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## **Image Audiovisuals Acquires Denver Firm, Preps for Expansion**

### *Sound Images' Conference-Recording Technologies Fit IAV's Plans*

DENVER (Oct. 18, 2012) – Denver-based Image Audiovisuals, one of the region's most recognized providers of audio-visual event services, has set the stage for a strategic business expansion with the acquisition of another Denver-based company, Sound Images, Inc.

The addition of Sound Images and its conference-recording/web-streaming service is projected to increase Image AV's revenues by 25 percent in the first year.

"Now when we talk to clients who require assistance with their conferences and conventions, we can offer a portfolio of services that encompass AV rental and staging, computer rentals, set designs, multimedia production AND virtual meeting content creation for delivery on the Internet," said Dave Mueller, president of Image AV. "Complemented by Sound Images' expertise and proprietary technology, we can offer services that no other audio-visual company in the country can match."

Specifically, the acquisition of Sound Images gives Image AV access to a customized suite of software applications that gives conference and convention attendees

an impressive tool chest for enhancement of their meeting enjoyment and productivity. The suite of apps provides attendees immediate access to the schedule of events and allows them to stay informed on schedule changes, catch up on workshops they missed, and gather conference information via mobile devices in a paperless and media-free, environmentally sustainable manner. The apps work for iPads, iPhones, Android devices and on Sound Image's newly created, device-independent HTML5 website.

“Attendees can even use the apps to send messages to other attendees,” said Diana Mueller, chief executive officer of Image AV. “The apps are populated with a complete schedule of all the sessions and events, an exhibitor listing, an attendee listing, a speaker listing, a listing of posters and abstracts (for medical/pharmaceutical conventions), and Sound Image's digital recordings of all general and breakout sessions. This digital content consists of a full-motion, video-screen capture of each presentation with the presenter's audio, recorded with a proprietary hardware/software combination created by Sound Images.”

As a result of the Sound Images acquisition, Image AV will be able to provide on-demand webcasting and live streaming services to its clients, giving Image AV a full array of meeting-and-convention services with a single point of contact.

### About Image Audiovisuals

Founded in 1988, Image Audiovisuals is one of the largest western U.S. providers of advanced rental and staging technologies, in-house hotel AV services and AV systems design, engineering and integration. Image Audiovisuals' certified technicians remain at the forefront of next-generation AV presentation, production and installation technologies. Completing more than 2,500 projects and events annually, Image Audiovisual delivers value and customer service across all of its divisions. As an InfoComm International “Diamond” Certified AudioVisual Solutions Provider (CAVSP), Image AV complies with “10 Standards of Excellence” developed in collaboration with industry experts to emphasize the best practices of audiovisual businesses. The company is headquartered in Denver with branch offices in Denver, Aurora and Summit County, Colo.; and it is the preferred, in-house AV provider for the Colorado Convention Center. For more information, visit [www.ImageAV.com](http://www.ImageAV.com) or call 800-818-1857.