

AVI-SPL, INC. **RECEIVES THE 2023** ENABLING TECHNOLOGY LEADERSHIP AWARD

Identified as best in class in the global experiential solutions industry



Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. AVI-SPL XTG excels in many of the criteria in the audio-video space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Customer Impact</i>
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

Transforming the Work and Brand Experience

The fundamental changes in the nature of work have opened up massive opportunities for businesses to adopt a human-centric approach that boosts productivity and locks in better employee and customer

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**- Roopam Jain,
VP of Research, Connected Work**

experiences. In this new era of hybrid and flexible work, organizations must move beyond static, one-dimensional work experiences and deliver content to their employees and customers in new and engaging ways. Experiential technology solutions are becoming fundamental to creating memorable and innovative experiences that deepen the connections between the business and its employees and customers.

Today, businesses of all sizes are investing in holistic digital transformation to draw employees back to the office and to build better customer relationships. Customer engagement and employee experience are foundational to the future of work. In a Frost & Sullivan global survey¹ of businesses and IT decision-makers, more than a quarter (27%) of business leaders ranked improving customer experience as the number one reason for investments in communications solutions. Along the same lines, 25% of the decision-makers responded that improving employee engagement and satisfaction is the top driver for their investments in communications

¹ Frost & Sullivan Annual ITDM Survey on Investment Priorities, January 2022

technologies.

Headquartered in Tampa, Florida, AVI-SPL is a leading provider of collaboration technology solutions and managed services. It helps businesses of all sizes in creating a modern, hybrid workplace by deploying, managing, and supporting audio-video and UC solutions that are simple to use, scalable, and serviceable. The company's comprehensive portfolio includes integration, deployment, training, management, and monitoring services for a range of industries, including healthcare, financial, education, government, technology, banking, consumer goods, healthcare, retail, and hospitality. AVI-SPL stands out in the enterprise collaboration market with a portfolio that is both broad and deep, addressing everything from small team collaboration to large-scale spaces and events.

In 2022, AVI-SPL launched XTG, the Experience Technology Group, a new business unit that responds to increased demand by the world's largest organizations for immersive brand and employee experiences. It consolidates and streamlines AVI-SPL's existing investments within Experience Environments (EE) and the Advanced Solutions Group (ASG) into a highly focused and scalable team providing business development, pre-sales, advanced engineering, and program management under a single umbrella to offer a single point of contact for design and delivery capabilities across multiple segments. XTG projects deliver immersive experiences through the integration of space, content, and technology. It leverages cutting-edge advancements in virtual/mixed reality, advanced visualization, and AI by relying on AVI-SPL's in-house expertise and the capabilities of a broad ecosystem of partners.

XTG realizes the many challenges that exist with hybrid work today. Its intelligent, immersive experiences, along with a broad portfolio of technology solutions and a growing ecosystem of partners, are helping teams come together for greater productivity, innovation, and collaboration. It is turning spaces of all kinds from plain technology-devoid environments to new vibrant, collaboration-rich experiences. In the short time since its launch, XTG has seen tremendous success and customer adoption. Its differentiated and high-impact solutions are positioned to continue growing driven by the long-term, sustainable demand to engage employees and customers better through more interactive, digital experiences.

Why Experiential Design Matters

It took a pandemic for the world to realize the complexities of how people work and what their wants, needs, and expectations are. People are emotional, complex beings that are inherently unpredictable due to the constant impact of external influences. Businesses gearin²g up for the new ways of work must focus on making people, place, and technology decisions with a new goal of creating human experiences that lead to better business outcomes as well as happier and more engaged employees².

While user experience primarily focuses on a product's simplicity and usability, human experience takes a more holistic approach by allowing people to make meaningful connections, have a sense of belonging, and achieve business outcomes aligned with their beliefs, values, and emotions. With this goal in mind, AVI-SPL formed XTG to provide its customers and partners with business opportunities, thought

² ²State of the Workplace 2022: Taking a Human-Centric Approach to Hybrid Work; Frost & Sullivan, May 2022

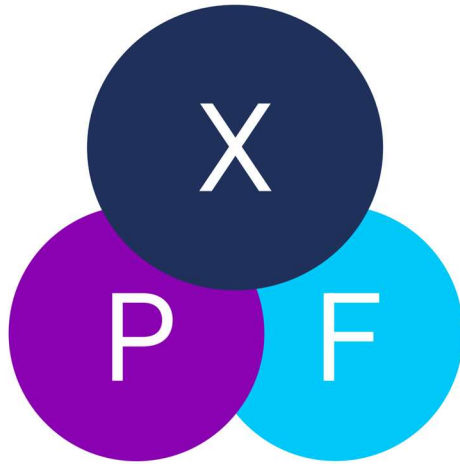
leadership, access to unique expertise, agile innovation, and integrated solution design and delivery capabilities to support two key activities:

- Help customers re-design, manage and support their modern workplace transformation programs enabling them to acquire the best talent, engage and retain their employees, enable smart working environments, and best practices that boost creativity and productivity while reducing waste and cost.
- Allow customers to re-imagine and operationalize their high-touch, immersive customer experience environments enabling them to tell their story and engage their customers in deeper more profitable relationships.

XTG builds on AVI-SPL's long heritage of designing, integrating, installing, and supporting customers' audio-video and Unified Communications (UC) solutions. AVI-SPL's business model has been optimized to deliver functional design combined with globally scalable managed services and support. Over the past several years, the company has invested heavily in its UCC practice and delivery capabilities. Its digital transformation approach hinges on a platform-centric philosophy where the UC platform is at the core with functional design, including AV design, becoming dependent on it. With XTG, AVI-SPL is putting experience design and as a result the people and the human experience at the center of the transformation making both platform and functional design consequential and dependent.

By working in partnership with a large ecosystem of architects, experience designers, workplace consultants, brand agencies, content creators, advanced technology vendors, and fabricators, XTG encourages a "circular", not a "linear" design process where everyone is collaborating together in real-time, learning and adapting throughout the lifecycle of the project. This leads to greater creativity and better productivity while minimizing wasted time and resources. The new business unit leverages AVI-SPL's global reach, offering scalability to customers looking for experiential solutions delivered around the world.

Experience + Platform + Functional Design AVI-SPL Global Market Opportunity



Experience = Human Centered Design

X is the genesis of the design process and is collaboration across key business stakeholders and advisors

P is the consequential phase, ideally owned by IT, with key stakeholders from facilities, HR, workplace, and line of business

F is the dependent phase, driving key outputs for specification, technical designs, costing, and implementation

Source: AVI-SPL XTG

Creating an Engaging Workplace

As business leaders and managers look to draw employees back to the office, they must make sure the office serves the new purpose of work. Today when employees go to the office, they have a clear sense of purpose. For many, it's a place for building connections, camaraderie, and a shared sense of identity. For others, it's a place for inclusion, engagement, and mental wellness. Businesses aware of this new reality are responding by creating a modern, impactful workplace that puts employees at ease, encourages information sharing, and induces creativity.

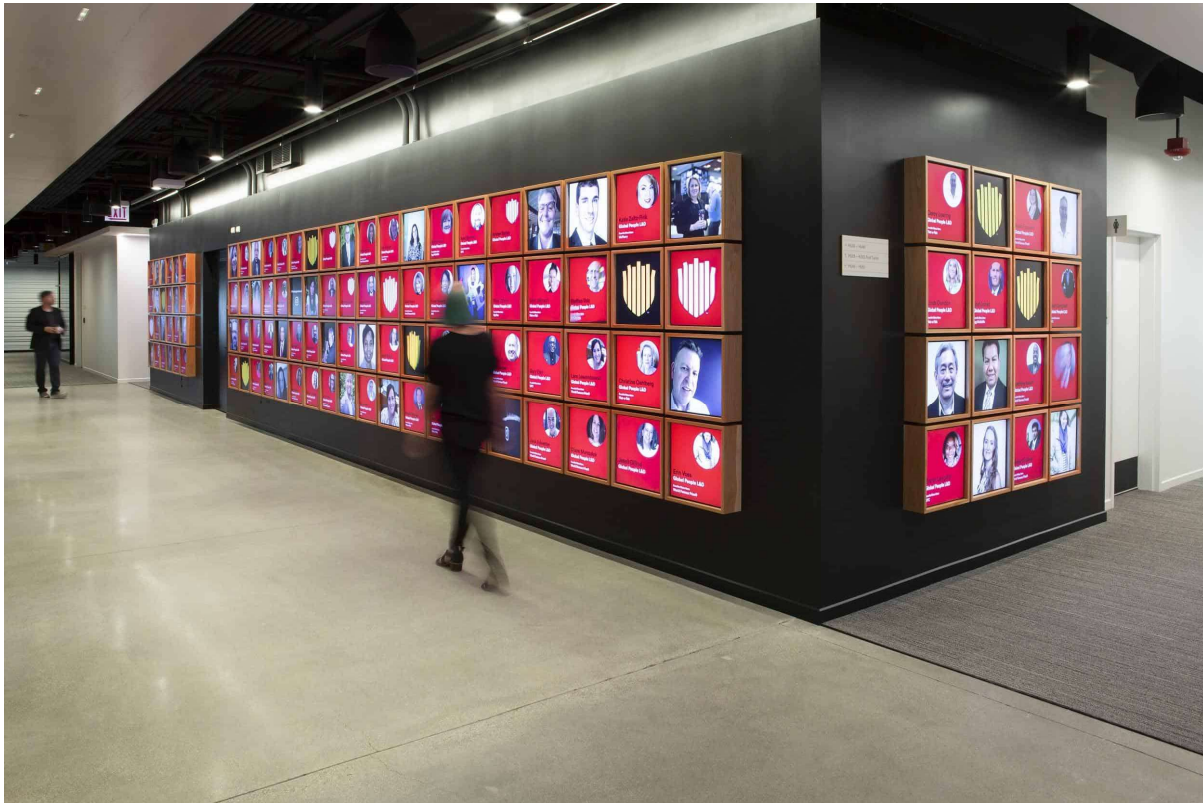
XTG is leading the way by enabling businesses to offer engaging experiences from the lobby to the boardroom and everything in between. By allowing employees to view and interact with a mix of digital technologies, immersive experiences, and personalization features, it creates a place for employees to collaborate better. The lobby environments, for example, have been a big growth area as cutting-edge technologies transform this otherwise monotonous environment into a creative space that sets the tone for the business, makes a big impression on the guests, and gives employees a sense of pride. Similarly, newer space build-outs including hot desks, open collaboration spaces, focus rooms, jump spaces, meeting pods, flex work areas, huddle rooms, think spaces, work cafes, open-air spaces, and communal information areas are being infused with experiential technologies to energize employees and promote creativity.

XTG is helping businesses merge the real and the digital world. With one foot or hand in the actual world

and the other in a virtual experience, users can manipulate and interact with virtual elements, using a mix of high-definition displays, holographs, 3D models, sensing and imaging technologies, and content development.

Among XTG’s many successful implementations of the experiential workplace are McDonald’s and CBRE.

- McDonald’s global headquarters:** At McDonald’s global headquarters in Chicago, XTG has outfitted eight floors with interactive walls, learning stations, and customized experiences for visitors and staff. Leveraging automated data streams and an easy-to-use content management system, XTG helps deliver dynamic content to employees and customers.



McDonald’s Global Headquarters in Chicago

- CBRE, Denver:** CBRE needed to implement seamless in-person and remote collaboration across its global offices for 80,000 employees. In order to increase end-user adoption, workspace utilization, and achieve economies of scale, they desired a consistent set of technologies across the enterprise. AVI-SPL collaborated with CBRE, for more than five years, on the construction of several offices across the country to create and integrate workspaces, including video conferencing rooms, huddle rooms, video walls, and collaborative spaces, in more than 30 locations around the United States.



CBRE

Elevating the Brand Experience

The needs and perceptions of customers have changed. Instead of merely evaluating a product's key selling points, customers now look for a meaningful connection with the brands they buy. As a result, businesses are laser-focused on building brand experiences that leave an everlasting impression and drive deeper relationships with their customers. XTG is helping businesses transform the customer experience by using cutting-edge technologies that drive hybrid engagements and provide storytelling on a large scale to create impactful experiences. Retail showrooms, visitor centers, and executive briefing centers are a few examples of spaces where XTG is transforming the customer experience.

Among Its Many Successful Implementations Are:

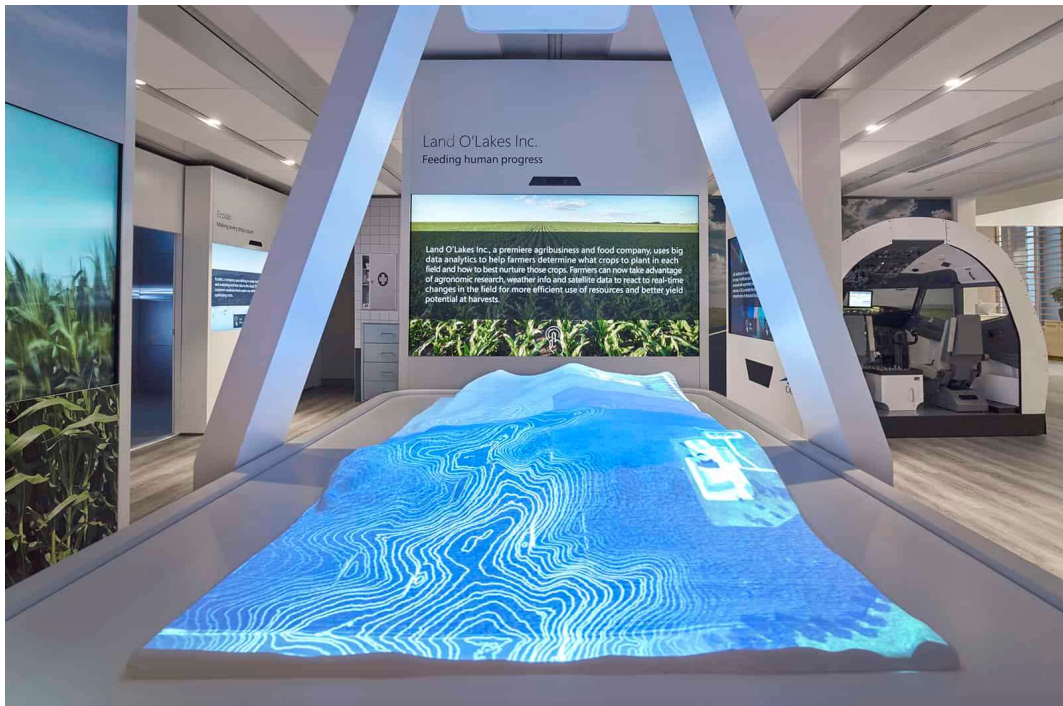
Microsoft Executive Briefing Center: Microsoft wanted to share customer success stories at its executive briefing center in Redmond, WA through demos of Azure, Office 365, Skype/Teams, Surface Hubs, devices,

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drones, and virtual reality applications. AVI-SPL provided integration and support for video conferencing rooms, video walls, and collaboration spaces nationwide. It built a digital transformation #InRealLife experience at the EBC in addition to video meeting rooms. Moveable walls and immersive displays showcase Microsoft platform and client success stories. The area has an adaptable layout that may be changed to instantly provide new content and continually update the interactive experiences. Six Surface Hubs,

projection equipment, and digital displays are part of the #InRealLife exhibit, which takes visitors through Microsoft products for manufacturing, healthcare, retail, finance, and agriculture.



Microsoft Executive Briefing Center in Redmond, WA

Amazon, The Spheres: In 2018, Amazon remodeled its Seattle headquarters, adding The Spheres, a cutting-edge structure for employees and the general public. It hired AVI-SPL as the AV designer and integrator for the Understory, a center to engage visitors with the science, engineering, and plants that make up the Spheres so they can learn about plant life and the overarching Amazon brand. The goal was to create an immersive, 360-degree experience in the lush environment of the rainforest floor and canopy. With self-guided and automated capabilities, AVI-SPL incorporated interactive technologies that create a personalized experience for each visitor. The most prominent feature is the large number of curved LED displays that create a circular environment and deliver an immersive view of the habitat. The experience also includes ultrasonic speakers at four locations with spotlights that trigger the audio recordings as visitors stroll along.



Amazon, The Spheres Visitor Center

The Museum of the Future: The Museum of the Future is a world-renowned architectural landmark. It entralls visitors from all over the globe through its digital marketing. In person, it allows visitors to see, touch, and explore first-hand the opportunities and challenges for the future of Earth. AVI-SPL integrated space, content, and technology to create an interactive experience and immersive exhibits. It deployed more than 30 employees from three continents to engineer, oversee, and implement the installation of experiential solutions. By integrating a total of 48 displays, 44 projectors, 300 speakers, and 76 media servers across five stories in the iconic 320,000-square-foot building, AVI-SPL allows visitors to engage with an array of next-generation technologies, including massive projection walls, augmented reality, multi-sensory exhibits, and human-machine interaction.



The Museum of the Future

Growing Customer Momentum

The principal mission of XTG is to build, grow and sustain a unified and powerful brand for experiential technology solutions eventually becoming the “go-to” provider for customers, partners, and AVI-SPL regions around the world.

In the short span of time since its launch, XTG has seen tremendous interest and adoption from global enterprise customers. Its commercial success is a proof point of AVI-SPL's ability to aggregate experience, platform, and functional design processes into a singular value proposition.

- In FY2022, XTG had already achieved its FY2023 sales goal.
- FY 2022 bookings reached 152% of the target.
- XTG ended 2022 with a pipeline that stood at 2-3x of the FY2022 bookings.
- XTG won three out of the five inaugural LAVNCH [CODE] Out of This World Experiences Awards (OoTWEA) in 2022. LAVNCH [CODE], is an industry publication that serves technology enthusiasts with emerging technology news covering extended reality, experiential advertising, and more.

In short, XTG is not just a highly successful business unit, it is a metaphor for how to disrupt existing business models and how to accelerate customer-centric business transformation.

Conclusion

At its heart, XTG is more than a set of technologies. It brings together people to create connections and ultimately a sense of community and belonging through immersive experiences.

With continued innovation and strong partnerships with a large ecosystem of solution providers, AVI-SPL is pushing the boundaries of technology to stay on the leading edge of next-generation employee and customer experiences. AVI-SPL XTG knows that for success in a hybrid future, it must bridge the gap between the real and the virtual in a way that creates memorable, engaging experiences. The company has recognized this market gap way before its competitors and has successfully addressed it through technological innovation and a focus on meeting customer needs.

For its strong overall performance, AVI-SPL XTG is recognized with Frost & Sullivan's 2023 Global Enabling Technology Leadership Award in the experiential solutions industry.

What You Need to Know about the Enabling Technology Leadership Recognition

Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

Best Practices Award Analysis

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

