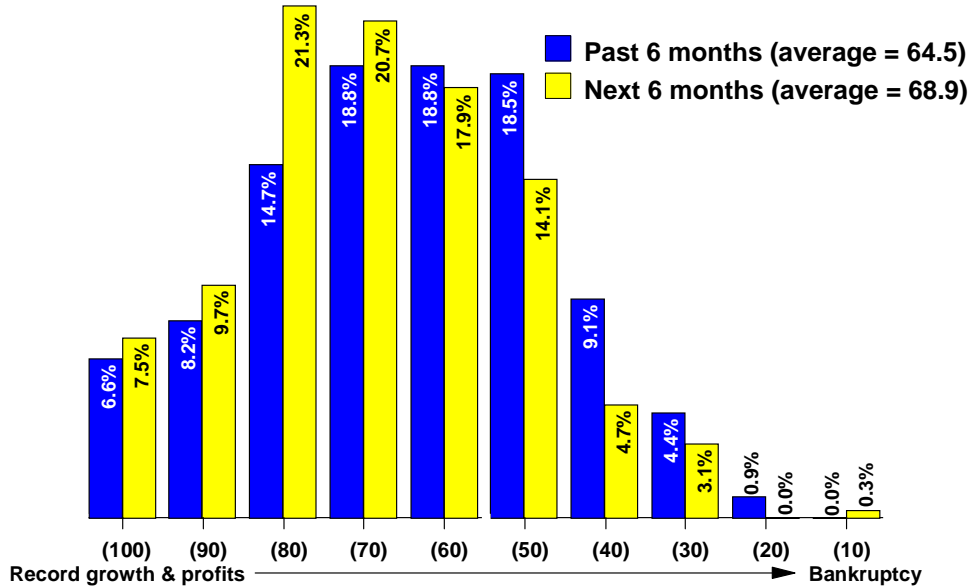


Exhibit B1

InfoComm Performance Index Trends

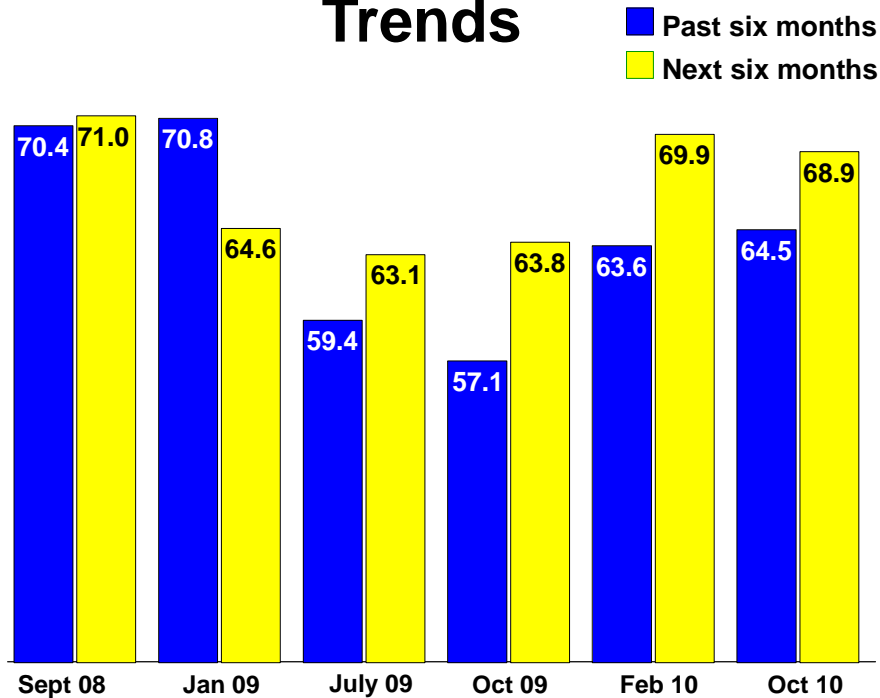


Exhibit B2

Exhibit B3: InfoComm Performance Index (Summary Scores)

		Past six months	Next six months	Difference
Overall – September 2008 survey		70.4	71.0	0.6
Overall – January 2009 survey		70.8	64.6	(6.2)
Overall – July 2009 survey		59.4	63.1	3.7
Overall – October 2009 survey		57.1	63.8	6.7
Overall – February 2010 survey		63.6	69.9	6.3
Overall – October 2010 survey		64.5	68.9	4.4
Company type	Systems Integrator	66.5	69.0	2.5
	Rental and Staging	63.3	68.1	4.8
	Ind. Design Consultant	57.9	65.4	7.5
	Manufacturer	69.5	72.3	2.8
	Rep/Dealer/Distributor	60.9	68.5	7.6
	Ind. Programmer/Multimedia Prof.	<i>Insufficient data for tabulation</i>		
Company size	Up to \$2 million	60.4	65.5	5.1
	\$2.1–\$5 million	61.1	67.2	6.1
	\$5.1–\$10 million	64.5	70.8	6.3
	\$10.1–\$25 million	66.8	70.2	3.4
	\$25+ million	69.2	70.8	1.6
Location	North America	63.6	68.2	4.6
	Europe	64.6	67.3	2.7
	Asia/Middle East/Australia	73.7	76.9	3.2
Location (U.S. only)	Northeast	63.0	66.1	3.1
	South Atlantic	65.7	72.4	6.7
	South Central	63.3	69.3	6.0
	North Central	63.3	68.9	5.6
	Mountain/Pacific	62.2	65.2	3.0

All data are averages based upon a 100-point scale with the endpoints of “bankruptcy” and “record growth and profits.”

InfoComm Performance Index Categories

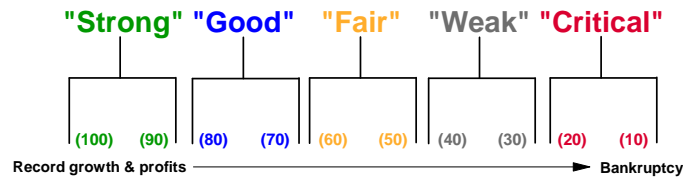


Exhibit B4: Performance Indicators by Segment (Detail Results)

Note: The "critical" segment is omitted from the table since it consists of only 4 to 6 respondents.

		Past six months				Next six months			
		Strong	Good	Fair	Weak	Strong	Good	Fair	Weak
Overall – September 2008 survey		21.2%	40.1%	28.8%	9.5%	18.9%	47.3%	24.8%	9.0%
Overall – January 2009 survey		21.6%	42.4%	26.8%	8.4%	15.6%	32.5%	36.8%	14.1%
Overall – July 2009 survey		9.4%	27.9%	39.3%	20.5%	9.4%	34.4%	41.6%	12.0%
Overall – October 2009 survey		5.4%	29.2%	38.9%	20.5%	9.7%	39.5%	40.0%	8.1%
Overall – February 2010 survey		13.1%	33.8%	36.2%	15.8%	17.7%	48.4%	26.7%	6.4%
Overall – October 2010 survey		14.7%	33.5%	37.3%	13.5%	17.2%	42.0%	32.0%	7.8%
Company type	Systems Integrator	18.0%	33.8%	38.1%	9.4%	17.3%	41.0%	35.3%	5.0%
	Rental and Staging	16.7%	27.1%	37.5%	18.8%	18.8%	39.6%	33.3%	8.3%
	Ind. Design Cons.	2.4%	38.1%	33.3%	21.4%	7.1%	47.6%	28.6%	14.3%
	Manufacturer	20.0%	37.5%	32.5%	10.0%	25.0%	42.5%	25.0%	7.5%
	Rep/Dealer/Dist.	5.9%	32.4%	47.1%	14.7%	14.7%	41.2%	35.3%	8.8%
	Ind. Programmer/ Multimedia Prof.	<i>Insufficient data for tabulation</i>				<i>Insufficient data for tabulation</i>			
Company size	Up to \$2 million	11.4%	27.8%	41.8%	15.2%	15.2%	35.4%	35.4%	11.4%
	\$2.1–\$5 million	9.3%	31.5%	42.6%	16.7%	16.7%	37.0%	37.0%	7.4%
	\$5.1–\$10 million	15.1%	26.4%	45.3%	13.2%	18.9%	41.5%	35.8%	3.8%
	\$10.1–\$25 million	6.4%	55.3%	27.7%	10.6%	14.9%	51.1%	25.5%	8.5%
	\$25+ million	26.0%	32.5%	28.6%	13.0%	18.2%	48.1%	26.0%	7.8%
Location	North America	13.7%	33.0%	37.8%	14.4%	16.3%	40.7%	34.4%	8.1%
	Europe	9.1%	40.8%	36.4%	13.6%	9.1%	59.1%	18.2%	9.1%
	Asia/Middle East/Australia	29.6%	33.3%	33.3%	3.7%	33.3%	40.7%	18.5%	3.7%

Table continued on following page

Exhibit B4: Performance Indicators by Segment (Detail Results)

Note: The "critical" segment is omitted from the table since it consists of only 4 to 6 respondents.

	Past six months				Next six months				
	Strong	Good	Fair	Weak	Strong	Good	Fair	Weak	
Location (U.S. only)									
	Northeast	6.8%	39.7%	42.5%	9.6%	8.2%	46.6%	37.0%	6.8%
	South Atlantic	23.8%	26.2%	31.0%	19.0%	31.0%	33.3%	23.8%	11.9%
	South Central	13.3%	30.0%	46.7%	10.0%	16.7%	40.0%	40.0%	3.3%
	North Central	15.6%	28.9%	35.6%	20.0%	17.8%	42.2%	31.1%	8.9%
	Mountain/Pacific	15.0%	26.7%	40.0%	15.0%	15.0%	33.3%	41.7%	10.0%

Exhibit B5: Comments offered regarding the company's performance over the PAST six months:

Performance category = Strong

Diversified business lines to include Education (K-12).

The need for education and certifications has grown exponentially and our company with that growth.

Gained new contracts but struggled to find suitable staff to fill positions.

The rapid growth of the global economy has allowed our organization to return to the record pre-recession growth we had experienced in 2008!

Higher gross with shrinking margins.

Unbelievable surge in business, I can't keep up with it.

Profitable vertical markets for us have been federal government, education and faith based.

University market is very strong for us.

Slowed down in past two months dramatically.

Performance category = Good

20% annual revenue increase over last three years. 25% forecasted for this year.

It is growing, but not simply by selling more of the same offerings. We have enhanced our offerings to be more competitive and offer clients more than our competition.

Approx 10% better than last year, could do more but can't find enough skilled staff.

July and August GREAT. Before that - not so much.

Big improvement over previous 6 months.

Last was slightly down from 2008, but this year we should reach 2008 levels.

Business on the commercial side is looking much better while the consumer side is still slow.

Lots of increased activity and inquiries, medium amount of actual purchasing of products - but heading in the right direction!

Difficult first half of the year, with positive forecast for the second half.

Moving into new area of business - VC managed services.

Four of the last six months have exceeded last year's sales.

Much better than 2009 but not as good as 2008.

GFC hit us late.

New company with leadership having many years of industry experience.

Integration product sales have been up while products we sell into education have slowed down.

Positive growth with a reduced workforce. Generally very well.

Up 14% TYD through August. Margins are lower as more business has shifted to Gov and Ed.

Record growth shrinking profits.

Very busy, have turned work away because of workload.

Record revenue growth, but profits are lower than expected and or than in the past, depending upon the point in the last 6 months examined.

We feel very fortunate. Business has been very steady and looks to be getting better.

Rentals down about 5%, sales & installation down 20%, on top of similar down numbers a year ago.

We have focused on improving our margins and not just chasing business.

Slightly above plan.

We have increased staff by 25-50%.

The people are great, but the organization and distribution of information is horrible. On several shows I have shown up and several of us have no idea what's going on.

We have seen continued growth year to year even in the down turn economy. ~20% per year.

Performance category = Fair

2008 was very poor, bled red ink. 2009 was up until Nov when it died. Feb 2010 saw sales up and relatively steady thru now. Not sure what lies ahead...cautiously optimistic.

More projects than expected and outlook is good for at least next 6-8 months !!

No growth.

30% increase over 09.

[company name omitted] is a new start up company that opened for business at the beginning of April 2010. All of our employees came from another company that was a division of a larger company that went bankrupt.

About 5% growth vs previous year.

Performance as expected due to the economy.

April - August is the busiest time of the year for orders, but we are still recovering from the market slump that seemed to hit this region very hard. The losses suffered by higher ed's endowments hurt business.

Performance is excellent. Just need more projects.

Business has been flat with the last two months behind last year.

Performance is great, profits are way down.

Pretty flat, but not terrible.

Busy but not enough quality people to finish projects. Some cut backs in pay and overall mood of the company is a bit down.

Profits are good and backlog has risen.

Clients are having more, but smaller meetings with budgets being carefully managed and scrutinized.

Q1 very bad; subsequently very good.

Company was hit by ever delayed projects and cancellation of many projects. Also very rough business practices by others, which were on the edge of survival.

Q1 was good, Q2 was okay, summer has been slow as July and Aug are usually our biggest months. Lots in the pipeline for Sept-Oct. No visibility beyond that.

Hawaii is unique as it is considered a "boondoggle" by some companies as is Vegas and other destinations that the perception is that we have diversions that would be counterproductive to business meetings.

Revenue comparable to 2009-2010; down 20% from 2008.

Revenue's up but margin is down.

I have noticed orders slowing over the past 60 days.

Sales are flat to last year.

Sales up about 3.5%.

More projects less profit.

Seems to be feast or famine.

The government has created a uncertain business environment that is causing my clients to consider and reconsider expenses. It has also caused other clients to downsize which also creates a "do with less" mentality. The perception is the economy is not yet started to improve thus customers are not spending cash and what ever credit they have, they are using it to sustain.

The market has been strongest with the staging/live event clients on a national basis. The systems integrators have been slower to recover, with small pockets of clients doing well and others dying on the proverbial vine. Business has been primarily in the Northeast USA, especially in the DC/VA area with a strong emphasis on talent in the Federal Govt, DOD, HLS, etc.

We are closing large projects, however, day to day business is slow.

We are getting lots of calls for proposals, but no one is ready to begin the jobs just yet. Also, it is getting more and more difficult to get paid from the customers we do have.

We have been at five for about one year now.

We have been forced to do more open bidding rather than the design build we are accustomed to.

We have begun to claw our way back to 2008 levels....slowly.

Work is steady but the fees are down (% fee on cost of construction).

Performance category = Weak

Business continues to decrease, doing about 1/3rd the number of events we had done in 2009 and do not expect to make this to increase at all during the Fall or Winter.

Business performances varies widely in different offices depending on location.

Lost many jobs and also not getting new opportunities.

My company has taken the approach of laying off the highest paid, most seasoned and knowledgeable employees - that's the "bottom line" approach to cost cutting. We are losing valuable customers because of this and because my company is so compartmentalized they can just blame their losses on the economy!! How do you fight stupidity?

No growth - we are doing less live events. Picking up the loss by doing more distance and on-line work.

Projects are very slow in progressing. Very few budgets for projects being approved.

Public sector doing well with lots of opportunities, but vendors tripping over each other to offer lowest price. Private sector starting to wake up from long slumber.

Revenue is down about 60%.

Sales are 20% less than 2008 and first half of 2009, but steady. A/R aging has grown from average of 45 days to 87 days, putting a strain on cash flow.

Slow business cycle since 2008.

Work has slowed down considerably in the last 6 months.

Year started great, summer was horrible.

Performance category = Critical

{No comments provided}

Exhibit B6: Comments offered regarding the company's performance over the NEXT six months:

Performance category = Strong

I can guarantee record growth, the record profits are another story.	Record growth with a focus on incremental growth of margins.
I have jobs that will take me well into 2011.	We are constantly expanding and getting too much work... if that is possible.
Many projects lined up, can't find enough skilled people to complete them.	We have landed the largest single contract we've ever had, along with a steady rate of smaller jobs.

Performance category = Good

Business is starting to pick up.	I expect sales to grow about 15% over last year but still be below our pre-recession sales.
Cautiously optimistic.	
Continued recovery provided tax cuts remain the same.	If we take a double dip in the market and we hit another depression (double dip) then the possibility of under performing as a company is a reality.
Depends on export markets.	
Due to extra marketing efforts, we hope to increase our day to day/supplies business.	Looks like an upward trend, more sales and rentals are in the pipeline.
Excellent pipeline and confirmed projects.	Modest growth.
Expect the trend in more smaller meetings to continue. Less produced events are expected.	More work for less profit.
Hopeful, but tired of saying that...been hopeful for past couple years.	Our fiscal year starts October 1. Our booked orders for fiscal 2011 are already matching total sales for fiscal 2010 :)
	Slow Q1, very strong Q2, continuing into Q3.

Performance category = Fair

California is still in the dumps.	Performance will be excellent, profits will be minimal.
Flat.	Sales will probably be down due to not being able to finish backlog of projects.
I believe sales will continue to grow by 3-4%.	Seeing some better signs in 2011.
It'll hopefully get a little better, but I am anxious.	Slow growth.
Lowered cost, rebuilding.	Slow, if any, growth.
No change.	Unsure of next six months market.
No growth.	We expect no sales growth and A/R slowing.

Performance category = Weak

I see very little future growth in the economy with a high possibility of business slowing further.

We have work next year just not right now.

Perceived Company Position

Taking all factors into consideration (i.e., sales, market/economic conditions, customer orders, etc.), do you feel your company is presently in better or worse financial health than it was six months ago?

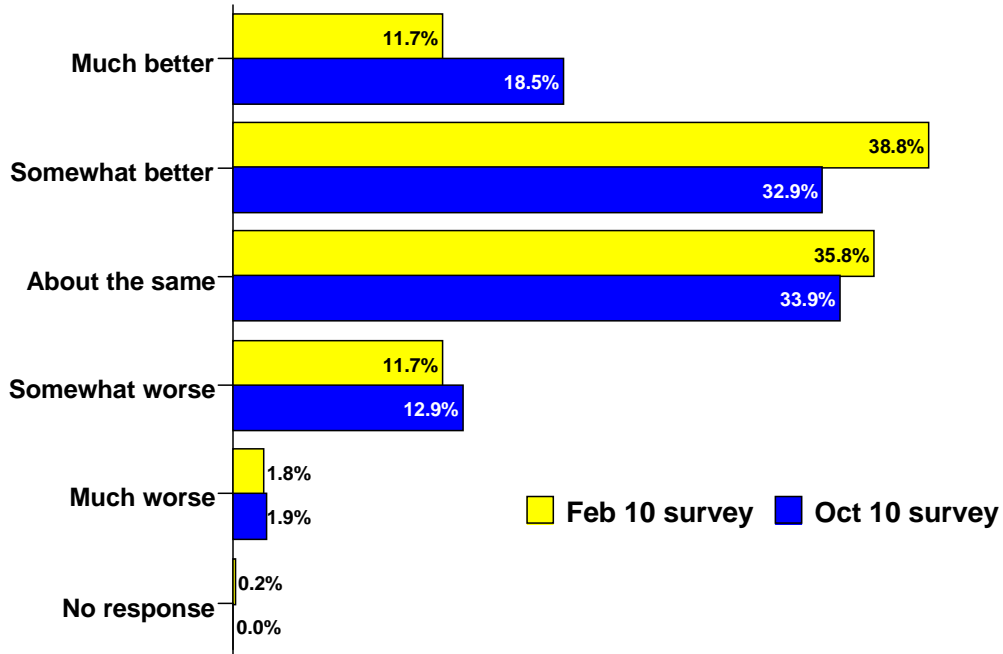


Exhibit B7

Exhibit B8: Perceived Company Position by Segment

Taking all factors into consideration (i.e., sales, market/economic conditions, customer orders, etc.), do you feel your company is presently in better or worse financial health than it was six months ago?

		Better	Same	Worse	No response	Average score
Overall – September 2008 survey		55.4%	31.5%	12.6%	0.5%	3.6
Overall – January 2009 survey		30.4%	44.3%	21.7%	3.6%	3.1
Overall – July 2009 survey		19.8%	37.3%	37.7%	5.2%	2.8
Overall – October 2009 survey		31.9%	35.7%	30.8%	1.6%	3.0
Overall – February 2010		50.5%	35.8%	13.5%	0.2%	3.5
Overall – October 2010		51.4%	33.9%	14.7%	0.0%	3.5
Company type	Systems Integrator	51.8%	33.8%	14.4%	0.0%	3.6
	Rental and Staging	60.4%	35.4%	4.2%	0.0%	3.7
	Ind. Design Consultant	31.0%	42.9%	26.2%	0.0%	3.1
	Manufacturer	57.5%	32.5%	10.0%	0.0%	3.8
	Rep/Dealer/Distributor	58.8%	23.5%	17.6%	0.0%	3.6
	Ind. Programmer/Multimedia Prof.	<i>Insufficient data for tabulation</i>				
Company size	Up to \$2 million	43.0%	30.4%	26.6%	0.0%	3.2
	\$2.1–\$5 million	44.4%	38.9%	16.7%	0.0%	3.4
	\$5.1–\$10 million	54.7%	35.8%	9.4%	0.0%	3.7
	\$10.1–\$25 million	55.3%	34.0%	10.6%	0.0%	3.6
	\$25+ million	58.4%	33.8%	7.8%	0.0%	3.8
Location	North America	48.9%	35.6%	15.6%	0.0%	3.5
	Europe	54.5%	27.3%	18.2%	0.0%	3.7
	Asia/Middle East/Australia	74.1%	22.2%	3.7%	0.0%	4.0
Location (U.S. only)	Northeast	54.8%	35.6%	9.6%	0.0%	3.6
	South Atlantic	42.9%	35.7%	21.4%	0.0%	3.4
	South Central	46.7%	36.7%	16.7%	0.0%	3.4
	North Central	46.7%	37.8%	15.6%	0.0%	3.5
	Mountain/Pacific	45.0%	35.0%	20.0%	0.0%	3.4

“Average score” based upon a 1 to 5 scale where 1 = “we are in much worse financial health than six months ago” and 5 = “we are in much better financial health than six months ago.” No response values are omitted from average score calculations.

C. Performance Indicators, Rental & Staging

Rental & Staging Involvement

Did your company have ANY level of involvement in the rental and staging sector in 2010?

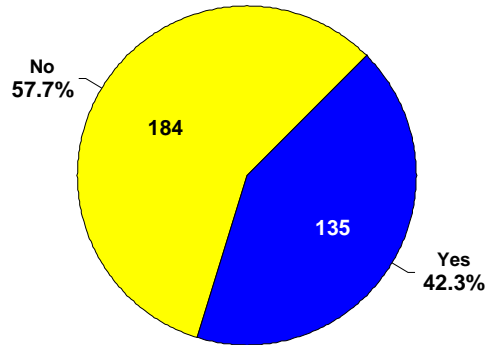


Exhibit C1

Exhibit C2: Rental and Staging Involvement by Segment

	% indicating involvement	Percentage of 2009 revenue/turnover from R&S (Percentage base limited to those who are involved)					No response	
		< 10%	10%-25%	26%-50%	51%-75%	>75%		
Overall – January 2009 survey	41.4%	30.2%	22.5%	15.1%	9.3%	21.2%	1.6%	
Overall – July 2009 survey	40.6%	24.8%	21.6%	7.2%	11.2%	31.2%	4.0%	
Overall – October 2009 survey	36.8%	23.5%	23.5%	16.2%	13.2%	23.5%	0.0%	
Overall – February 2010 survey	43.0%	34.9%	22.6%	11.5%	12.3%	18.3%	0.4%	
Overall – October 2010 survey	42.3%	34.8%	19.3%	15.6%	10.4%	20.0%	0.0%	
Company type	Systems Integrator	37.4%	61.5%	17.3%	17.3%	3.8%	0.0%	0.0%
	Rental and Staging	100.0%	0.0%	4.2%	16.7%	22.9%	56.3%	0.0%
	Ind. Design Consultant	0.0%	N/A					
	Manufacturer	45.0%	55.6%	33.3%	11.1%	0.0%	0.0%	0.0%
	Rep/Dealer/Distributor	38.2%	38.5%	53.8%	7.7%	0.0%	0.0%	0.0%
	Ind. Prog./Multimedia Prof.		<i>Insufficient data for tabulation</i>					
Company size	Up to \$2 million	31.6%	24.0%	12.0%	28.0%	4.0%	32.0%	0.0%
	\$2.1–\$5 million	44.4%	37.5%	4.2%	16.7%	25.0%	16.7%	0.0%
	\$5.1–\$10 million	35.8%	21.1%	26.3%	10.5%	15.8%	26.3%	0.0%
	\$10.1–\$25 million	44.7%	28.6%	28.6%	9.5%	9.5%	23.8%	0.0%
	\$25+ million	54.5%	50.0%	23.8%	11.9%	2.4%	11.9%	0.0%

**Exhibit C3: InfoComm Performance Index
for Rental & Staging Only**

	Past six months	Next six months	Difference	
Overall – Rental and Staging ONLY (January 2009 survey)	59.9	57.4	(2.5)	
Overall – Rental and Staging ONLY (July 2009 survey)	50.1	52.8	2.7	
Overall – Rental and Staging ONLY (October 2009 survey)	45.7	54.8	9.1	
Overall – Rental and Staging ONLY (February 2010 survey)	53.4	60.0	6.6	
Overall – Rental and Staging ONLY (October 2010 survey)	55.4	59.0	3.6	
Level of rental and staging involvement (as % of 2009 revenue)	< 10%	44.4	46.4	2.0
	10% to 50%	57.5	61.7	4.2
	>50%	65.1	69.8	4.7

Exhibit C4: Performance Indicators for Rental & Staging Only

Note: The “critical” segment is omitted from the table since it consists of only a small number of respondents.

	Past six months				Next six months				
	Strong	Good	Fair	Weak	Strong	Good	Fair	Weak	
Overall – Rental and Staging ONLY (January 2009 survey)	13.8%	25.2%	38.4%	18.0%	8.5%	26.9%	40.0%	19.0%	
Overall – Rental and Staging ONLY (July 2009 survey)	4.0%	10.4%	43.2%	28.8%	2.4%	20.8%	39.2%	25.6%	
Overall – Rental and Staging ONLY (October 2009 survey)	0.0%	14.7%	33.8%	41.2%	2.9%	27.9%	39.7%	23.5%	
Overall – Rental and Staging ONLY (February 2010 survey)	7.3%	21.5%	35.6%	29.2%	11.2%	31.8%	33.9%	18.9%	
Overall – Rental and Staging ONLY (October 2010 survey)	7.4%	24.4%	36.3%	25.2%	5.9%	37.0%	31.9%	18.5%	
Level of rental and staging involvement (as % of 2009 revenue)	< 10%	2.1%	12.8%	29.8%	36.2%	0.0%	19.1%	29.8%	36.2%
	10% to 50%	6.4%	25.5%	42.6%	25.5%	8.5%	36.2%	38.3%	12.8%
	>50%	14.6%	36.6%	36.6%	12.2%	9.8%	58.5%	26.8%	4.9%

Exhibit C5: Comments offered regarding the company's rental and staging performance over the PAST six months:

Performance category = Good

We need to update some of our gear.

Performance category = Fair

Growing slowly.

Steady, but a small portion of our overall activity.

Increased gross revenues with decreasing margins negatively impacts overall company performance

Steady but with a larger number of days between events than in past years.

R&S sales were flat to last year.

We work in the financial sector, some companies we dealt with no longer exist.

Performance category = Weak

More than we have done in the past. Two major customers that have service agreements with us wanted us to handle large corporate event meetings for them.

come they spend their dollars on catering, transportation and lodging costs rather than on AV rental products.

Overall the rental market has taken a beating in this economy. We do a lot of meeting space rentals and businesses are opting to "stay home" or when they do

Sales to that channel have been slow. Most in this channel are trying to survive with gear they have on hand.

Exhibit C6: Comments offered regarding the company's rental and staging performance over the NEXT six months:

Performance category = Good

Expect to continue with record gross revenue with focus on improving return margin.

Looks to increase in the near future based on installation contracts leading to event services work. Rental staffing likely to increase as a result.

I expect R&S to grow approximately 15% over last year but be below pre-recession sales.

Work is picking up more.

Performance category = Fair

Additional growth.

Performance category = Weak

This is an area we would like to grow.

D. Vertical Market Trends

Exhibit D1: Most Promising Vertical Market/Venue for Coming Year

	October 2010 survey	February 2010 survey	October 2009 survey
Corporate/Enterprise Offices (other than Finance/Insurance and Manufacturing/Industrial)	20.7%	9.1%	10.8%
Education – higher education	15.4%	11.7%	16.2%
Government/Military	12.2%	11.3%	5.9%
Healthcare	11.9%	7.9%	4.9%
Education – K-12	6.3%	7.3%	7.0%
Performance Venues/Hotels/Convention Centers	5.3%	4.4%	4.9%
Houses of Worship	2.5%	3.5%	4.9%
Finance/Insurance	1.9%	2.4%	1.1%
All other venues/markets	1.6%	0.7%	0.0%
Home/Residential/Consumer	0.9%	1.5%	1.1%
Retail/Shopping Centers	0.9%	1.1%	1.1%
Airport/Transit facilities	0.6%	0.7%	1.1%
Manufacturing/Industrial	0.6%	1.1%	0.0%
Non-profit/Associations/Museums	0.6%	1.1%	0.5%
Demand will be about the same for all	9.1%	2.9%	3.8%
Not sure/no response	9.4%	33.3%	36.8%

Exhibit D2: Most Promising Vertical Market/Venue by Segment

The top two venues in each segment are noted in **bold**.

	Overall	Sys. Int.	R&S	Ind. Des. Const.	Manufac.	Rep/ Deal./Dist.	Ind. Prog/MM Prof.
Corporate/Enterprise Offices (other than Finance/Insurance and Manufacturing/Industrial)	20.7%	25.2%	27.1%	16.7%	7.5%	17.6%	
Education – higher education	15.4%	11.5%	6.3%	21.4%	27.5%	17.6%	
Government/Military	12.2%	14.4%	4.2%	16.7%	5.0%	14.7%	
Healthcare	11.9%	13.7%	10.4%	21.4%	7.5%	2.9%	
Education – K-12	6.3%	7.2%	2.1%	2.4%	7.5%	14.7%	
Performance Venues/Hotels/Convention Centers	5.3%	0.7%	14.6%	4.8%	12.5%	2.9%	
Houses of Worship	2.5%	2.9%	0.0%	0.0%	2.5%	8.8%	
Finance/Insurance	1.9%	2.2%	4.2%	0.0%	0.0%	0.0%	N/A
All other venues/markets	1.6%	1.4%	0.0%	0.0%	2.5%	5.9%	
Home/Residential/Consumer	0.9%	0.7%	2.1%	0.0%	2.5%	0.0%	
Retail/Shopping Centers	0.9%	0.7%	0.0%	0.0%	2.5%	2.9%	
Airport/Transit facilities	0.6%	0.0%	0.0%	2.4%	2.5%	0.0%	
Manufacturing/Industrial	0.6%	0.7%	0.0%	2.4%	0.0%	0.0%	
Non-profit/Associations/Museums	0.6%	0.0%	4.2%	0.0%	0.0%	0.0%	
Demand will be about the same for all	9.1%	6.5%	14.6%	9.5%	12.5%	5.9%	
Not sure/no response	9.4%	12.2%	10.4%	2.4%	7.5%	5.9%	

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Exhibit D2: Most Promising Vertical Market/Venue for 2010 by Segment

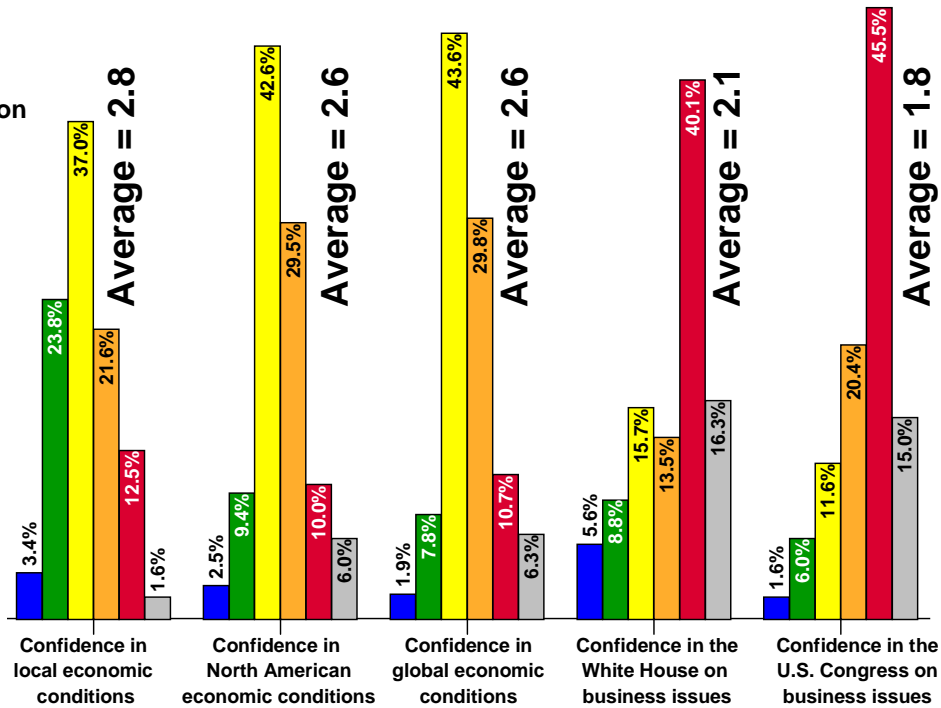
The top two venues in each segment are noted in bold.

	Overall	Up to \$2 million	\$2.1–\$5 million	\$5.1–\$10 million	\$10.1–\$25 million	\$25+ million
Corporate/Enterprise Offices (other than Finance/Insurance and Manufacturing/Industrial)	20.7%	29.1%	20.4%	15.1%	14.9%	18.2%
Education – higher education	15.4%	12.7%	18.5%	17.0%	12.8%	18.2%
Government/Military	12.2%	8.9%	18.5%	5.7%	12.8%	16.9%
Healthcare	11.9%	8.9%	5.6%	9.4%	27.7%	11.7%
Education – K-12	6.3%	5.1%	1.9%	5.7%	12.8%	7.8%
Performance Venues/Hotels/Convention Centers	5.3%	5.1%	7.4%	11.3%	2.1%	2.6%
Houses of Worship	2.5%	2.5%	1.9%	1.9%	2.1%	3.9%
Finance/Insurance	1.9%	1.3%	0.0%	5.7%	0.0%	1.3%
All other venues/markets	1.6%	0.0%	5.6%	1.9%	2.1%	0.0%
Home/Residential/Consumer	0.9%	1.3%	0.0%	1.9%	0.0%	0.0%
Retail/Shopping Centers	0.9%	0.0%	0.0%	1.9%	0.0%	2.6%
Airport/Transit facilities	0.6%	1.3%	0.0%	0.0%	2.1%	0.0%
Manufacturing/Industrial	0.6%	0.0%	1.9%	0.0%	0.0%	1.3%
Non-profit/Associations/Museums	0.6%	0.0%	3.7%	0.0%	0.0%	0.0%
Demand will be about the same for all	9.1%	15.2%	5.3%	7.5%	6.4%	9.1%
Not sure/no response	9.4%	8.9%	9.3%	15.1%	4.3%	6.5%

E. Confidence Trends

Confidence Metrics

- High (5)
- (4)
- (3)
- (2)
- Low (1)
- No opinion



Confidence metric trends:

	Oct. 2010	Feb. 2010	Oct. 2009	July 2009	Jan. 2009	Sept. 2008	Change (Feb 10 to Oct 10)
Confidence in local economic conditions	2.8	3.1	<i>Data not collected prior to Feb 2010</i>				▼ (0.3)
Confidence in North American economic conditions	2.6	2.8	2.8	2.8	2.5	2.8	▼ (0.2)
Confidence in global economic conditions	2.6	2.8	2.7	2.5	2.5	3.0	▼ (0.2)
Confidence in the White House on business issues	2.1	2.2	2.5	2.6	2.4	2.1	▼ (0.1)
Confidence in the U.S. Congress on business issues	1.8	1.9	2.1	2.0	2.1	1.7	▼ (0.1)

Exhibit E1

Exhibit E2: Confidence Metrics by Segment

		Confidence in local economic conditions				
		High	Moderate	Low	No opinion/ response	Average score
Overall – February 2010 survey		30.5%	37.3%	24.5%	7.7%	3.1
Overall – October 2010 survey		27.3%	37.0%	34.2%	1.6%	2.8
Company type	Systems Integrator	26.6%	36.7%	36.0%	0.7%	2.8
	Rental and Staging	35.4%	41.7%	22.9%	0.0%	3.1
	Ind. Design Consultant	26.2%	33.3%	35.7%	4.8%	2.9
	Manufacturer	17.5%	42.5%	37.5%	2.5%	2.7
	Rep/Dealer/Distributor	29.4%	32.4%	38.2%	0.0%	2.8
	Ind. Programmer/Multimedia Prof.	<i>Insufficient data for tabulation</i>				
Company size	Up to \$2 million	29.1%	27.8%	40.5%	2.5%	2.8
	\$2.1–\$5 million	24.1%	38.9%	37.0%	0.0%	2.8
	\$5.1–\$10 million	24.5%	41.5%	34.0%	0.0%	2.8
	\$10.1–\$25 million	21.3%	48.9%	29.8%	0.0%	2.8
	\$25+ million	31.2%	39.0%	28.6%	1.3%	3.0
Location	North America	23.7%	38.9%	35.9%	1.5%	2.8
	Europe	36.4%	27.3%	31.8%	4.5%	3.0
	Asia/Middle East/Australia	55.6%	25.9%	18.5%	0.0%	3.3
Location (U.S. only)	Northeast	17.8%	43.8%	37.0%	1.4%	2.7
	South Atlantic	26.2%	35.7%	33.3%	4.8%	2.8
	South Central	36.7%	33.3%	30.0%	0.0%	3.0
	North Central	20.0%	42.2%	35.6%	2.2%	2.8
	Mountain/Pacific	8.3%	43.3%	48.3%	0.0%	2.5

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Exhibit E2: Confidence Metrics by Segment

		Confidence in overall North American economic conditions				
		High	Moderate	Low	No opinion/ response	Average score
Overall – September 2008 survey		18.5%	43.2%	32.9%	5.4%	2.8
Overall – January 2009 survey		14.5%	30.8%	46.6%	8.1%	2.5
Overall – July 2009 survey		17.5%	43.8%	30.5%	8.1%	2.8
Overall – October 2009 survey		19.5%	38.4%	30.3%	11.9%	2.8
Overall – February 2010 survey		15.9%	43.1%	26.7%	14.3%	2.8
Overall – October 2010 survey		11.9%	42.6%	39.5%	6.0%	2.6
Company type	Systems Integrator	7.2%	40.3%	45.3%	7.2%	2.5
	Rental and Staging	20.8%	41.7%	33.3%	4.2%	2.8
	Ind. Design Consultant	9.5%	50.0%	38.1%	2.4%	2.6
	Manufacturer	20.0%	40.0%	37.5%	2.5%	2.7
	Rep/Dealer/Distributor	5.9%	52.9%	29.4%	11.8%	2.6
	Ind. Programmer/Multimedia Prof.	<i>Insufficient data for tabulation</i>				
Company size	Up to \$2 million	11.4%	41.8%	39.2%	7.6%	2.6
	\$2.1–\$5 million	13.0%	38.9%	44.4%	3.7%	2.6
	\$5.1–\$10 million	13.2%	43.4%	34.0%	9.4%	2.7
	\$10.1–\$25 million	8.5%	55.3%	34.0%	2.1%	2.7
	\$25+ million	14.3%	40.3%	42.9%	2.6%	2.7
Location	North America	13.7%	45.9%	39.6%	0.7%	2.7
	Europe	0.0%	22.7%	50.0%	27.3%	2.0
	Asia/Middle East/Australia	3.7%	25.9%	29.6%	40.7%	2.2
Location (U.S. only)	Northeast	11.0%	46.6%	42.5%	0.0%	2.6
	South Atlantic	16.7%	52.4%	28.6%	2.4%	2.9
	South Central	16.7%	23.3%	60.0%	0.0%	2.5
	North Central	13.3%	42.2%	42.2%	2.2%	2.7
	Mountain/Pacific	15.0%	50.0%	35.0%	0.0%	2.8

Table continued on the following page

Exhibit E2: Confidence Metrics by Segment

		Confidence in overall global economic conditions				
		High	Moderate	Low	No opinion/ response	Average score
Overall – September 2008 survey		25.2%	45.0%	22.5%	7.2%	3.0
Overall – January 2009 survey		10.8%	36.5%	45.5%	7.2%	2.5
Overall – July 2009 survey		8.4%	40.9%	40.9%	9.7%	2.5
Overall – October 2009 survey		14.6%	42.2%	31.4%	11.9%	2.7
Overall – February 2010 survey		16.6%	42.0%	29.4%	11.9%	2.8
Overall – October 2010 survey		9.7%	43.6%	40.4%	6.3%	2.6
Company type	Systems Integrator	7.2%	41.7%	46.8%	4.3%	2.5
	Rental and Staging	8.3%	60.4%	27.1%	4.2%	2.8
	Ind. Design Consultant	9.5%	45.2%	40.5%	4.8%	2.6
	Manufacturer	22.5%	40.0%	30.0%	7.5%	2.8
	Rep/Dealer/Distributor	2.9%	35.3%	47.1%	14.7%	2.4
	Ind. Programmer/Multimedia Prof.	<i>Insufficient data for tabulation</i>				
Company size	Up to \$2 million	12.7%	36.7%	39.2%	11.4%	2.6
	\$2.1–\$5 million	16.7%	31.5%	50.0%	1.9%	2.6
	\$5.1–\$10 million	3.8%	52.8%	35.8%	7.5%	2.6
	\$10.1–\$25 million	6.4%	48.9%	44.7%	0.0%	2.5
	\$25+ million	9.1%	50.6%	35.1%	5.2%	2.7
Location	North America	9.6%	44.1%	41.1%	5.2%	2.6
	Europe	9.1%	40.9%	31.8%	18.2%	2.7
	Asia/Middle East/Australia	11.1%	40.7%	40.7%	7.4%	2.6
Location (U.S. only)	Northeast	4.1%	45.2%	46.6%	4.1%	2.5
	South Atlantic	14.3%	40.5%	33.3%	11.9%	2.7
	South Central	16.7%	33.3%	50.0%	0.0%	2.6
	North Central	8.9%	48.9%	37.8%	4.4%	2.6
	Mountain/Pacific	11.7%	45.0%	40.0%	3.3%	2.6

Table continued on the following page

Exhibit E2: Confidence Metrics by Segment

		Confidence in the White House on business issues				
		High	Moderate	Low	No opinion/ response	Average score
Overall – September 2008 survey		14.9%	14.4%	59.5%	11.3%	2.1
Overall – January 2009 survey		16.6%	20.4%	50.7%	12.3%	2.4
Overall – July 2009 survey		22.4%	23.4%	41.6%	12.7%	2.6
Overall – October 2009 survey		23.8%	17.8%	43.8%	14.6%	2.5
Overall – February 2010 survey		14.8%	17.7%	49.2%	18.3%	2.2
Overall – October 2010 survey		14.4%	15.7%	53.6%	16.3%	2.1
Company type	Systems Integrator	15.8%	15.1%	53.2%	15.8%	2.2
	Rental and Staging	20.8%	16.7%	50.0%	12.5%	2.4
	Ind. Design Consultant	7.1%	14.3%	59.5%	19.0%	1.8
	Manufacturer	12.5%	20.0%	55.0%	12.5%	2.1
	Rep/Dealer/Distributor	14.7%	11.8%	50.0%	23.5%	2.1
	Ind. Programmer/Multimedia Prof.	<i>Insufficient data for tabulation</i>				
Company size	Up to \$2 million	12.7%	12.7%	55.7%	19.0%	1.9
	\$2.1–\$5 million	14.8%	24.1%	50.0%	11.1%	2.3
	\$5.1–\$10 million	15.1%	15.1%	50.9%	18.9%	2.2
	\$10.1–\$25 million	12.8%	17.0%	57.4%	12.8%	2.1
	\$25+ million	18.2%	13.0%	55.8%	13.0%	2.2
Location	North America	14.4%	16.3%	60.4%	8.9%	2.1
	Europe	27.3%	9.1%	27.3%	36.4%	2.8
	Asia/Middle East/Australia	3.7%	14.8%	7.4%	74.1%	2.7
Location (U.S. only)	Northeast	13.7%	17.8%	58.9%	9.6%	2.1
	South Atlantic	16.7%	19.0%	59.5%	4.8%	2.1
	South Central	13.3%	3.3%	83.3%	0.0%	1.7
	North Central	13.3%	15.6%	64.4%	6.7%	1.9
	Mountain/Pacific	18.3%	20.0%	55.0%	6.7%	2.3

Table continued on the following page

Exhibit E2: Confidence Metrics by Segment

		Confidence in the U.S. Congress on business issues				
		High	Moderate	Low	No opinion/ response	Average score
Overall – September 2008 survey		1.4%	12.2%	75.2%	11.3%	1.7
Overall – January 2009 survey		9.6%	21.0%	57.3%	12.1%	2.1
Overall – July 2009 survey		8.1%	20.8%	57.1%	14.0%	2.0
Overall – October 2009 survey		13.5%	17.3%	54.1%	15.1%	2.1
Overall – February 2010 survey		6.0%	16.5%	58.3%	19.2%	1.9
Overall – October 2010 survey		7.5%	11.6%	65.8%	15.0%	1.8
Company type	Systems Integrator	7.2%	15.1%	62.6%	15.1%	1.9
	Rental and Staging	8.3%	4.2%	75.0%	12.5%	1.8
	Ind. Design Consultant	0.0%	4.8%	78.6%	16.7%	1.5
	Manufacturer	10.0%	15.0%	65.0%	10.0%	1.8
	Rep/Dealer/Distributor	14.7%	11.8%	50.0%	23.5%	2.0
	Ind. Programmer/Multimedia Prof.	<i>Insufficient data for tabulation</i>				
Company size	Up to \$2 million	7.6%	5.1%	70.9%	16.5%	1.6
	\$2.1–\$5 million	7.4%	13.0%	68.5%	11.1%	1.8
	\$5.1–\$10 million	3.8%	18.9%	62.3%	15.1%	1.9
	\$10.1–\$25 million	8.5%	6.4%	72.3%	12.8%	1.7
	\$25+ million	10.4%	15.6%	59.7%	14.3%	1.9
Location	North America	7.4%	11.1%	73.7%	7.8%	1.8
	Europe	13.6%	13.6%	31.8%	40.9%	2.4
	Asia/Middle East/Australia	3.7%	14.8%	14.8%	66.7%	2.3
Location (U.S. only)	Northeast	6.8%	12.3%	74.0%	6.8%	1.7
	South Atlantic	7.1%	11.9%	76.2%	4.8%	1.8
	South Central	10.0%	0.0%	90.0%	0.0%	1.5
	North Central	6.7%	8.9%	77.8%	6.7%	1.6
	Mountain/Pacific	8.3%	15.0%	73.3%	3.3%	1.8

“Average score” is based upon a 1 to 5 scale where 1 = “low confidence” and 5 = “high confidence.” No response and no opinion values are omitted from average score calculations.

Overall Economic Direction

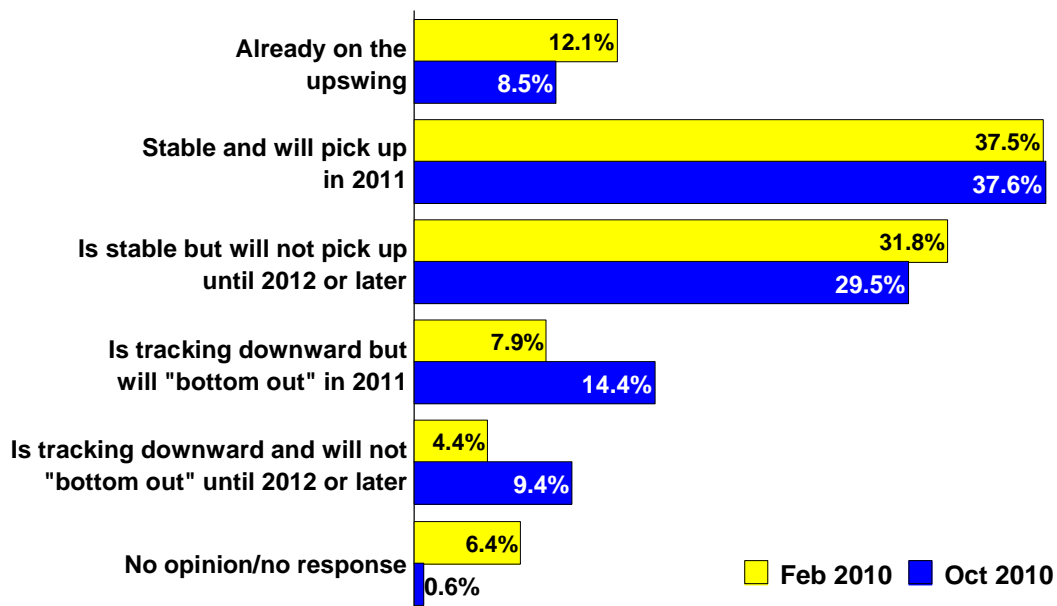


Exhibit E3

Exhibit E4: Economic Condition Confidence

Which of the following statements best describes your sentiments regarding overall economic conditions?						
	Already on the upswing	Stable, and will pick up in 2011	Stable, but will not pick up until 2012 or later	Tracking downward, and will bottom out in 2011	Tracking downward, will not bottom out until 2012 or later	
Overall – February 2010 (*)	12.1%	37.5%	31.8%	7.9%	4.4%	
Overall – October 2010 survey	8.5%	37.6%	29.5%	14.4%	9.4%	
Company type	Systems Integrator	7.2%	33.8%	33.1%	15.1%	10.1%
	Rental and Staging	14.6%	41.7%	31.3%	4.2%	8.3%
	Ind. Design Consultant	7.1%	28.6%	28.6%	16.7%	19.0%
	Manufacturer	5.0%	42.5%	30.0%	20.0%	2.5%
	Rep/Dealer/Distributor	5.9%	47.1%	23.5%	14.7%	8.8%
	Ind. Programmer/Multimedia Prof.	<i>Insufficient data for tabulation</i>				
Company size	Up to \$2 million	8.9%	40.5%	21.5%	15.2%	13.9%
	\$2.1–\$5 million	9.3%	42.6%	22.2%	18.5%	7.4%
	\$5.1–\$10 million	9.4%	41.5%	37.7%	11.3%	0.0%
	\$10.1–\$25 million	6.4%	29.8%	36.2%	17.0%	10.6%
	\$25+ million	7.8%	35.1%	33.8%	10.4%	13.0%
Location	North America	7.0%	37.0%	29.3%	15.6%	10.7%
	Europe	18.2%	36.4%	27.3%	9.1%	4.5%
	Asia/Middle East/Australia	14.8%	44.4%	33.3%	7.4%	0.0%
Location (U.S. only)	Northeast	5.5%	42.5%	24.7%	17.8%	9.6%
	South Atlantic	4.8%	33.3%	38.1%	14.3%	9.5%
	South Central	13.3%	13.3%	36.7%	20.0%	16.7%
	North Central	6.7%	40.0%	31.1%	8.9%	11.1%
	Mountain/Pacific	5.0%	38.3%	26.7%	20.0%	10.0%

* = the reference dates for the response categories for the February 2010 sample were 2010 and 2011 instead of 2011 and 2012.

F. Strategies

Exhibit F1: Strategic Reactions

<i>Data are the percentage that indicated the strategy is presently in place.</i>	Oct. 2010	Feb. 2010	Oct. 2009	July 2009	Jan. 2009	Sept. 2008	Percentage point change (*)	Percentage change (*)
	We have laid off or let staff go	27.6%	33.6%	31.9%	37.3%	19.0%	9.5%	(6.0)%
We have not filled vacant positions	29.2%	28.2%	30.3%	32.1%	27.3%	16.2%	1.0%	3.6%
We are hiring, but have hired fewer people than we originally anticipated	29.2%	22.1%	27.6%	16.9%	24.5%	24.8%	7.1%	32.1%
We are hiring, and have hired more people than we originally anticipated	14.1%	9.1%	5.9%	6.5%	9.3%	15.8%	5.0%	55.0%
We have outsourced tasks rather than hire staff	23.5%	20.5%	21.6%	17.2%	16.2%	20.7%	3.0%	14.6%
We are doing more work with internal resources than using outside services/providers	31.7%	35.3%	36.8%	34.4%	N/A	N/A	(3.6)%	(10.2)%
We have cut staff salaries or benefits	20.7%	26.0%	26.5%	26.6%	7.6%	2.3%	(5.3)%	(20.4)%
We have increased staff salaries or benefits	9.7%	8.6%	3.2%	4.9%	7.9%	19.8%	1.1%	12.8%
We have delayed or decreased planned pay increases	31.0%	34.9%	36.2%	38.3%	18.6%	12.2%	(3.9)%	(11.2)%
We have boosted planned pay increases or provided bonuses	2.5%	3.8%	1.6%	1.0%	3.1%	9.9%	(1.3)%	(34.2)%
We have cut staff training budgets	12.9%	14.4%	15.7%	18.5%	10.0%	4.5%	(1.5)%	(10.4)%
We have increased staff training budgets	8.8%	10.8%	9.2%	6.8%	9.6%	18.9%	(2.0)%	(18.5)%
None of the above	9.4%	6.8%	7.0%	7.1%	17.8%	21.6%	2.6%	38.2%
No response	2.2%	7.9%	6.5%	6.8%	4.8%	5.4%	(5.7)%	(72.2)%

* = Changes are for the February 2010 to October 2010 time period.

Exhibit F2: Strategic Reactions by Segment

	Laid off or let staff go	Not filled vacant positions	Hired fewer than anticipated	Hired more than anticipated	Outsource rather than hire	Do more internally	Cut salaries or benefits
Overall – January 2009	19.0%	27.3%	24.5%	9.3%	16.2%	N/A	7.6%
Overall – July 2009	37.3%	32.1%	16.9%	6.5%	17.2%	34.4%	26.6%
Overall – October 2009 survey	31.9%	30.3%	27.6%	5.9%	21.6%	36.8%	26.5%
Overall – February 2010 survey	33.6%	28.2%	22.1%	9.1%	20.5%	35.3%	26.0%
Overall – October 2010 survey	27.6%	29.2%	29.2%	14.1%	23.5%	31.7%	20.7%
Company type							
Systems Integrator	30.2%	30.9%	30.9%	13.7%	28.1%	25.9%	20.9%
Rental and Staging	33.3%	39.6%	35.4%	4.2%	20.8%	52.1%	25.0%
Ind. Design Consultant	23.8%	21.4%	26.2%	14.3%	14.3%	40.5%	16.7%
Manufacturer	25.0%	25.0%	32.5%	27.5%	27.5%	22.5%	17.5%
Rep/Dealer/Distributor	17.6%	23.5%	20.6%	17.6%	14.7%	23.5%	17.6%
Ind. Programmer/ Multimedia Prof.	<i>Insufficient data for tabulation</i>						
Company size							
Up to \$2 million	19.0%	22.8%	16.5%	5.1%	22.8%	38.0%	16.5%
\$2.1 to \$5 million	31.5%	35.2%	29.6%	7.4%	20.4%	25.9%	24.1%
\$5.1–\$10 million	28.3%	35.8%	28.3%	22.6%	26.4%	32.1%	22.6%
\$10.1–\$25 million	34.0%	31.9%	38.3%	17.0%	19.1%	40.4%	10.6%
\$25+ million	31.2%	27.3%	39.0%	22.1%	28.6%	27.3%	28.6%
Location (U.S. only)							
Northeast	32.9%	37.0%	28.8%	11.0%	31.5%	32.9%	24.7%
South Atlantic	31.0%	31.0%	28.6%	14.3%	26.2%	23.8%	23.8%
South Central	10.0%	30.0%	30.0%	13.3%	16.7%	36.7%	20.0%
North Central	33.3%	28.9%	22.2%	13.3%	15.6%	26.7%	17.8%
Mountain/Pacific	33.3%	38.3%	33.3%	6.7%	25.0%	45.0%	33.3%
Perceived company position							
Better	23.2%	20.1%	31.1%	24.4%	23.8%	28.7%	16.5%
Same	25.9%	38.0%	31.5%	3.7%	25.0%	36.1%	19.4%
Worse	46.8%	40.4%	17.0%	2.1%	19.1%	31.9%	38.3%

Table continued on following page

Exhibit F2: Strategic Reactions by Segment

	Increased salary or benefits	Delayed or decreased pay increases	Boosted planned pay increases	Cut staff training budgets	Increased staff training budgets	None of the above
Overall – January 2009	7.9%	18.6%	3.1%	10.0%	9.6%	17.8%
Overall – July 2009	4.9%	38.3%	1.0%	18.5%	6.8%	7.1%
Overall – October 2009 survey	3.2%	36.2%	1.6%	15.7%	9.2%	7.0%
Overall – February 2010 survey	8.6%	34.9%	3.8%	14.4%	10.8%	6.8%
Overall – October 2010 survey	9.7%	31.0%	2.5%	12.9%	8.8%	9.4%
Company type						
Systems Integrator	9.4%	32.4%	2.2%	13.7%	10.8%	6.5%
Rental and Staging	10.4%	45.8%	2.1%	20.8%	8.3%	8.3%
Ind. Design Consultant	2.4%	35.7%	0.0%	11.9%	0.0%	16.7%
Manufacturer	25.0%	17.5%	7.5%	10.0%	10.0%	10.0%
Rep/Dealer/Distributor	2.9%	20.6%	2.9%	5.9%	11.8%	11.8%
Ind. Programmer/ Multimedia Prof.	<i>Insufficient data for tabulation</i>					
Company size						
Up to \$2 million	8.9%	20.3%	2.5%	7.6%	3.8%	17.7%
\$2.1 to \$5 million	11.1%	31.5%	1.9%	7.4%	9.3%	13.0%
\$5.1–\$10 million	9.4%	37.7%	1.9%	18.9%	15.1%	9.4%
\$10.1–\$25 million	12.8%	29.8%	6.4%	12.8%	6.4%	2.1%
\$25+ million	9.1%	40.3%	1.3%	19.5%	11.7%	3.9%
Location (U.S. only)						
Northeast	6.8%	35.6%	1.4%	17.8%	9.6%	11.0%
South Atlantic	11.9%	38.1%	7.1%	16.7%	4.8%	4.8%
South Central	6.7%	16.7%	3.3%	3.3%	0.0%	3.3%
North Central	11.1%	35.6%	2.2%	8.9%	8.9%	15.6%
Mountain/Pacific	10.0%	33.3%	0.0%	15.0%	10.0%	11.7%
Perceived company position						
Better	12.2%	28.0%	4.9%	9.1%	14.6%	6.4%
Same	9.3%	33.3%	0.0%	12.0%	3.7%	13.0%
Worse	2.1%	36.2%	0.0%	27.7%	0.0%	12.8%

Severity of Personnel Cuts

About what percentage of your company's staff have been laid off in 2010?

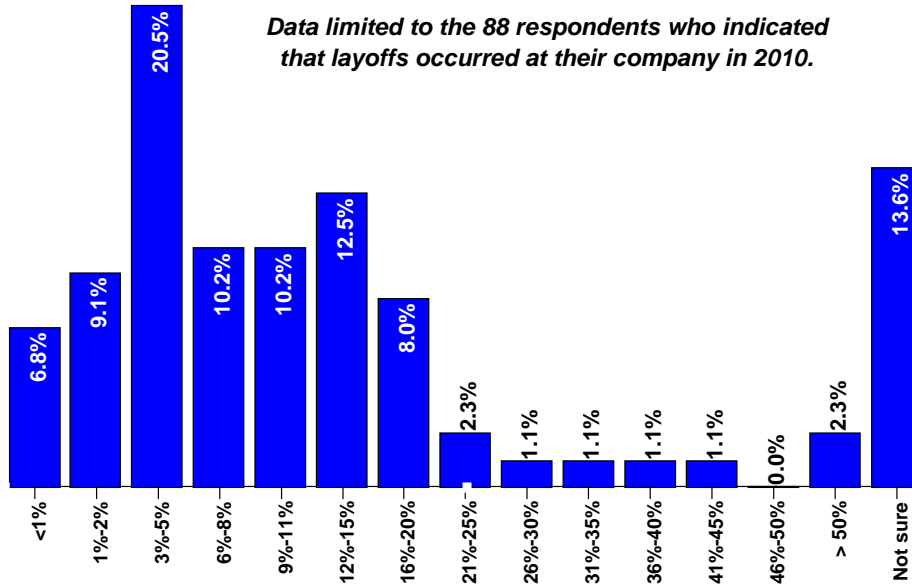


Exhibit F3

Personnel Cut Targets

Which of the following staff categories was most affected by the layoffs?

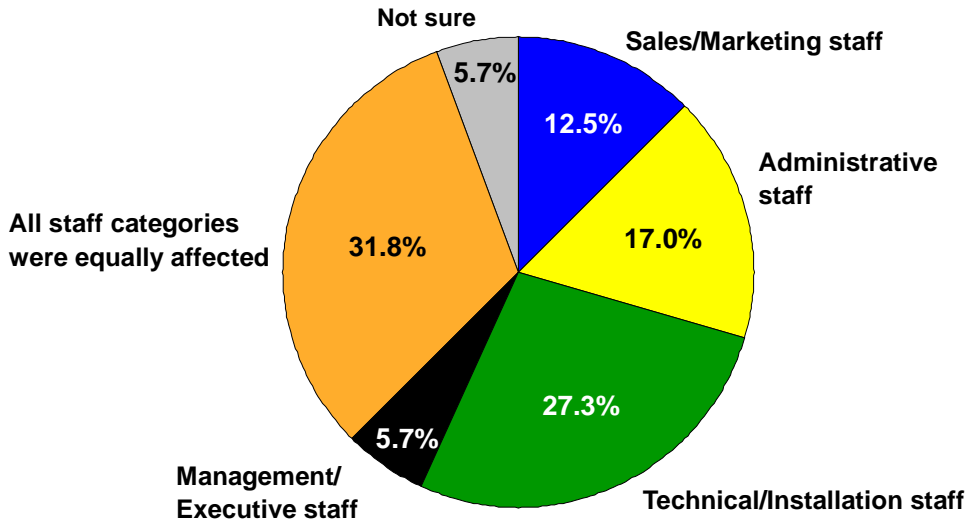


Exhibit F4

Exhibit F5: Severity of Personnel Cuts by Segment

		% indicating cuts	n=	Percentage of staff laid off (Percentage base limited to the respondents who reported layoffs)			
				Up to 5%	6%-15%	>15%	Not sure
Overall – October 2009 survey		31.9%	59	37.3%	22.0%	28.8%	11.9%
Overall – February 2010 survey		33.6%	184	32.6%	33.2%	16.8%	17.4%
Overall – October 2010 survey		27.6%	88	36.4%	33.0%	17.0%	13.6%
Company type	Systems Integrator	30.2%	42	31.0%	35.7%	14.3%	19.0%
	Rental and Staging	33.3%	16	43.8%	31.3%	12.5%	12.5%
	Ind. Design Consultant	23.8%	10	40.0%	40.0%	20.0%	0.0%
	Manufacturer	25.0%	10	60.0%	20.0%	10.0%	10.0%
	Rep/Dealer/Distributor	17.6%	6	33.3%	33.3%	33.3%	0.0%
	Ind. Prog./Multimedia Prof.	27.3%	3	<i>Insufficient data for tabulation</i>			
Company size	Up to \$2 million	19.0%	15	13.3%	20.0%	53.3%	13.3%
	\$2.1–\$5 million	31.5%	17	23.5%	58.8%	11.8%	5.9%
	\$5.1–\$10 million	28.3%	16	46.7%	40.0%	6.7%	6.7%
	\$10.1–\$25 million	34.0%	16	37.5%	31.3%	12.5%	18.8%
	\$25+ million	31.2%	24	54.2%	20.8%	8.3%	16.7%
Location (U.S. only)	Northeast	32.9%	24	54.2%	29.2%	0.0%	16.7%
	South Atlantic	31.0%	13	38.5%	30.8%	15.4%	15.4%
	South Central	10.0%	3	<i>Insufficient data for tabulation</i>			
	North Central	33.3%	15	20.0%	33.3%	33.3%	13.3%
	Mountain/Pacific	33.3%	20	25.0%	40.0%	30.0%	5.0%
Perceived company position	Better	23.2%	38	55.3%	26.3%	7.9%	10.5%
	Same	25.9%	28	28.6%	35.7%	14.3%	21.4%
	Worse	46.8%	22	13.6%	40.9%	36.3%	9.1%

Note: n= refers to the sample size of those who reported staff layoffs.

Exhibit F6: Personnel Cut Targets by Segment

		Sales/ Marketing	Admin	Technical/ Installation	Management/ Exec	All categories equally affected	Not sure
	Overall – October 2009 survey	10.2%	22.0%	28.8%	3.4%	33.9%	1.7%
	Overall – February 2010 survey	10.3%	14.7%	34.2%	4.9%	28.8%	7.1%
	Overall – October 2010 survey	12.5%	17.0%	27.3%	5.7%	31.8%	5.7%
Company type	Systems Integrator	7.1%	23.8%	28.6%	2.4%	31.0%	7.1%
	Rental and Staging	6.3%	12.5%	25.0%	18.8%	31.3%	6.3%
	Ind. Design Consultant	10.0%	10.0%	50.0%	0.0%	30.0%	0.0%
	Manufacturer	30.0%	10.0%	20.0%	10.0%	30.0%	0.0%
	Rep/Dealer/Distributor	<i>Insufficient data for tabulation</i>					
	Ind. Prog./Multimedia Prof.	<i>Insufficient data for tabulation</i>					
Company size	Up to \$2 million	6.7%	13.3%	40.0%	6.7%	26.7%	6.7%
	\$2.1–\$5 million	11.8%	5.9%	35.3%	0.0%	35.3%	11.8%
	\$5.1–\$10 million	13.3%	20.0%	26.7%	13.3%	20.0%	6.7%
	\$10.1–\$25 million	12.5%	18.8%	31.3%	6.3%	31.3%	0.0%
	\$25+ million	16.7%	25.0%	12.5%	4.2%	41.7%	0.0%
Location (U.S. only)	Northeast	16.7%	12.5%	20.8%	0.0%	41.7%	8.3%
	South Atlantic	15.4%	7.7%	30.8%	0.0%	46.2%	0.0%
	South Central	<i>Insufficient data for tabulation</i>					
	North Central	26.7%	13.3%	46.7%	0.0%	13.3%	0.0%
	Mountain/Pacific	0.0%	15.0%	25.0%	15.0%	35.0%	10.0%
Perceived company position	Better	15.8%	21.1%	21.1%	10.5%	26.3%	5.3%
	Same	10.7%	21.4%	21.4%	3.6%	35.7%	7.1%
	Worse	9.1%	4.5%	45.5%	0.0%	36.4%	4.5%
Severity of cuts	Up to 5%	12.5%	18.8%	21.9%	12.5%	28.1%	6.3%
	6% to 15%	13.8%	13.8%	31.0%	3.4%	37.9%	0.0%
	> 15%	6.7%	0.0%	53.3%	0.0%	33.3%	6.7%

Response base limited to the respondents who reported layoffs (total of 88 in the October 2010 sample).

Anticipated Staff Cuts

Will additional staff be laid off in the coming year?

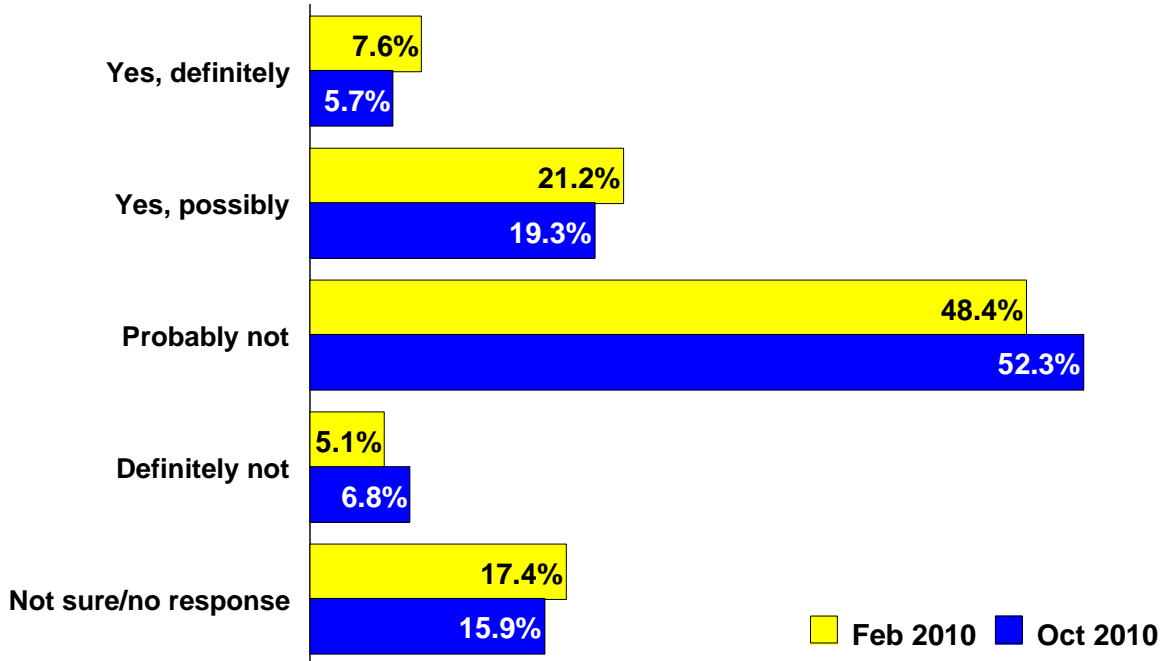


Exhibit F7

Exhibit F8: Anticipated Staff Cuts in the Coming Year by Segment

		Yes, definitely	Yes, possibly	Probably not	Definitely not	Not sure/no response
Overall – February 2010 survey		7.6%	21.2%	48.4%	5.4%	17.4%
Overall – October 2010 survey		5.7%	19.3%	52.3%	6.8%	15.9%
Company type	Systems Integrator	9.5%	14.3%	47.6%	7.1%	21.4%
	Rental and Staging	0.0%	31.3%	50.0%	0.0%	18.8%
	Ind. Design Consultant	0.0%	20.0%	60.0%	10.0%	10.0%
	Manufacturer	0.0%	30.0%	60.0%	10.0%	0.0%
	Rep/Dealer/Distributor	<i>Insufficient data for tabulation</i>				
	Ind. Prog./Multimedia Prof.	<i>Insufficient data for tabulation</i>				
Company size	Up to \$2 million	6.7%	26.7%	46.7%	6.7%	13.3%
	\$2.1–\$5 million	5.9%	17.6%	41.2%	11.8%	23.5%
	\$5.1–\$10 million	6.7%	6.7%	66.7%	0.0%	20.0%
	\$10.1–\$25 million	6.3%	18.8%	43.8%	12.5%	18.8%
	\$25+ million	4.2%	25.0%	62.5%	4.2%	4.2%
Location (U.S. only)	Northeast	8.3%	8.3%	54.2%	4.2%	25.0%
	South Atlantic	15.4%	23.1%	30.8%	7.7%	23.1%
	South Central	<i>Insufficient data for tabulation</i>				
	North Central	0.0%	33.3%	66.7%	0.0%	0.0%
	Mountain/Pacific	0.0%	20.0%	45.0%	15.0%	20.0%
Perceived company position	Better	0.0%	7.9%	71.1%	5.3%	15.8%
	Same	0.0%	25.0%	53.6%	3.6%	17.9%
	Worse	22.7%	31.8%	18.2%	13.6%	13.6%
Severity of cuts	Up to 5%	0.0%	9.4%	75.0%	6.3%	9.4%
	6% to 15%	10.3%	24.1%	37.9%	6.9%	20.7%
	> 15%	6.7%	33.3%	40.0%	13.3%	6.7%

Response base limited to the respondents who reported layoffs (total of 88 in the October 2010 sample).

G. End-user AV Expenditures

Exhibit G1: End-user Industry/Sector

	% of sample	Number of responses
Education (K-12)	0.0%	0
Higher education	54.7%	41
Corporate/business	14.7%	11
Healthcare	9.3%	7
Non-profit	9.3%	7
Government	4.0%	3
Other	8.0%	6

Exhibit G2: Location

	% of sample	Number of responses		% of sample	Number of responses
United States	82.7%	62	Honduras	1.3%	1
Canada	8.0%	6	Mexico	1.3%	1
Australia	5.3%	4	UK	1.3%	1

Exhibit G3: Primary Job Function

	% of sample	Number of responses
Manage AV systems, services, equipment and/or other functions	69.3%	52
Manage IT systems, services, equipment and/or other functions	0.0%	0
Manage both AV and IT	28.0%	21
Other	2.7%	2

Exhibit G4: Level of Purchasing Authority

	Full sample	Education sector
Set or approve the total AV budget	21.3%	19.5%
Approve the purchase of AV products/services	33.3%	39.0%
Select AV products, services and/or vendors	58.7%	58.5%
Recommend AV products, services and/or vendors	66.7%	70.7%
Determine AV product/service specifications	52.0%	53.7%
Provide general input into AV purchase decisions	52.0%	58.5%
No involvement with AV products, services or equipment	4.0%	4.9%

Responses do not sum to 100% since respondents could select more than one choice.

Exhibit G5: AV Scope

		Number of rooms managed for AV functions
Full sample	Low	0.0
	Median	60.0
	High	500.0
	Number of responses	71
Education sector	Low	0.0
	Median	100.0
	High	500.0
	Number of responses	41

Exhibit G6: Sample Profile Comparison (End-users)

		October 2010	February 2010	October 2009	July 2009
Sample size		75	125	35	53
Industry sector	Education (K-12)	0.0%	0.8%	2.9%	1.9%
	Higher education	54.7%	53.6%	71.4%	58.5%
	Corporate/business	14.7%	24.0%	11.4%	13.2%
	Healthcare	9.3%	7.2%	2.9%	5.7%
	Non-profit	9.3%	0.8%	11.4%	11.3%
	Government	4.0%	9.6%	0.0%	9.4%
	Company location	United States	82.7%	82.4%	85.7%
Canada		8.0%	5.6%	0.0%	3.8%
Australia		5.3%	1.6%	0.0%	0.0%
U.K.		1.3%	4.8%	0.0%	0.0%
Honduras		1.3%	0.0%	2.9%	0.0%
Mexico		1.3%	0.8%	0.0%	1.9%
Primary job function	Manage AV systems, services, equipment and/or other functions	69.3%	71.2%	68.6%	67.9%
	Manage IT systems, services, equipment and/or other functions	0.0%	1.6%	0.0%	0.0%
	Manage both AV and IT	28.0%	24.0%	25.7%	24.5%
Level of purchasing authority	Set or approve the total AV budget	21.3%	20.8%	34.3%	11.3%
	Approve the purchase of AV products/services	33.3%	37.6%	40.0%	35.8%
	Select AV products, services and/or vendors	58.7%	65.6%	68.6%	64.2%
	Recommend AV products, services and/or vendors	66.7%	68.8%	82.9%	60.4%
	Determine AV product/service specifications	52.0%	56.0%	77.1%	39.6%
	Provide general input into AV purchase decisions	52.0%	56.8%	60.0%	54.7%
	No involvement with AV products, services or equipment	4.0%	4.8%	0.0%	1.9%

Exhibit G7: Strategic Reactions

<i>Data are the percentage that indicated the strategy is presently in place.</i>	October 2010		February 2010		October 2009
	Full sample	Education sector	Full sample	Education sector	Full sample
We have laid off or let staff go	14.7%	17.1%	17.6%	11.8%	22.9%
We have not filled vacant positions	34.7%	46.3%	40.8%	41.2%	57.1%
We are hiring, but have hired fewer people than we originally anticipated	26.7%	22.0%	12.8%	11.8%	14.3%
We are hiring, and have hired more people than we originally anticipated	5.3%	4.9%	1.6%	0.0%	2.9%
We have outsourced tasks rather than hire staff	14.7%	4.9%	14.4%	11.8%	25.7%
We are doing more work with internal resources than using outside services/providers	37.3%	41.5%	50.4%	51.5%	54.3%
We have cut staff salaries or benefits	12.0%	9.8%	17.6%	14.7%	5.7%
We have increased staff salaries or benefits	10.7%	12.2%	5.6%	4.4%	5.7%
We have delayed or decreased planned pay increases	32.0%	41.5%	35.2%	39.7%	51.4%
We have boosted planned pay increases or provided bonuses	1.3%	0.0%	0.8%	0.0%	0.0%
We have cut staff training budgets	22.7%	22.0%	28.8%	33.8%	54.3%
We have increased staff training budgets	8.0%	4.9%	4.0%	5.9%	2.9%
None of the above	10.7%	12.2%	13.6%	16.2%	2.9%

InfoComm Demand Index

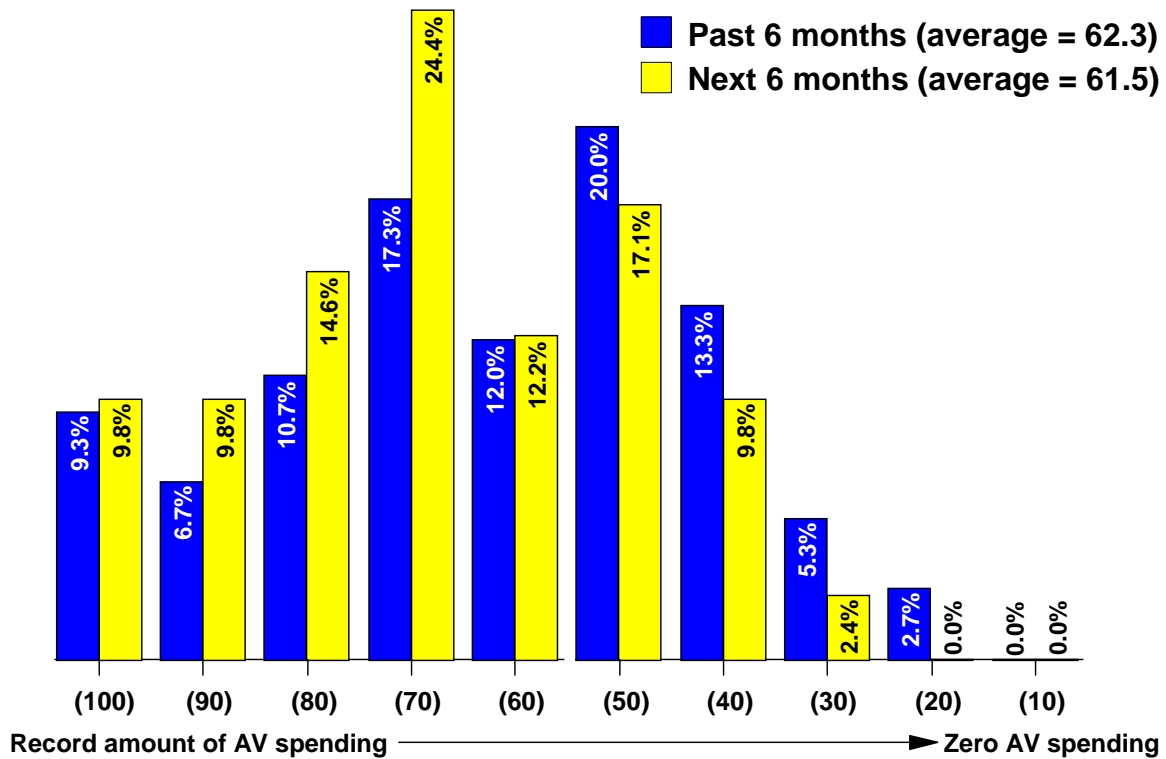


Exhibit G8

**Exhibit G9: InfoComm Demand Index
(Summary Scores)**

		Past six months	Next six months	Difference
October 2010 survey	Full sample	62.3	61.5	(0.8)
	Education sector	67.8	63.5	(4.3)
February 2010 survey	Full sample	54.5	53.9	(0.6)
	Education sector	55.9	55.6	(0.3)
	Corporate/business sector	50.4	49.6	(0.8)
October 2009 survey	Full sample	45.3	47.4	2.1
	Education sector	50.4	48.8	(1.6)
July 2009 survey	Full sample	51.1	47.2	(3.9)
	Education sector	55.3	49.1	(6.2)

Exhibit G10: Please describe the factors that impacted, drove, or held back your AV spending over the PAST six months:

High demand (rating of 10, 9 or 8)

Budget was increased - but it was fixed for a very long time.	Relocation of facilities.
Economic stimulus funds.	The economic impact of the nation drove us into heavy use of videoconferencing and streaming of rich media.
Growth.	The need to conduct business internally & with clients to provide faster turn on traveling.
Looking to provide services off campus for people who have travel restrictions (i.e., video streaming and video conferencing). New building construction came on line over the summer as well as a second project finishing this winter, all with increased AV/Video conferencing.	We have been receiving more government grants.
Need for additional technology to meet the increased number of customers. Need to update old/out-dated technology.	We were long overdue a massive overhaul on almost all the AV systems within the college. The last six months have been the culmination of that. The budgets for this were set a long while back. Going forward budgets are likely to reduce slightly.
Older systems needed replacement.	

Moderate demand (rating of 7, 6, 5 or 4)

AV spending is currently related to state and federal grants - when we get them we make purchases.	Economy. <i>{3 mentions}</i>
Basic slow down due to economics.	Expanding range of courses and establishing a new course.
Budget. <i>{2 mentions}</i>	Income.
Budget reductions or spending freezes.	Low business.
Building renovation.	More demand for technology equipped rooms and equipment upgrades drove our spending.
Business is preparing for expansion therefore budgets have been extremely tight. We all have had to become extremely mindful about what we need to purchase and ways we can make things happen with the existing equipment.	Organization is not increasing budget despite adding more rooms.
Changes in technology, needs of the organization stepping through pre-planned changes in design.	Projects canceled or scaled back.
Client cancellations, competition.	Remained the same.
Companies corporate bottom line.	State budget cuts. <i>{2 mentions}</i>
Customers taking too long to pay for services/products provided.	Upgrades and replacing old equipment.
	We pretty much try to purchase only what is needed to keep things running smoothly and generate revenue for our mission.

Low demand (rating of 3, 2 or 1)

Lack of funding.	for new equipment purchases.
Projects have been planned, but funding decisions have been slow to put the projects forward from design to construction.	State and Federal cuts on health care reimbursements have caused our organization to maintain or reduce operating expenses, hold upcoming capital projects and delay hiring.
Revenue slowdown has resulted in not as much finances	

Exhibit G11: Please describe the major factors that are influencing your FUTURE AV spending plans:

High demand (rating of 10, 9 or 8)

As the organization was forced into collaboration alternatives the staff fell in love with the technology and has embraced videoconferencing, web conferencing, and virtual meetings as the norm.	Government funding.
Economy.	Need to upgrade infrastructure for major initiatives and start converting over to HD encoding and streaming.
Expanding technology and creating efficient classrooms/learning environments.	Our increased budget.
	We have been awarded 3 grants that allow us to expand our programs and supporting technologies.

Moderate demand (rating of 7, 6, 5 or 4)

Administrators must realize that some projects will have to be completed and decisions to spend money on these project if left undone could become more expensive at a later time.	Income
As designs on paper become physical reality, a certain amount of alteration to the plan as designed is expected and accounted for.	New fiscal year. Improved economy.
Boosted sales department, sales strategies.	No budget increase despite more rooms to support
Budget or lack of.	Remain the same.
Business focus shifting to simpler AV support	Revenue.
Continued demand for technology and planned equipment upgrades and replacement.	Room upgrades.
Continued growth.	Some equipment has reached its life span and we are not willing to compromise the quality of the experience of those using our facility by using out dated equipment. We have planned purchases of editing/capturing computers and software, high definition capabilities, and the latest in projection technology.
Due to construction and renovation capital improvements (on borrowed funds) it could as much as \$1.7 millions.	The budgets up until now have been set a long way in advance. We're only just seeing the cutbacks. However, this will mean no growth in the budget - not an actual reduction.
Funding was made available for a special project.	
Healthcare is now being impacted by the recession - people losing insurance.	

The economic downturn in combination with State and Federal cuts on health care reimbursements have caused our organization to maintain or reduce operating expenses, hold upcoming capital projects and delay hiring. However, we expect to modestly grow our AV capability over the next six months.

Theatre renovations.

We're moving to a new building. We're expecting some business with our clients to close up.

Low demand (rating of 3, 2 or 1)

Budgetary concerns thru 2013.

Cuts in staff and projects canceled.

Exhibit G12: Systems Priorities

If money were available, what would be the biggest “wish list” AV item you would want to purchase in 2011?

	February 2010	
	Full sample	Education sector
Conferencing systems equipment and services (audio, video and teleconferencing)	26.7%	29.3%
Control systems (e.g., a system that is used to control multiple AV peripherals or platforms)	18.7%	22.0%
High definition displays	12.0%	9.8%
Projectors	10.7%	12.2%
Digital signage	4.0%	2.4%
AV peripherals (e.g., furniture, cable, connectors, mounting, lighting, etc.)	2.7%	4.9%
IT expenditures related to AV uses	2.7%	0.0%
Signal management (e.g., encoders, decoders, switches, etc.)	0.0%	0.0%
General AV expenditures not included above	22.7%	19.5%

Exhibit G13: Economic Condition Confidence

Which of the following statements best describes your sentiments regarding overall economic conditions?

		Already on the upswing	Stable, and will pick up in 2011	Stable, but will not pick up until 2012 or later	Tracking downward, and will bottom out in 2011	Tracking downward, will not bottom out until 2012 or later
October 2010 survey	Full sample	9.3%	33.3%	29.3%	12.0%	16.0%
	Education sector	12.2%	31.7%	31.7%	12.2%	12.2%
February 2010 survey (*)	Full sample	6.4%	29.6%	32.8%	13.6%	8.8%
	Education sector	5.9%	20.6%	38.2%	14.7%	13.2%
	Corporate/business sector	0.0%	46.7%	30.0%	10.0%	3.3%

* = the reference dates for the response categories for the February 2010 survey were 2010 and 2011 instead of 2011 and 2012.

Facility Plans

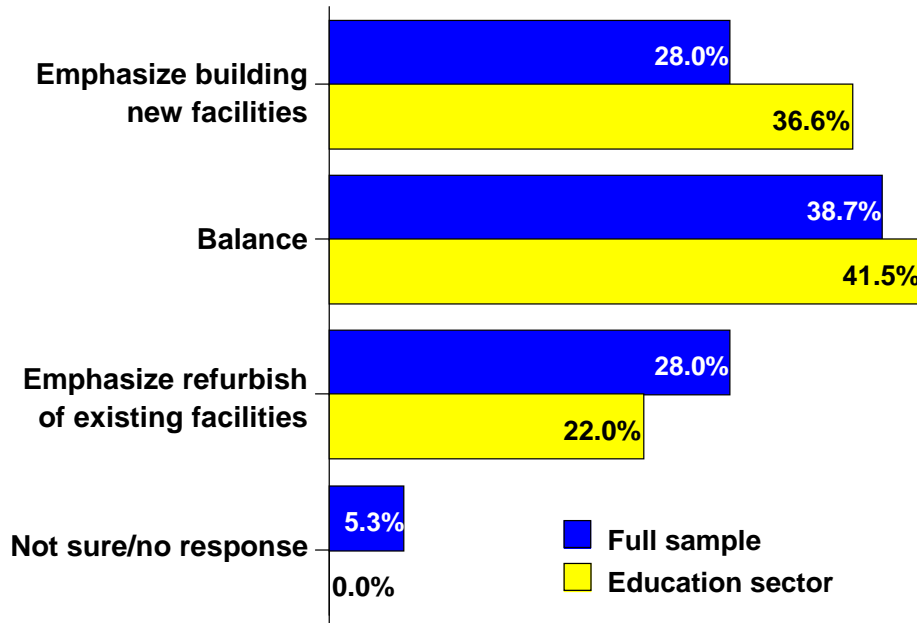


Exhibit G14

Exhibit G15: Facility Plans

		Emphasize building new facilities	Balance	Emphasize refurbishing existing facilities	Not sure/no response	Average score
October 2010 survey	Full sample	28.0%	38.7%	28.0%	5.3%	2.9
	Education sector	36.6%	41.5%	22.0%	0.0%	3.1
February 2010 survey	Full sample	17.6%	35.2%	33.6%	13.6%	2.6
	Education sector	20.6%	32.4%	33.8%	13.2%	2.7
	Corporate/business sector	6.7%	30.0%	46.7%	16.7%	2.1
October 2009 survey	Full sample	40.0%	22.9%	22.9%	14.3%	3.2
	Education sector	50.0%	26.9%	15.4%	7.7%	3.5
July 2009 survey	Full sample	13.2%	35.8%	41.5%	9.4%	2.4
	Education sector	15.6%	43.8%	37.5%	3.1%	2.5

Average score is based on a 1 to 5 scale where 1 = “dedicating most or all resources to refurbishing existing facilities” and 5 = “dedicated most or all resources to building new facilities.” Not sure/no response values are excluded from average score calculations.

H. Comparative Tables

Exhibit H1: InfoComm Performance Index (Summary Scores)

	October 2010			February 2010			
	Past six months	Next six months	Difference	Past six months	Next six months	Difference	
Overall	64.5	68.9	4.4	63.6	69.9	6.3	
Company type	Systems Integrator	66.5	69.0	2.5	64.4	69.3	4.9
	Rental and Staging	63.3	68.1	4.8	57.2	64.2	7.0
	Ind. Design Consultant	57.9	65.4	7.5	64.3	69.8	5.5
	Manufacturer	69.5	72.3	2.8	66.3	74.5	8.2
	Rep/Dealer/Distributor	60.9	68.5	7.6	61.7	72.0	10.3
	Ind. Programmer/ Multimedia Prof.	<i>Insufficient data for tabulation</i>			63.3	70.0	6.7
Company size	Up to \$2 million	60.4	65.5	5.1	59.8	68.5	8.7
	\$2.1–\$5 million	61.1	67.2	6.1	57.6	65.6	8.0
	\$5.1–\$10 million	64.5	70.8	6.3	64.0	69.6	5.6
	\$10.1–\$25 million	66.8	70.2	3.4	62.6	67.9	5.3
	\$25+ million	69.2	70.8	1.6	68.2	73.0	4.8
Location (U.S. only)	Northeast	63.0	66.1	3.1	62.3	69.7	7.4
	South Atlantic	65.7	72.4	6.7	64.2	70.0	5.8
	South Central	63.3	69.3	6.0	63.7	69.5	5.8
	North Central	63.3	68.9	5.6	64.4	69.4	5.0
	Mountain/Pacific	62.2	65.2	3.0	61.4	66.1	4.7

Exhibit H2: Perceived Company Position by Segment

Taking all factors into consideration (i.e., sales, market/economic conditions, customer orders, etc.), do you feel your company is presently in better or worse financial health than it was six months ago?

		October 2010				February 2010				Change (*)
		Better	Same	Worse	Average score	Better	Same	Worse	Average score	
Overall		51.4%	33.9%	14.7%	3.5	50.5%	35.8%	13.5%	3.5	0.0
Company type	Systems Integrator	51.8%	33.8%	14.4%	3.6	49.6%	33.9%	16.5%	3.4	0.2
	Rental and Staging	60.4%	35.4%	4.2%	3.7	48.6%	34.7%	15.3%	3.4	0.3
	Ind. Design Consultant	31.0%	42.9%	26.2%	3.1	40.9%	43.2%	15.9%	3.3	(0.2)
	Manufacturer	57.5%	32.5%	10.0%	3.8	56.3%	37.9%	5.7%	3.6	0.2
	Rep/Dealer/Distributor	58.8%	23.5%	17.6%	3.6	52.3%	38.5%	9.2%	3.5	0.1
	Ind. Programmer/ Multimedia Prof.	<i>Insufficient data for tabulation</i>				50.0%	35.0%	15.0%	3.5	N/A
Company size	Up to \$2 million	43.0%	30.4%	26.6%	3.2	45.6%	34.2%	20.2%	3.3	(0.1)
	\$2.1-\$5 million	44.4%	38.9%	16.7%	3.4	40.0%	36.7%	23.3%	3.2	0.2
	\$5.1-\$10 million	54.7%	35.8%	9.4%	3.7	43.8%	43.8%	12.3%	3.5	0.2
	\$10.1-\$25 million	55.3%	34.0%	10.6%	3.6	41.8%	47.3%	11.0%	3.4	0.2
	\$25+ million	58.4%	33.8%	7.8%	3.8	65.8%	28.2%	6.0%	3.7	0.1
Location (U.S. only)	Northeast	54.8%	35.6%	9.6%	3.6	45.3%	43.2%	11.6%	3.5	0.1
	South Atlantic	42.9%	35.7%	21.4%	3.4	47.3%	37.6%	15.1%	3.4	0.0
	South Central	46.7%	36.7%	16.7%	3.4	53.5%	30.2%	16.3%	3.6	(0.2)
	North Central	46.7%	37.8%	15.6%	3.5	51.8%	28.9%	19.3%	3.4	0.1
	Mountain/Pacific	45.0%	35.0%	20.0%	3.4	48.5%	38.8%	11.7%	3.4	0.0

* = the change amount listed is the difference in average scores from survey-to-survey.

Exhibit H3: Strategic Reactions by Segment

		Oct 10	Feb 10	Oct 10	Feb 10
		Laid off or let staff go		Not filled vacant positions	
Overall		27.6%	33.6%	29.2%	28.2%
Company type	Systems Integrator	30.2%	37.5%	30.9%	29.4%
	Rental and Staging	33.3%	43.1%	39.6%	40.3%
	Ind. Design Consultant	23.8%	29.5%	21.4%	15.9%
	Manufacturer	25.0%	29.9%	25.0%	26.4%
	Rep/Dealer/Distributor	17.6%	23.1%	23.5%	24.6%
	Ind. Programmer/Multimedia Prof.	N/A	25.0%	N/A	15.0%
Company size	Up to \$2 million	19.0%	20.2%	22.8%	19.3%
	\$2.1 to \$5 million	31.5%	37.8%	35.2%	32.2%
	\$5.1–\$10 million	28.3%	45.2%	35.8%	39.7%
	\$10.1–\$25 million	34.0%	40.7%	31.9%	28.6%
	\$25+ million	31.2%	41.9%	27.3%	37.6%
Location (U.S. only)	Northeast	32.9%	33.7%	37.0%	24.2%
	South Atlantic	31.0%	29.0%	31.0%	26.9%
	South Central	10.0%	41.9%	30.0%	20.9%
	North Central	33.3%	38.6%	28.9%	36.1%
	Mountain/Pacific	33.3%	42.7%	38.3%	39.8%
Perceived company position	Better	23.2%	28.6%	20.1%	22.5%
	Same	25.9%	31.6%	38.0%	30.1%
	Worse	46.8%	58.1%	40.4%	44.6%

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Exhibit H3: Strategic Reactions by Segment

		Oct 10	Feb 10	Oct 10	Feb 10
		Hired fewer than anticipated		Hired more than anticipated	
Overall		29.2%	22.1%	14.1%	9.1%
Company type	Systems Integrator	30.9%	23.0%	13.7%	8.9%
	Rental and Staging	35.4%	22.2%	4.2%	5.6%
	Ind. Design Consultant	26.2%	11.4%	14.3%	6.8%
	Manufacturer	32.5%	24.1%	27.5%	13.8%
	Rep/Dealer/Distributor	20.6%	27.7%	17.6%	10.8%
	Ind. Programmer/Multimedia Prof.	N/A	20.0%	N/A	10.0%
Company size	Up to \$2 million	16.5%	7.9%	5.1%	6.1%
	\$2.1 to \$5 million	29.6%	17.8%	7.4%	7.8%
	\$5.1–\$10 million	28.3%	34.2%	22.6%	8.2%
	\$10.1–\$25 million	38.3%	27.5%	17.0%	15.4%
	\$25+ million	39.0%	36.8%	22.1%	11.1%
Location (U.S. only)	Northeast	28.8%	18.9%	11.0%	9.5%
	South Atlantic	28.6%	21.5%	14.3%	7.5%
	South Central	30.0%	23.3%	13.3%	9.3%
	North Central	22.2%	16.9%	13.3%	13.3%
	Mountain/Pacific	33.3%	20.4%	6.7%	4.9%
Perceived company position	Better	31.1%	22.1%	24.4%	12.3%
	Same	31.5%	26.0%	3.7%	6.6%
	Worse	17.0%	12.2%	2.1%	4.1%

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Exhibit H3: Strategic Reactions by Segment

		Oct 10	Feb 10	Oct 10	Feb 10
		Outsource rather than hire		Doing more internally rather than with outside resources	
Overall		23.5%	20.5%	31.7%	35.3%
Company type	Systems Integrator	28.1%	24.6%	25.9%	35.9%
	Rental and Staging	20.8%	29.2%	52.1%	45.8%
	Ind. Design Consultant	14.3%	4.5%	40.5%	20.5%
	Manufacturer	27.5%	11.5%	22.5%	37.9%
	Rep/Dealer/Distributor	14.7%	13.8%	23.5%	27.7%
	Ind. Programmer/Multimedia Prof.	N/A	25.0%	N/A	30.0%
Company size	Up to \$2 million	22.8%	21.9%	38.0%	36.0%
	\$2.1 to \$5 million	20.4%	26.7%	25.9%	46.7%
	\$5.1–\$10 million	26.4%	26.0%	32.1%	41.1%
	\$10.1–\$25 million	19.1%	15.4%	40.4%	35.2%
	\$25+ million	28.6%	22.2%	27.3%	35.9%
Location (U.S. only)	Northeast	31.5%	17.9%	32.9%	35.8%
	South Atlantic	26.2%	20.4%	23.8%	28.0%
	South Central	16.7%	20.9%	36.7%	39.5%
	North Central	15.6%	18.1%	26.7%	37.3%
	Mountain/Pacific	25.0%	27.2%	45.0%	40.8%
Perceived company position	Better	23.8%	21.0%	28.7%	35.9%
	Same	25.0%	21.4%	36.1%	32.1%
	Worse	19.1%	16.2%	31.9%	41.9%

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Exhibit H3: Strategic Reactions by Segment

		Oct 10	Feb 10	Oct 10	Feb 10
		Cut salaries or benefits		Increased salary or benefits	
Overall		20.7%	26.0%	9.7%	8.6%
Company type	Systems Integrator	20.9%	29.4%	9.4%	12.5%
	Rental and Staging	25.0%	40.3%	10.4%	1.4%
	Ind. Design Consultant	16.7%	13.6%	2.4%	2.3%
	Manufacturer	17.5%	20.7%	25.0%	6.9%
	Rep/Dealer/Distributor	17.6%	15.4%	2.9%	7.7%
	Ind. Programmer/Multimedia Prof.	N/A	20.0%	N/A	5.0%
Company size	Up to \$2 million	16.5%	20.2%	8.9%	9.6%
	\$2.1 to \$5 million	24.1%	36.7%	11.1%	6.7%
	\$5.1–\$10 million	22.6%	24.7%	9.4%	8.2%
	\$10.1–\$25 million	10.6%	26.4%	12.8%	14.3%
	\$25+ million	28.6%	30.8%	9.1%	8.5%
Location (U.S. only)	Northeast	24.7%	20.0%	6.8%	9.5%
	South Atlantic	23.8%	24.7%	11.9%	8.6%
	South Central	20.0%	18.6%	6.7%	14.0%
	North Central	17.8%	31.3%	11.1%	12.0%
	Mountain/Pacific	33.3%	41.7%	10.0%	2.9%
Perceived company position	Better	16.5%	21.4%	12.2%	12.3%
	Same	19.4%	24.5%	9.3%	6.1%
	Worse	38.3%	47.3%	2.1%	1.4%

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Exhibit H3: Strategic Reactions by Segment

		Oct 10	Feb 10	Oct 10	Feb 10
		Delayed or decreased pay increases		Boosted planned pay increases	
Overall		31.0%	34.9%	2.5%	3.8%
Company type	Systems Integrator	32.4%	33.9%	2.2%	2.8%
	Rental and Staging	45.8%	51.4%	2.1%	2.8%
	Ind. Design Consultant	35.7%	31.8%	0.0%	0.0%
	Manufacturer	17.5%	37.9%	7.5%	5.7%
	Rep/Dealer/Distributor	20.6%	26.2%	2.9%	9.2%
	Ind. Programmer/Multimedia Prof.	N/A	20.0%	N/A	5.0%
Company size	Up to \$2 million	20.3%	21.9%	2.5%	4.4%
	\$2.1 to \$5 million	31.5%	45.6%	1.9%	3.3%
	\$5.1–\$10 million	37.7%	31.5%	1.9%	2.7%
	\$10.1–\$25 million	29.8%	46.2%	6.4%	6.6%
	\$25+ million	40.3%	46.2%	1.3%	3.4%
Location (U.S. only)	Northeast	35.6%	33.7%	1.4%	1.1%
	South Atlantic	38.1%	34.4%	7.1%	3.2%
	South Central	16.7%	44.2%	3.3%	7.0%
	North Central	35.6%	39.8%	2.2%	8.4%
	Mountain/Pacific	33.3%	45.6%	0.0%	1.0%
Perceived company position	Better	28.0%	29.7%	4.9%	5.4%
	Same	33.3%	35.2%	0.0%	3.1%
	Worse	36.2%	54.1%	0.0%	0.0%

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Exhibit H3: Strategic Reactions by Segment

		Oct 10	Feb 10	Oct 10	Feb 10
		Cut staff training budgets		Increased staff training budgets	
Overall		12.9%	14.4%	8.8%	10.8%
Company type	Systems Integrator	13.7%	15.7%	10.8%	12.9%
	Rental and Staging	20.8%	26.4%	8.3%	12.5%
	Ind. Design Consultant	11.9%	13.6%	0.0%	9.1%
	Manufacturer	10.0%	8.0%	10.0%	3.4%
	Rep/Dealer/Distributor	5.9%	9.2%	11.8%	15.4%
	Ind. Programmer/Multimedia Prof.	N/A	10.0%	N/A	5.0%
Company size	Up to \$2 million	7.6%	13.2%	3.8%	10.5%
	\$2.1 to \$5 million	7.4%	18.9%	9.3%	7.8%
	\$5.1–\$10 million	18.9%	15.1%	15.1%	19.2%
	\$10.1–\$25 million	12.8%	14.3%	6.4%	7.7%
	\$25+ million	19.5%	18.8%	11.7%	13.7%
Location (U.S. only)	Northeast	17.8%	11.6%	9.6%	8.4%
	South Atlantic	16.7%	20.4%	4.8%	10.8%
	South Central	3.3%	14.0%	0.0%	2.3%
	North Central	8.9%	12.0%	8.9%	9.6%
	Mountain/Pacific	15.0%	16.5%	10.0%	14.6%
Perceived company position	Better	9.1%	11.6%	14.6%	12.3%
	Same	12.0%	13.8%	3.7%	11.7%
	Worse	27.7%	27.0%	0.0%	2.7%

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Exhibit H3: Strategic Reactions by Segment

		Oct 10	Feb 10
		None of the above	
Overall		9.4%	6.8%
Company type	Systems Integrator	6.5%	4.0%
	Rental and Staging	8.3%	6.9%
	Ind. Design Consultant	16.7%	29.5%
	Manufacturer	10.0%	5.7%
	Rep/Dealer/Distributor	11.8%	3.1%
	Ind. Programmer/Multimedia Prof.	N/A	10.0%
Company size	Up to \$2 million	17.7%	16.7%
	\$2.1 to \$5 million	13.0%	4.4%
	\$5.1–\$10 million	9.4%	5.5%
	\$10.1–\$25 million	2.1%	2.2%
	\$25+ million	3.9%	4.3%
Location (U.S. only)	Northeast	11.0%	8.4%
	South Atlantic	4.8%	7.5%
	South Central	3.3%	2.3%
	North Central	15.6%	4.8%
	Mountain/Pacific	11.7%	2.9%
Perceived company position	Better	6.4%	4.7%
	Same	13.0%	9.2%
	Worse	12.8%	8.1%

Exhibit H4: Confidence Metrics by Segment

		Confidence in local economic conditions								
		October 2010				February 2010				Change (*)
		High	Moderate	Low	Average score	High	Moderate	Low	Average score	
Overall		27.3%	37.0%	34.2%	2.8	30.5%	37.3%	24.5%	3.1	(0.3)
Company type	Systems Integrator	26.6%	36.7%	36.0%	2.8	34.3%	37.5%	21.0%	3.1	(0.3)
	Rental and Staging	35.4%	41.7%	22.9%	3.1	23.6%	41.7%	27.8%	2.9	0.2
	Ind. Design Consultant	26.2%	33.3%	35.7%	2.9	29.5%	36.4%	27.3%	3.0	(0.1)
	Manufacturer	17.5%	42.5%	37.5%	2.7	29.9%	31.0%	29.9%	3.0	(0.3)
	Rep/Dealer/Distributor	29.4%	32.4%	38.2%	2.8	27.7%	40.0%	23.1%	3.0	(0.2)
	Ind. Programmer/ Multimedia Prof.	<i>Insufficient data for tabulation</i>				20.0%	50.0%	20.0%	2.9	N/A
Company size	Up to \$2 million	29.1%	27.8%	40.5%	2.8	36.8%	30.7%	29.8%	3.0	(0.2)
	\$2.1–\$5 million	24.1%	38.9%	37.0%	2.8	26.7%	42.2%	28.9%	2.9	(0.1)
	\$5.1–\$10 million	24.5%	41.5%	34.0%	2.8	30.1%	42.5%	24.7%	3.0	(0.2)
	\$10.1–\$25 million	21.3%	48.9%	29.8%	2.8	28.6%	44.0%	25.3%	3.0	(0.2)
	\$25+ million	31.2%	39.0%	28.6%	3.0	35.9%	39.3%	23.9%	3.2	(0.2)
Location (U.S. only)	Northeast	17.8%	43.8%	37.0%	2.7	16.8%	44.2%	27.4%	2.7	0.0
	South Atlantic	26.2%	35.7%	33.3%	2.8	32.3%	39.8%	18.3%	3.2	(0.4)
	South Central	36.7%	33.3%	30.0%	3.0	44.2%	37.2%	11.6%	3.5	(0.5)
	North Central	20.0%	42.2%	35.6%	2.8	21.7%	43.4%	31.3%	2.8	0.0
	Mountain/Pacific	8.3%	43.3%	48.3%	2.5	21.4%	38.8%	35.0%	2.8	(0.3)

Table continued on the following page

Exhibit H4: Confidence Metrics by Segment

Confidence in overall North American economic conditions										
		October 2010				February 2010				Change (*)
		High	Moderate	Low	Average score	High	Moderate	Low	Average score	
Overall		11.9%	42.6%	39.5%	2.6	15.9%	43.1%	26.7%	2.8	(0.2)
Company type	Systems Integrator	7.2%	40.3%	45.3%	2.5	12.9%	40.3%	30.6%	2.7	(0.2)
	Rental and Staging	20.8%	41.7%	33.3%	2.8	18.1%	50.0%	23.6%	2.9	(0.1)
	Ind. Design Consultant	9.5%	50.0%	38.1%	2.6	9.1%	54.5%	22.7%	2.8	(0.2)
	Manufacturer	20.0%	40.0%	37.5%	2.7	25.3%	37.9%	23.0%	3.0	(0.3)
	Rep/Dealer/Distributor	5.9%	52.9%	29.4%	2.6	13.8%	47.7%	23.1%	2.9	(0.3)
	Ind. Programmer/ Multimedia Prof.	<i>Insufficient data for tabulation</i>				15.0%	45.0%	25.0%	2.8	N/A
Company size	Up to \$2 million	11.4%	41.8%	39.2%	2.6	14.9%	49.1%	25.4%	2.8	(0.2)
	\$2.1–\$5 million	13.0%	38.9%	44.4%	2.6	14.4%	41.1%	34.4%	2.7	(0.1)
	\$5.1–\$10 million	13.2%	43.4%	34.0%	2.7	20.5%	45.2%	27.4%	2.9	(0.2)
	\$10.1–\$25 million	8.5%	55.3%	34.0%	2.7	12.1%	47.3%	33.0%	2.7	0.0
	\$25+ million	14.3%	40.3%	42.9%	2.7	20.5%	47.9%	23.9%	2.9	(0.2)
Location (U.S. only)	Northeast	11.0%	46.6%	42.5%	2.6	17.9%	41.1%	30.5%	2.8	(0.2)
	South Atlantic	16.7%	52.4%	28.6%	2.9	15.1%	47.3%	28.0%	2.8	0.1
	South Central	16.7%	23.3%	60.0%	2.5	14.0%	46.5%	25.6%	2.9	(0.4)
	North Central	13.3%	42.2%	42.2%	2.7	20.5%	51.8%	24.1%	2.9	(0.2)
	Mountain/Pacific	15.0%	50.0%	35.0%	2.8	20.4%	43.7%	31.1%	2.8	0.0

Table continued on the following page

Exhibit H4: Confidence Metrics by Segment

Confidence in overall global economic conditions										
		October 2010				February 2010				Change (*)
		High	Moderate	Low	Average score	High	Moderate	Low	Average score	
Overall		9.7%	43.6%	40.4%	2.6	16.6%	42.0%	29.4%	2.8	(0.2)
Company type	Systems Integrator	7.2%	41.7%	46.8%	2.5	13.3%	39.5%	35.1%	2.7	(0.2)
	Rental and Staging	8.3%	60.4%	27.1%	2.8	16.7%	43.1%	31.9%	2.8	0.0
	Ind. Design Consultant	9.5%	45.2%	40.5%	2.6	20.5%	52.3%	20.5%	3.0	(0.4)
	Manufacturer	22.5%	40.0%	30.0%	2.8	23.0%	39.1%	25.3%	3.0	(0.2)
	Rep/Dealer/Distributor	2.9%	35.3%	47.1%	2.4	15.4%	49.2%	16.9%	3.0	(0.6)
	Ind. Programmer/ Multimedia Prof.	<i>Insufficient data for tabulation</i>				25.0%	40.0%	25.0%	2.9	N/A
Company size	Up to \$2 million	12.7%	36.7%	39.2%	2.6	20.2%	45.6%	27.2%	2.9	(0.3)
	\$2.1–\$5 million	16.7%	31.5%	50.0%	2.6	13.3%	43.3%	37.8%	2.7	(0.1)
	\$5.1–\$10 million	3.8%	52.8%	35.8%	2.6	15.1%	43.8%	32.9%	2.8	(0.2)
	\$10.1–\$25 million	6.4%	48.9%	44.7%	2.5	16.5%	47.3%	30.8%	2.8	(0.3)
	\$25+ million	9.1%	50.6%	35.1%	2.7	20.5%	45.3%	30.8%	2.9	(0.2)
Location (U.S. only)	Northeast	4.1%	45.2%	46.6%	2.5	21.1%	37.9%	30.5%	2.8	(0.3)
	South Atlantic	14.3%	40.5%	33.3%	2.7	15.1%	43.0%	26.9%	2.8	(0.1)
	South Central	16.7%	33.3%	50.0%	2.6	11.6%	39.5%	37.2%	2.7	(0.1)
	North Central	8.9%	48.9%	37.8%	2.6	15.7%	44.6%	36.1%	2.8	(0.2)
	Mountain/Pacific	11.7%	45.0%	40.0%	2.6	15.5%	38.8%	35.9%	2.7	(0.1)

Table continued on the following page

Exhibit H4: Confidence Metrics by Segment

Confidence in the White House on business issues										
		October 2010				February 2010				Change (*)
		High	Moderate	Low	Average score	High	Moderate	Low	Average score	
Overall		14.4%	15.7%	53.6%	2.1	14.8%	17.7%	49.2%	2.2	(0.1)
Company type	Systems Integrator	15.8%	15.1%	53.2%	2.2	10.5%	12.1%	59.3%	1.9	0.3
	Rental and Staging	20.8%	16.7%	50.0%	2.4	25.0%	19.4%	40.3%	2.5	(0.1)
	Ind. Design Consultant	7.1%	14.3%	59.5%	1.8	22.7%	29.5%	31.8%	2.8	(1.0)
	Manufacturer	12.5%	20.0%	55.0%	2.1	16.1%	17.2%	46.0%	2.2	(0.1)
	Rep/Dealer/Distributor	14.7%	11.8%	50.0%	2.1	12.3%	26.2%	40.0%	2.4	(0.3)
	Ind. Programmer/ Multimedia Prof.	<i>Insufficient data for tabulation</i>				10.0%	25.0%	45.0%	2.2	N/A
Company size	Up to \$2 million	12.7%	12.7%	55.7%	1.9	21.1%	18.4%	45.6%	2.4	(0.5)
	\$2.1–\$5 million	14.8%	24.1%	50.0%	2.3	11.1%	18.9%	61.1%	2.0	0.3
	\$5.1–\$10 million	15.1%	15.1%	50.9%	2.2	12.3%	16.4%	53.4%	2.1	0.1
	\$10.1–\$25 million	12.8%	17.0%	57.4%	2.1	13.2%	20.9%	57.1%	2.1	0.0
	\$25+ million	18.2%	13.0%	55.8%	2.2	16.2%	18.8%	51.3%	2.2	0.0
Location (U.S. only)	Northeast	13.7%	17.8%	58.9%	2.1	12.6%	21.1%	53.7%	2.2	(0.1)
	South Atlantic	16.7%	19.0%	59.5%	2.1	12.9%	17.2%	58.1%	2.1	0.0
	South Central	13.3%	3.3%	83.3%	1.7	11.6%	11.6%	69.8%	1.8	(0.1)
	North Central	13.3%	15.6%	64.4%	1.9	15.7%	20.5%	60.2%	2.1	(0.2)
	Mountain/Pacific	18.3%	20.0%	55.0%	2.3	17.5%	16.5%	59.2%	2.2	0.1

Table continued on the following page

Exhibit H4: Confidence Metrics by Segment

Confidence in the U.S. Congress on business issues										
		October 2010				February 2010				Change (*)
		High	Moderate	Low	Average score	High	Moderate	Low	Average score	
Overall		7.5%	11.6%	65.8%	1.8	6.0%	16.5%	58.3%	1.9	(0.1)
Company type	Systems Integrator	7.2%	15.1%	62.6%	1.9	3.6%	10.5%	65.7%	1.7	0.2
	Rental and Staging	8.3%	4.2%	75.0%	1.8	12.5%	20.8%	50.0%	2.2	(0.4)
	Ind. Design Consultant	0.0%	4.8%	78.6%	1.5	6.8%	15.9%	61.4%	2.0	(0.5)
	Manufacturer	10.0%	15.0%	65.0%	1.8	6.9%	21.8%	51.7%	2.0	(0.2)
	Rep/Dealer/Distributor	14.7%	11.8%	50.0%	2.0	6.2%	24.6%	47.7%	2.2	(0.2)
	Ind. Programmer/ Multimedia Prof.	<i>Insufficient data for tabulation</i>				5.0%	30.0%	45.0%	2.2	N/A
Company size	Up to \$2 million	7.6%	5.1%	70.9%	1.6	8.8%	14.0%	61.4%	1.9	(0.3)
	\$2.1–\$5 million	7.4%	13.0%	68.5%	1.8	2.2%	17.8%	68.9%	1.7	0.1
	\$5.1–\$10 million	3.8%	18.9%	62.3%	1.9	4.1%	13.7%	61.6%	1.8	0.1
	\$10.1–\$25 million	8.5%	6.4%	72.3%	1.7	7.7%	22.0%	61.5%	2.0	(0.3)
	\$25+ million	10.4%	15.6%	59.7%	1.9	5.1%	17.9%	63.2%	1.9	0.0
Location (U.S. only)	Northeast	6.8%	12.3%	74.0%	1.7	9.5%	12.6%	65.3%	1.9	(0.2)
	South Atlantic	7.1%	11.9%	76.2%	1.8	4.3%	15.1%	66.7%	1.8	0.0
	South Central	10.0%	0.0%	90.0%	1.5	4.7%	9.3%	79.1%	1.5	0.0
	North Central	6.7%	8.9%	77.8%	1.6	6.0%	18.1%	72.3%	1.8	(0.2)
	Mountain/Pacific	8.3%	15.0%	73.3%	1.8	5.8%	19.4%	68.0%	1.9	(0.1)

* = the change amount listed is the difference in average scores from survey-to-survey.

Survey Instrument

- 1. In what country are you located? _____
- 2. [If located in the US or Canada] In what state/province are you located? _____

3. Please indicate which of the following best describes your company:

- We provide AV products, services, applications and/or consulting to our customer/client base
- We are end-users of AV products, services or applications [SKIP TO QUESTION 19]

4. Which of the following best describes your company?

- | | |
|---|--|
| <input type="checkbox"/> Dealer/Reseller | <input type="checkbox"/> Technical Production Specialist |
| <input type="checkbox"/> Distributor | <input type="checkbox"/> Independent Design Consultant |
| <input type="checkbox"/> Systems Integrator | <input type="checkbox"/> Independent Programmer |
| <input type="checkbox"/> Rental Company | <input type="checkbox"/> Manufacturer |
| <input type="checkbox"/> Staging Company | <input type="checkbox"/> Independent Manufacturer's Representative |
| <input type="checkbox"/> Rental & Staging Company | <input type="checkbox"/> Multimedia Professional |
| | <input type="checkbox"/> Other _____ |

5. Please rate the overall performance of your company over the PAST six months:

- | | |
|---|---|
| <input type="checkbox"/> (10) Record growth and profits | <input type="checkbox"/> (5) |
| <input type="checkbox"/> (9) | <input type="checkbox"/> (4) |
| <input type="checkbox"/> (8) | <input type="checkbox"/> (3) |
| <input type="checkbox"/> (7) | <input type="checkbox"/> (2) |
| <input type="checkbox"/> (6) | <input type="checkbox"/> (1) Bankruptcy |

Any comments you would like to share about your company's performance over the PAST six months would be welcomed: _____

6. What do you expect the overall performance of your company to be over the NEXT six months?

- | | |
|---|---|
| <input type="checkbox"/> (10) Record growth and profits | <input type="checkbox"/> (5) |
| <input type="checkbox"/> (9) | <input type="checkbox"/> (4) |
| <input type="checkbox"/> (8) | <input type="checkbox"/> (3) |
| <input type="checkbox"/> (7) | <input type="checkbox"/> (2) |
| <input type="checkbox"/> (6) | <input type="checkbox"/> (1) Bankruptcy |

Any comments you would like to share about your company's anticipated performance over the NEXT six months would be welcomed:

7. Did your company have ANY level of involvement in the rental, staging and/or technical production services sector in 2010?

- Yes
- No [SKIP TO QUESTION 12]

8. Which of the following terms do you prefer to use when describing your industry and the type(s) of services your company provides:

- | | |
|---|---|
| <input type="checkbox"/> I prefer the term "AV" | <input type="checkbox"/> I prefer the term "Technical Production Services" |
| <input type="checkbox"/> I prefer the term "Rental & Staging" | <input type="checkbox"/> I have no preference – all of the above terms are fine |
| <input type="checkbox"/> I prefer the term "Rental Services" | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> I prefer the term "Staging Services" | |

9. Please estimate the percentage of your company's 2010 total gross revenue/turnover will be derived from rental, staging, and/or technical production services (TPS) activities:

- | | |
|--|---|
| <input type="checkbox"/> Less than 10% | <input type="checkbox"/> 51% to 75% |
| <input type="checkbox"/> 10% to 25% | <input type="checkbox"/> Greater than 75% |
| <input type="checkbox"/> 26% to 50% | |

10. Thinking ONLY of the rental, staging and/or technical production services (TPS) portion of your business, please rate the overall performance of your company over the PAST six months:

- (10) Record rental/staging/TPS growth and profits
- (9)
- (8)
- (7)
- (6)
- (5)
- (4)
- (3)
- (2)
- (1) Rental/staging/TPS activities were a major drag on company performance.

Any comments you would like to share about your company's rental/staging/TPS performance over the PAST six months would be welcomed: _____

11. Again thinking ONLY of the rental, staging, and/or TPS portion of your business, please indicate what you expect your company's performance will be over the NEXT six months:

- (10) Expect record rental/staging/TPS growth and profits
- (9)
- (8)
- (7)
- (6)
- (5)
- (4)
- (3)
- (2)
- (1) Rental/staging/TPS activities will be a major drag on company performance.

Any comments you would like to share about your company's anticipated rental/staging/TPS performance over the NEXT six months would be welcomed: _____

12. Taking all factors into consideration (i.e., sales, market/economic conditions, customer orders, etc.), do you feel your company is presently in better or worse financial health than it was six months ago?

- We are in much better financial health than six months ago
- We are in somewhat better financial health than six months ago
- We are in about the same shape as six months ago
- We are in somewhat worse financial health than six months ago
- We are in much worse financial health than six months ago

13. Which one vertical market/venue looks most promising in terms of overall demand for 2011?

- Airport/Transit facilities
- Corporate/Enterprise Offices
- Education – K-12
- Education – higher education
- Finance/Insurance
- Government/Military
- Healthcare
- Home/Residential/Consumer
- Houses of Worship
- Manufacturing/Industrial
- Non-profit/Associations/Museums
- Performance Venues/Hotels/Convention Centers
- Retail/Shopping Centers
- All other venues/markets
- Not sure
- Demand will be about the same for all markets/venues

14. Please rate your PRESENT level of confidence in the following:

	High				Low	No opinion
Confidence in overall local economic conditions	5	4	3	2	1	<input type="checkbox"/>
Confidence in overall North American economic conditions	5	4	3	2	1	<input type="checkbox"/>
Confidence in overall global economic conditions	5	4	3	2	1	<input type="checkbox"/>
Confidence in the White House on business issues	5	4	3	2	1	<input type="checkbox"/>
Confidence in the U.S. Congress on business issues	5	4	3	2	1	<input type="checkbox"/>

15. Which of the following statements best describes your sentiments regarding present overall economic conditions:

As of September 2010, the overall economy...

- Is already on the upswing
- Is stable, and will pick up in 2011
- Is stable, but will not pick up until 2012 or later
- Is tracking downward, but will “bottom out” in 2011
- Is tracking downward, and will not “bottom out” until 2012 or later

16. Please indicate which of the following staffing strategies your company has presently put into place:
(Check all that apply.)

- We have laid off or let staff go
- We have not filled vacant positions
- We are hiring, but have hired fewer people than we originally anticipated
- We are hiring, and have hired more people than we originally anticipated
- We have outsourced tasks rather than hire staff
- We are doing more work with internal resources rather than using outside services/providers
- We have cut staff salaries or benefits
- We have increased staff salaries or benefits
- We have delayed or decreased planned pay increases
- We have boosted planned pay increases or provided bonuses
- We have cut staff training budgets
- We have increased staff training budgets
- None of the above

For those who indicated they laid off/let staff go:

A. About what percentage of your company’s staff have been laid off in 2010?

- | | | |
|---------------------------------------|-------------------------------------|---|
| <input type="checkbox"/> Less than 1% | <input type="checkbox"/> 12% to 15% | <input type="checkbox"/> 36% to 40% |
| <input type="checkbox"/> 1% to 2% | <input type="checkbox"/> 16% to 20% | <input type="checkbox"/> 41% to 45% |
| <input type="checkbox"/> 3% to 5% | <input type="checkbox"/> 21% to 25% | <input type="checkbox"/> 46% to 50% |
| <input type="checkbox"/> 6% to 8% | <input type="checkbox"/> 26% to 30% | <input type="checkbox"/> Greater than 50% |
| <input type="checkbox"/> 9% to 11% | <input type="checkbox"/> 31% to 35% | <input type="checkbox"/> Not sure |

B. Which of the following staff categories was most affected by the layoffs?

- | | |
|---|---|
| <input type="checkbox"/> Sales/Marketing staff | <input type="checkbox"/> Management/Executive staff |
| <input type="checkbox"/> Administrative staff | <input type="checkbox"/> All staff categories were equally affected |
| <input type="checkbox"/> Technical/Installation staff | <input type="checkbox"/> Not sure |

C. Will additional staff be laid off in 2011?

- Yes, definitely
- Yes, possibly
- Probably not
- Definitely not
- Not sure

17. Please estimate your company's anticipated total gross revenue/turnover for 2010 (in USD):

- Up to \$2 million
- \$2.1 to \$5 million
- \$5.1 to \$10 million
- \$10.1 to \$25 million
- \$25.1 to \$50 million
- Greater than \$50 million

18. Are you, or is your company a member of InfoComm International?

- Yes
- No
- Not sure

[The following questions are for end-users only]

19. Which industry/sector does your company represent?

- Education (K-12)
- Higher education
- Corporate/business
- Healthcare
- Non-profit
- Government
- Other (please specify) _____

20. Which of the following best describes your primary job function:

- Manage AV systems, services, equipment and/or functions
- Manage IT systems, services, equipment and/or functions
- Manage both AV and IT
- Other: _____

21. Please indicate the total number of rooms (e.g., classrooms, boardrooms, etc.) that you manage for AV functions.
If none, please enter a zero: _____

22. What level of purchasing authority do you have for the AV products, services and equipment used by your company/organization?

- Set or approve the total AV budget
- Approve the purchase of AV products/services
- Select AV products, services and/or vendors
- Recommend AV products, services and/or vendors
- Determine AV product/service specifications
- Provide general input into AV purchase decisions
- No involvement with AV products, services or equipment

23. Please indicate which of the following staffing strategies your organization has presently put into place:
(Check all that apply.)

- We have laid off or let staff go
- We have not filled vacant positions
- We are hiring, but have hired fewer people than we originally anticipated
- We are hiring, and have hired more people than we originally anticipated
- We have outsourced tasks rather than hire staff
- We are doing more work with internal resources rather than using outside services/providers
- We have cut staff salaries or benefits
- We have increased staff salaries or benefits
- We have delayed or decreased planned pay increases
- We have boosted planned pay increases or provided bonuses
- We have cut staff training budgets
- We have increased staff training budgets
- None of the above

24. Please rate your organization's overall expenditures on AV products and services over the past six months:

- | | |
|---|--|
| <input type="checkbox"/> (10) Record amount of spending on AV | <input type="checkbox"/> (5) |
| <input type="checkbox"/> (9) | <input type="checkbox"/> (4) |
| <input type="checkbox"/> (8) | <input type="checkbox"/> (3) |
| <input type="checkbox"/> (7) | <input type="checkbox"/> (2) |
| <input type="checkbox"/> (6) | <input type="checkbox"/> (1) Zero spending on AV |

Please describe the factors that impacted, drove or held back your AV spending over the past six months:

25. What do you expect your organization's spending on AV products and services will be like over the next six months?

- | | |
|---|--|
| <input type="checkbox"/> (10) Record amount of spending on AV | <input type="checkbox"/> (5) |
| <input type="checkbox"/> (9) | <input type="checkbox"/> (4) |
| <input type="checkbox"/> (8) | <input type="checkbox"/> (3) |
| <input type="checkbox"/> (7) | <input type="checkbox"/> (2) |
| <input type="checkbox"/> (6) | <input type="checkbox"/> (1) Zero spending on AV |

Please describe the major factors that are influencing your future AV spending plans:

26. If money were available, what would be the biggest "wish list" AV item you would want to purchase in 2011?

- Conferencing systems equipment and services (*audio, video and teleconferencing*)
- Control systems (*e.g., a system that is used to control multiple AV peripherals or platforms*)
- Digital signage
- High definition displays
- Projectors
- IT expenditures related to AV uses
- AV peripherals (*e.g., furniture, cable, connectors, mounting, lighting, etc.*)
- Signal management (*e.g., encoders, decoders, switches, etc.*)
- General AV expenditures not included above
- Other _____

27. Which of the following statements best describes your sentiments regarding present overall economic conditions:

As of September 2010, the overall economy...

- Is already on the upswing
- Is stable, and will pick up in 2011
- Is stable, but will not pick up until 2012 or later
- Is tracking downward, but will "bottom out" in 2011
- Is tracking downward, and will not "bottom out" until 2012 or later

28. Using the scale below, please indicate if your organization is presently dedicating more resources to building new facilities, or is refurbishing existing facilities:

- (5) Dedicating most or all resources to BUILDING NEW facilities
- (4)
- (3) About balanced
- (2)
- (1) Dedicating most or all resources to REFURBISHING EXISTING facilities
- Not sure