



## Why Vertical AVTV?



In 2011, the American Customer Satisfaction Index included a list of the most hated companies in America. Cable and Satellite television programming providers were well-represented with five companies listed in the top 18.

Time Warner Cable, Comcast, Charter Communications, Cox Communications, and Dish Network were all included on this list. While the majority of the business for these providers is in the residential consumer market, each has a growing business segment focused on the commercial or business market.



The commercial television and audio visual markets require a completely different sales and service approach. Complex installation and service requirements in a multi-story commercial office building presents a challenge for these providers.

Subcontractors for the large television providers can handle the typical residential installations, yet they are ill-equipped to handle projects in large commercial properties that have sophisticated engineering and rigorous insurance and legal requirements.

Continued on next page



Vertical AVTV was formed in 2002 to address this market offering the installation expertise required in the commercial environment. We have many years of experience operating in commercial office buildings and have long standing relationships with commercial real estate owners and managers throughout the US. We are fully licensed and insured and operate in the largest Class A office buildings in the country.

In addition to providing access to the extensive HD television programming available today, Vertical AVTV has developed a wide range of audio visual services offering turnkey solutions that include hardware, design, integration and installation. As technology has evolved with the larger flat panel televisions and high end projection systems, standard definition programming is rapidly becoming obsolete. Vertical AVTV's expertise in the commercial marketplace gives us the ability to distribute programming and our client's internal network content in high definition throughout their facilities.

Our projects typically involve the sale and installation of a television and/or projector system, television programming activation, commercial grade audio systems, control systems and presentation capabilities in conference rooms, training rooms, offices, and lobbies.

Our experience in the commercial office market with general contractors, interior designers, architects and project managers is critical to the success of these projects.

Spending time on issues/services outside of your core business has a direct effect on the bottom line. Vertical AVTV is focused on saving our clients both time and money while bringing the latest in television and audio visual technology into the workplace.

---

#### ABOUT VERTICAL AVTV

Vertical AVTV is a single source for audio visual and satellite television turn-key solutions. We provide a fully managed satellite television system as well as a wide range of audio visual products and services including system design, engineering and programming, project management, hardware and technology, installation and integration, and service and maintenance.