

**PRESS RELEASE**

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**SAVI Shares Vision for the Future of Commercial AV Automation  
and Control at InfoComm Connected**

**The company will present on the next generation of commercial AV  
and share plans for SAVI.Connect digital event**

Dallas, TX – June 15, 2020 – [SAVI Controls](#), designer and manufacturer of commercial AV control and automation solutions, announces its participation in the first InfoComm Connected virtual event as a featured panelist on the official show schedule discussing automated displays with key partners LG and Topgolf. Not only is SAVI supporting the first virtual InfoComm event as an exhibitor, the company is an AVIXA AV Experience Award finalist, which recognizes the innovative integration of content, space, and technology to create or enhance an experience.

At InfoComm Connected next week, SAVI's VP of Sales, Byron Baird, and Chief Technology Officer, Derek Wilson, along with representatives from Topgolf and LG Electronics, will participate in a panel session moderated by AVIXA entitled: [Automated Displays in Entertainment Venues](#). On Tuesday, June 16, at 4:30 p.m. ET, InfoComm attendees are invited to tune in to learn about the evolution of automated commercial displays in entertainment venues, including the benefits to the venue and how it elevates the guest experience. The panelists will also discuss the game-changing partnership the companies have created, working together to transform 60 Topgolf locations into the ultimate golf and entertainment experience using 10,000+ of the latest LG commercial webOS displays controlled by SAVI's automation technology.

Traditional commercial AV control systems are highly complex, costly, and take weeks or months to program and set up. SAVI has a vision for the way control systems 'should' be done to make design, installation, and control better and easier for commercial dealers and their customers. SAVI was purpose-built from the ground up by a team of some of the brightest developers, designers, and AV professionals, all with experience suffering through years of project installs that were more complicated than they needed to be.

Learning from this experience and working with forward-thinking commercial dealers, SAVI set a goal to disrupt the traditional commercial AV control market. SAVI has created a revolutionary, full-scale AV control and automation solution that is designed to delight end users and bring freedom, flexibility, fun and ease back to the pros that are designing and installing commercial AV and automation systems. To support this vision, at InfoComm Connected, SAVI will discuss the future of automation and where the SAVI system is headed, with a focus on continuing to



innovate and deliver on their mission to bring an easy to program, affordable, repeatable, and customer-focused commercial AV distribution and control system to the market.

“We’ve been there, done that. And we know it can be done better.” said John Dorsey, SAVI CEO. “We’ve learned from our experiences and realized we could do this better with our own technology backbone and a super simple, but powerful, interface. We didn’t want to be shackled to legacy technology requirements that would stifle our design freedom or hold back our dealers from innovating. We actually built out our entire InfoComm booth, complete with all of our new products, demos, everything, because we want people to see what we’re bringing to the market.”

Coming in August, SAVI will debut its next-generation system, SAVI 3. Built with deep commercial AV expertise, SAVI 3 streamlines installation, programming, and expense with simple programming tools, intuitive end-user software to manage the system onsite, an easy-to-use control user interface, and a whole new line of hardware.

To unveil this radically innovative system, SAVI will host [SAVI.Connect](#) on August 26, a virtual event that will showcase demonstrations and online booth tours for a hands-on, immersive look at the cutting-edge SAVI 3 system. “We want to shake up the commercial AV control and automation experience and we invite integrators and industry friends to join us at SAVI.Connect for a deep-dive look into what we have under wraps, as well as demos, conversations with SAVI product development and leadership teams, integrators and maybe even some special guests,” added Dorsey.

Interested integrators can register for SAVI.Connect [here](#) and get VIP access to more details on SAVI 3.

To learn more about SAVI, visit [www.hellosavi.com](http://www.hellosavi.com)

### About SAVI Controls

*Established in 2014, SAVI Controls is revolutionizing commercial AV with a thoughtfully designed, full-scale AV control and automation solution that is focused on delivering delightful experiences to the end user. SAVI believes that creating world-class experiences should be simple, with programming taking just hours, not weeks. SAVI has developed a powerful server along with the hardware and user interface software that come together to streamline programming, installation, and expense, making it easy for integrators to create new and unique experiences with lighting, audio, digital signage, and video displays for entertainment and sporting venues, hospitality, corporate offices, bars, and restaurants. Built by a team with deep commercial AV expertise, SAVI’s hardware, operating system, and UI software is available today through dealers. For more information visit [www.hellosavi.com](http://www.hellosavi.com)*

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