



Experts Reveal Top AV Trends of 2014



Like the seasons, trends are constantly changing within the AV world. According to recently surveyed members of the [Rental & Staging Network](http://www.rentalandstaging.net), which is a group of geographically-diverse rental and staging companies with complete event capabilities, these are several top production trends planners should be aware of for Spring/Summer 2014.

ALL WHITE SET DESIGN:

All white everything! Being dubbed the “Apple Store” syndrome, clients are requesting all white events featuring big borderless white screens to project onto, accompanied by white drape, white carpets and white furniture.

TOUCH SCREEN TECHNOLOGY:

This is being used more and more to modernize events, and has the ability to transform presentations.

MULTI-IMAGE DISPLAY PRESENTATION SOFTWARE:

Utilizing software that handles multiple projectors, or other display devices like video walls, plasma screens, etc. within a computer network, meeting planners can leave a jaw-dropping impression on event attendees.

PIXEL MAPPING:

Pixel Mapping refers to mapping images on large objects such as the side of a building, or anything with an unusual shape, such as a cube. Pixel Mapping is also referred to as video mapping or projection mapping throughout the industry.

BRANDED CHARGING STATIONS:

This is increasingly popular not just at conferences, but all types of events. Branded (with sponsor advertising) charging stations allow people to charge their devices, while turning these stations into a mini-networking environment as attendees huddle around their devices while they charge.

UNCONVENTIONAL SCREEN SHAPES:

Planners are clamoring for unconventional screen shapes, such as hexagons, and then applying projection fabrics like Aglo to them.

LARGE SCALE VIDEO INSTALLATION:

Bigger is becoming better – companies are seeing video screens going from 40' x 15' to 62' x 15' to 120' x 15'.

“We feel these trends are important for planners to know about and understand because this is the direction the AV industry is headed towards,” says Bob Daniels, President of the Rental & Staging Network. Incorporating technology enhancements into meetings, events and conferences has become a big part of what planners are looking for when hiring an AV company, so it's important planners are aware of trends and shifts in the industry.”

Since its inception in 2007, RSN has aimed to bring the industry's best audio/visual rental and staging companies together to share best practices and provide nationwide service with the benefit of local contacts, eliminating the need for clients to spend valuable time verifying the competence and capabilities of multiple companies.

To view a map of RSN affiliates, visit www.rentalandstaging.net and click on “Network Members.”