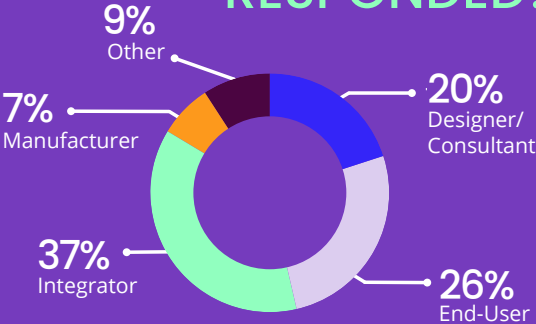


ProAV Professionals on AI

AI is everywhere right now and understanding how AI will affect ProAV, digital signage and UCC is an ongoing conversation. During AI Month in March 2023, rAVe [PUBS] partnered with industry leader Sony Electronics to get a pulse on the perceptions and use cases of AI in AV.

AI-enabled designs, products and applications will only become more valuable and useful, but the key is first to understand where and how the ProAV professional will utilize AI.

WHO RESPONDED?



Only **19%**

of respondents understand AI in AV well.

Where do you think AI will make its first splash?

31%



Education

29%



Corporate

17%



Retail

LACK OF PRODUCT KNOWLEDGE

is the greatest limitation to implementing AI in ProAV installs.

Most Likely Use Case for AI in ProAV



Auto-Framing

PRIVACY

is the respondents' biggest concern with using AI technology.

26%

of respondents are using AI products in their installs.

Top Three Perceived Applications of AI in ProAV

32%



Digital Signage

19%



Language Translation

19%



Room Management

Most-Interesting AI Capability



Auto-Framing

Only

11%

of respondents believe they are "ahead of the curve" in terms of AI implementation.

< 30%



30 - 59%



60 - 79%



> 90%



How much of your budget is allocated to AI-enhanced products?