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# Professional Communications Systems

## — Audiovisual and Media Presentation Technology

Professionalism, clarity, solutions. In the world of communication, those are more than just words. They are key principles that can make the difference between simply delivering a message and delivering it in a way that is unique and will be remembered.

They are also the key components of a business strategy employed by Professional Communications System (PCS), a leading Florida-based visual communications systems integrator, serving a diverse range of customers in the business, education and government sectors since 1985.

Like the technology that drives the audiovisual (AV) industry itself, PCS has grown steadily since its inception. From humble beginnings — just one engineer and two salesmen providing services to local broadcasters and corporate entities — PCS has grown with an eye to the future by consistently providing nothing but the best products and services from the industry's leading manufacturers.

“Our specialty is video technology, solving clients’ problems and providing opportunities through the use of video solutions,” says PCS President and General Manager R.A. “Tony” Stephens. “Of the many business categories we serve, the largest single client group we work with is broadcasters. A significant part of our overall business is dedicated to providing technology and visual systems for broadcasting facilities — and no industry is more demanding than broadcasting.”

AV technology is changing rapidly across the board, and PCS is moving to satisfy the demands for applications linked to those advances. As the world moves from analog to digital and even personal communications tools become more advanced, the possibilities seem nearly endless for work and innovation. As cutting-edge communications tools continue to become more common in the fields PCS serves, the company stands poised to serve a huge pool of potential clients.

“AV and media presentation technologies are working their way into the commercial market with continuing advances in video conferencing; interactive

white board technology; and information sharing through data networking, touch control and digital signage,” says Stephens. The communications expectations of end users are driving the industry in other ways, as well. Stephens says a new generation of users who have grown up with technology are seeking convenient, high quality, and on-demand access to news and information. That is forcing more companies to upgrade, and it's creating a larger niche for PCS.

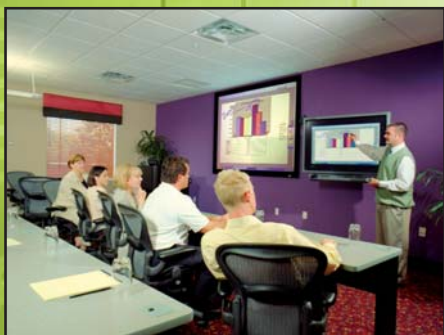
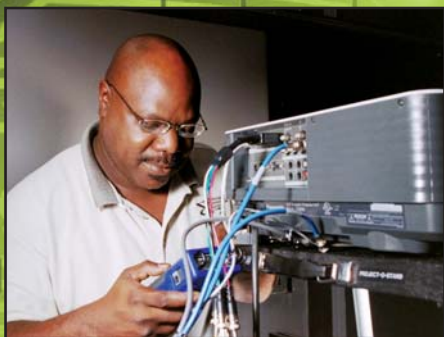
“There's growing interest on the part of the audience to watch content when they choose to watch it, and in what format they're choosing to watch it in,” Stephens says. “In years passed, you'd turn the news on at 6:30 p.m. to obtain information. With the advent of iPods, DVRs and the Internet, there's greater pressure on companies to make multiple access options available to employees and customers; so content must be in a format that is in line with how the user wants to watch it.”

Stephens adds, “I see a very prosperous future for our business because there are going to be more requests to satisfy the needs of a younger generation as they move into the workplace.” PCS's commitment to professionalism, clarity and solutions poises the company to do just that.

“We have more than 20 years of operation in this market. The reputation we've created over that period of time for providing quality products and excellent service, I believe, stands out among our competitors,” says Stephens.

Today, PCS operates as a wholly-owned subsidiary of Media General, a diverse, publicly-owned media company. PCS serves its customers through eight offices, representing more than 250 audio, video and presentation equipment manufacturers via the industry's most talented sales, engineering, design and technical team.

— Corporate Profile



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