



Celebrating its 50th year, AVW-TELAV Canada joins the Global Presence Alliance

November 19, 2009

To provide international clients with the highest degree of seamless global audiovisual and videoconferencing integration, the Global Presence Alliance (GPA) has named yet another leading company to its roster of worldwide technology integrators: AVW-TELAV Audio Visual Solutions - a Canadian company now celebrating its 50th year of innovation, growth and service.

As the newest GPA member, AVW-TELAV increases the GPA's footprint with service across Canada and a proven ability to provide clients with a full range of audio and video solutions. The addition of AVW-TELAV is yet another example of how the Global Presence Alliance continues to fulfill its commitment to improve communication and aid collaborative efforts worldwide, by harnessing and orchestrating technology and services from every corner of the globe.

"The demand for leading edge, centralized and standard global audiovisual and videoconferencing system solutions has exceeded even our lofty expectations that originally led to the formation of the Global Presence Alliance approximately 18 months ago," said Roger Patrick, COO of the GPA's U.S. founding member, The Whitlock Group. Mr. Patrick adds, "AVW-TELAV's similar corporate culture with The Whitlock Group as well as our GPA co-founding partner, Impact (Europe), and commitment towards industry best practices has reinforced this strategic decision to continue the growth of the worldwide "star alliance" within our industry. We feel the additional due diligence invested to ensure common synergies and approaches toward customer service are inherent in the makeup of each GPA member and leads to a consistent and successful experience for GPA clients, manufacturing partners and members.

"Our addition of AVW-TELAV as our Canadian GPA Partner represents a formal extension of a proven and tested working relationship to provide seamless integration and service to mutual high profile and mission critical clients. We could not be more excited and confident in our decision to work together and provide GPA clients with an expanded footprint covering all of Canada."

As the GPA continues its expansion of collaboration and cooperation, new and existing customers will receive increased gains in operational efficiency by having a single global contact for design, engineering, integration and ongoing maintenance of their technology systems. This coordination ensures the very highest level of consistent quality and support for client offices around the world, with specific benefits that include:

- Increased efficiency through global standardization of integration and technology
- Improved communication and optimization of corporate assets



- Economies of scale with reduced costs through global purchasing agreements
- International project management, managed services and related support services
- Simplified expansion into new regions

"Core principles of AVW-TELAV's market approach are to focus on enhancing efficiency, communication, and return on investment through an elevated strategic approach to an organization's entire audiovisual and communication needs" comments Johanne Belanger, President - AVW-TELAV Audio Visual Solutions. "As audiovisual technologies gain recognition and importance, and indeed facilitate the global operational requirements of many organizations, this alliance provides a critical extension of AVW-TELAV's value proposition to its own customers, as its participation does to the rest of the members within the alliance."

The Global Presence Alliance has partnered with leading audio visual and videoconferencing technology manufacturers to bring global standard platforms for:

- Telepresence
- Videoconferencing
- Control Systems
- Display solutions
- Video collaboration
- Network Transport
- Audio Systems
- Streaming
- Managed Services
- HD Migration
- ISDN to IP Migration
- Infrastructure

The GPA is focused on connecting the widest range of global environments, with user-friendly interfaces for boardrooms, meeting rooms, reception areas, operation centers, training facilities, briefing rooms and other media intensive environments.

AVW-TELAV provides technologically-advanced solutions, state-of-art equipment and service second to none. With offices coast-to-coast, and annual revenues of almost \$100M, AVW-TELAV maintains the leading rental and staging market share of presentation technology solutions across Canada. With industry-recognized design-and-build solutions, coupled with cutting-edge communication tools, AVW-TELAV is also a leader in system design and integration of audio visual technology and videoconferencing solutions. AVW-TELAV is one of the Freeman Companies, a U.S. privately held company with approximately 3,400 full time employees and 2008 revenues of \$1.4B. The addition of AVW-TELAV not only expands the GPA's integration service offering to Canada, but also gives North American based customers access to the broader offerings of AVW-TELAV's Audio Visual Rental and Staging operations throughout North America, as well as the offerings of its parent company Freeman.

The Whitlock Group is the largest privately-held audiovisual systems integration firm in the U.S. Founded in 1955, The Whitlock Group has achieved tremendous growth by managing the full scope of complex, high-profile projects for U.S. organizations requiring international standardization, integration and service. The Whitlock Group is proud to employ hundreds of designers, engineers and other technicians at 20 locations throughout the United States. Dedicated professionals, combined with the company's strong relationships with over 400 manufacturer product lines, give The Whitlock Group unmatched expertise and resources – capable of answering the most challenging enterprise-wide audiovisual, broadcast, digital



signage, videoconferencing and communication challenges in the industry. The Whitlock Group's impressive portfolio of projects includes those recently completed for prestigious clients including Boeing, Lockheed Martin, Schlumberger, GlaxoSmithKline, Nortel Networks and Microsoft. www.whitlock.com

Impact is Europe's largest AV Integrator, with fourteen offices across the UK and Scandinavia and annual revenues of \$100M. Impact is especially strong in the Defense, Criminal Justice, Higher Education, Energy and Enterprise market segments. Impact delivers AV design and integration, managed services and innovative turnkey solutions for clients including the UK Ministry of Defense, Shell, Aker, Merrill Lynch, Deutsche Bank, Microsoft, Ericsson, Swedish Courts and the Met Police. www.impactmarcom.co.uk

The Global Presence Alliance (GPA) was formed to meet the growing demand of global organizations for audiovisual and videoconferencing technology to reduce costs, improve efficiency and enhance communication. Through the collaborative efforts of its member companies, The Alliance provides a streamlined, consistent approach to the deployment of audiovisual and videoconferencing technology on a global basis. Consisting of a framework of industry expertise, the Alliance is committed to sharing best practices to guarantee a quality customer experience, regardless of location. The Alliance provides a sole-source solutions approach to global audio and video systems integration by providing global pricing support and greater simplicity through a consolidated service operation. www.global-presence.org

Media Contact:

Ellen Morris
Director of Marketing
The Whitlock Group
(800) 726-9843
ellen@whitlock.com