



FOR IMMEDIATE RELEASE

Professional Communications Systems Joins Forces with Tampa Bay Performing Arts Center and Manufacturers to Sponsor Audiovisual Emerging Technology Forum

Tampa, Florida – December 30, 2008 -- Professional Communications Systems, Inc. (PCS), a leading audiovisual and broadcast systems integrator, recently joined forces with its client, the Tampa Bay Performing Arts Center (TBPAC) and several audiovisual industry manufacturers to sponsor an educational forum in audiovisual technology for Tampa Bay executives. Co-sponsoring the *Emerging Technology Forum* event with PCS and TBPAC were Harris Corporation, Symetrix, Inc. and AMX.

The Forum was held on-site at the Performing Arts Center, where PCS recently completed an extensive audio and video systems integration. System elements include Harris® Infocaster™ digital signage, Symetrix SymNet audio signal processing and AMX advanced control technologies.

Executives from leading Tampa Bay architectural, interior design and commercial construction companies attended the Forum event, which included a reception and backstage tour of the TBPAC theaters and facilities, and concluded with a performance of the Broadway production *Phantom of the Opera*.

Dubbed “*A Total Theater Experience*,” the Forum event introduced attendees to and provided education about innovative A/V technology being utilized at TBPAC. The systems employed there are integral components of the Performing Arts Center’s Experience Marketing initiative, which aims to enhance patrons’ enthusiasm by providing pertinent information and heightening the overall visual and auditory experience.

“We’re a proponent of the philosophy that one picture is worth a thousand words,” said Tony Stephens, president of Professional Communications Systems. “Audiovisual technology is advancing so rapidly that it’s often difficult for busy executives to keep abreast of recent developments. Having the ability to see and experience the end result, while learning about new innovations and applications is valuable. PCS’ and the Forum sponsors’ goal is to provide a full understanding of system functionality to those who must make A/V decisions for their organizations or for their clientele.”

Forum attendees learned about the Performing Arts Center project, which involved networking multiple high-definition monitors and audio speakers in the theater lobbies and exterior areas of the 335,000-square foot campus. The monitors and speakers are divided among many geographic zones to ensure that patrons encounter relevant and targeted images and information, based on shows and events occurring at the Center.

The Harris Infocaster digital signage system enables the compilation and display of program content on more than 20 monitors strategically positioned throughout the campus. Sound, an equally important component of the system, is controlled through Symetrix’ Symnet audio signal processing system, allowing Center visitors and patrons to hear selections from artists and theater productions. The automated AMX system enables Performing Arts Center personnel to easily manage and control the complexity of video, audio and sound requirements in the individual zones.

-- more --

-- add one, PCS Emerging Technology Forum --

Michael Kilgore, Vice President of Marketing for the Tampa Bay Performing Arts Center, presented an overview of the systems integration project to Forum attendees, citing objectives and accomplishments. "It's wonderful watching visitors as they encounter new sights and sounds that we are now able to provide through this technology," Kilgore said. "You can actually see their enthusiasm as they come on to our property -- their expressions change as they become aware of the music and see the visuals. And, after the show, we continue that experience as they leave the premises. We and the Forum sponsors want to share with others how this technology contributes to a positive customer experience."

A series of similar Professional Communications Systems Emerging Technology Forum events will be held in coming months at PCS client locations.

ABOUT THE PROFESSIONAL COMMUNICATIONS SYSTEMS EMERGING TECHNOLOGY FORUM SPONSORS:

Professional Communications Systems, Inc. is a leading systems integrator specializing in the design, engineering and installation of audiovisual presentation technology, video and broadcast communications solutions. Headquartered in Tampa, PCS is a division of Media General, Inc and maintains offices throughout Florida. Please visit www.pcomsys.com
Contact: Bonnie Bratby-Carey, Communications Manager • 813-249-3425 • mbratbycarey@pcomsys.com

Tampa Bay Performing Arts Center: As the largest performing arts complex south of the Kennedy Center, the TBPAC campus provides an environment for a wide variety of world-class events -- a leading Broadway series, grand opera, as well as concerts, performances and special events. The performing arts complex consists of five distinct theaters, a performing arts Conservatory, a rehearsal hall, and three on-site restaurants. Please visit www.tbpac.org
Contact: Michael Kilgore, VP – Marketing • 813.222.1058 • michael.kilgore@tbpac.org

Harris Corporation is an international communications and information technology company serving government and commercial markets in more than 150 countries. Headquartered in Melbourne, Florida, the company has annual revenue of \$5.4 billion and 16,000 employees — including nearly 7,000 engineers and scientists. Harris is dedicated to developing best-in-class assured communications®; products, systems, and services. Please visit www.harris.com
Contact: Brian Galante, Sr. Acct. Executive, Pipeline Communications • 570-425-2315 • briang@pipecomm.com

Symetrix, Inc. is a leading provider of digital signal processing for the installed sound, broadcast and recording markets. Symetrix manufactures products under the Symetrix, SymNet, Air Tools and Lucid brands, each meeting the needs of a specific market segment. Please visit www.symetrixaudio.com
Contact: Toni Flosi, AAdvert International • 847-998-0600 • tflosi@aadvert.com

AMX® is a worldwide leader in advanced control system technology. AMX hardware and software solutions simplify the way people interact with and manage complex technology. AMX products span control and automation, system-wide switching, audio/video signal distribution, and technology management. Please visit www.amx.com
Contact: Jeff Kindig, AMX Communications Manager • 800-222-0193 • jeff.kindig@amx.com

-- more --

-- add two, PCS Emerging Technology Forum --



Executives from leading Tampa Bay architectural and commercial construction companies learn of audiovisual technology advancements at an *Emerging Technology Forum* sponsored by Professional Communications Systems, Harris Corporation, Symetrix, Inc. and AMX. The seminar event was held at the Tampa Bay Performing Arts Center in Tampa, Florida.



Tony Stephens, president of Professional Communications Systems (PCS), opened the Emerging Technology Forum held at the Tampa Bay Performing Arts Center in Tampa, Florida. The event, sponsored by PCS and several A/V manufacturers, provided information about innovations in audiovisual technology to area executives.

###