



Meet the 2015 **CI** INDUSTRY LEADERS

CI recognizes top integrators serving 11 key vertical markets and gleans advice on how they stay at the forefront of their fields. **By *CI* and *TD* editors**

WELCOME TO THE fourth annual celebration of some of this industry's brightest companies, a collection of talent we refer to as the 2015 *CI* Industry Leaders. We've made a few important changes to compiling the list this year and will continue to watch the group evolve as the years go on.

The first, and most significant, change is that all of the companies you see on the pages that follow were chosen based specifically on applications they submitted to us during the time period when we sought them. In the past, the Industry Leaders lists have included a handful of integrators who we knew were among the best in a particular market, whether or not they submitted an application.

This year, we decided to keep the list a bit

more exclusive, and that might mean you won't see a company you're used to seeing here in our annual collection. We're hoping you'll enjoy that change and encourage those you don't see here to apply next year so we can include them on the 2016 list.

The second major change is focusing on the core markets where those who submitted applications for inclusion on this list work on a regular basis. Last year, we had 12 groups, but this year, we dropped it back to 11 markets because creating that 12th list would've meant stretching and compromising on the first aforementioned change.

Finally, you'll notice most of the groups include five companies, but we expanded the listings to 15 for corporate and 10 each for higher education and hospitals. We

think you'll agree letting more companies bask in the glow was the right move based on their insights.

With those caveats out of the way, no more talking about what's not included. Let's celebrate the companies and the markets that are here and all the great work that's included among this group. Each company shares some of the secrets of their success and looked at how they've made it to the top of the industry (though keep in mind these listings are not revenue-based).

We think you'll learn a lot from the insights shared by the companies included here, and who knows? Maybe if you follow their lead, your company will give them a run for their money and make the 2016 Industry Leaders discussion even more intense. **CI**

TOP 5 SPORTS VENUE INTEGRATORS



ONE OF THE MOST EXCITING, and likely most nerve-wracking, parts of being an integrator in the sports venue market is there are no do-overs and no second chances.

"Our sports clients have an inflexible deadline: opening day," says **Jerry Gale, marketing director at Alpha Video & Audio**. "Our engineers and project managers allow us to install complex systems on or before the opening day of the season."

"Even though Alpha Video is over 45 years old, we still operate with an entrepreneurial spirit. Our two VPs saw opportunities years ago in this specific market," says Gale.

Handling the Crossover

"The large venue space has continued to grow over the past year, but what we have found most interesting is the crossover between verticals," says **Chris Mascatello, executive VP of technology sales for ANC Sports**. "Large venues are looking at retail and transportation markets to get ideas for their concourses and other locations, while other markets are looking at large venues for recommendations to create an immersive experience."

Nor-Com has found success in the sports venue market, among others, because of introductions through its architectural, engineering and consulting partners, says **CEO Dan Van Meter**.

"As a member of the design team, we are well-positioned to seamlessly engage the integration phase with little or no on-boarding or disruption to the construction process," he says.

Goldsmith says, noting he's trying to spread the word about PingHD's software and hardware partnerships with Samsung and LG whenever possible after landing work at five MLB stadiums in 2015.

Westbury National Show Systems "boasts an advantage with its large full-time staff of designers, programmers, field engineers and project managers," says **sales manager**

"Our sports clients have an inflexible deadline: opening day."

—JERRY GALE, ALPHA VIDEO & AUDIO

Keep It Simple

Stadiums and arenas represent PingHD's strongest market. The company developed a digital signage content management software in 2014 that allows it "to compete more aggressively than before" for work in that market and others, says **Kevin Goldsmith, director of digital media operations**.

"Bundling the solution into a complete, all-inclusive three-year cost has proven to be successful with much of our competition providing high upfront costs and monthly,"

Brock McGinnis. "Our reputation is based on proven technical competence, responsive service and our large-project capabilities."

Westbury sports venue specialist John Coniglio talked last year about "persistence, long-term relationship development, a great technical team and a deep understanding of the critical nature of the value of in-game entertainment and fan experience" as keys to success in sports venue integration. **CI**

Reported by **D. Craig MacCormack**

THE TOP FIVE	No. of Locations	No. of Employees	Years in Business	Total Commercial Integration Revenue 2014	Revenue Under Contract Percentage	Number of 2014 Installs	PERCENTAGE OF REVENUE* DERIVED FROM											
							Corporate	K-12	Higher Ed	Health Care	Hotels/Casinos	Restaurants/Bars	HOW	Government	Retail	Sports Venues	Museums	
Alpha Video Minneapolis <i>alphavideo.com</i>	1	105	45	\$40,000,000	10%	325	5%	10%	10%	5%	20%	—	—	—	—	25%	—	
ANC Sports Enterprises Purchase, N.Y. <i>ancsports.com</i>	2	191	18	\$49,000,000	16%	30	—	—	—	—	—	—	—	—	—	90%	—	
Nor-Com Hebron, K.Y. <i>nor-com.com</i>	1	49	44	\$7,000,000	14%	256	17%	35%	21%	2%	1%	1%	2%	3%	—	10%	2%	
PingHD Denver <i>pinghd.com</i>	4	28	8	\$6,000,000	15%	75	5%	—	5%	—	5%	25%	—	10%	5%	35%	10%	
Westbury National Toronto <i>westbury.com</i>	3	150	44	DNP	5%	250	35%	—	10%	3%	6%	—	3%	—	3%	15%	10%	

*Percentages provided by firms and may not add up to 100. DNP = did not provide.