

Being on point with collaboration video

Williams Sound has two new products launching in 2018 extending from audio also into video collaboration. *Lindsey Reynolds* talks to Tony Braun and Pat Brey about the merger and its first fruits.

»» “We’ve been helping people hear better for more than 40 years” says Tony Braun, VP Sales for Williams Sound. “Good quality audio has always been vital to communication but with the advent of the collaborative age people want to come together, share and interact with rich content.”

This thinking prompted Williams Sound to acquire Pointmaker, a company with more than 25 years experience in video annotation, in December 2017.

Pointmaker’s background lies in telestration for both broadcast and sports but its products are now used to annotate media in operating theatres, classrooms, house of worship and courtrooms, most famously in the televised trial of OJ Simpson in the 90s and Monday night football.

The first fruits of the merger are Pointmaker Presenter and Pointmaker Audio Presenter, explains Pat Brey, former CEO of Pointmaker and now VP

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Former CEO of Pointmaker Pat Brey (left) is now VP Southwest Operations for Williams Sound. Tony Braun (right) is VP Sales for Williams Sound: Understanding the technology challenges people face

Southwest Operations.

“We’ve researched what people need and the challenges they face”, explains Brey. “They want to connect, share and interact rich content with the group, annotate it and whiteboard, but from their own devices. They also need to be concise and use their time well and are frustrated with their technology – it’s too complex and



doesn’t connect to the devices they bring into the room.”

Meeting the challenge

“Our solution is Pointmaker Presenter, which acts as a hub, enabling you to engage your audience by interacting with content from your personal device to the main display over a wireless connection. You can annotate any

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content including streaming video, documents, images and whiteboard. Devices can connect using Airplay, Miracast, Google Cast or an HDMI cable.”

“Controlled by an app, (available for iOS and Android) presenters can enable content annotation and retain full control of the main display. Remote attendees can participate via the company network, accessing content from their computer and browser.”

Pointmaker Presenter pre-viewed at NAB and is slated for launch at InfoComm 2018, where an audio version will also be demonstrated. Williams Sound will also launch the products to its European partners in Budapest in May.

“We found when we shared our vision with our integrators, representatives and distributors”, says Braun, “they already saw the synergy.”

“We will maintain both brands and have created the new brand Williams AV for our holding company”, Braun concludes, “to reflect the convergence of audio and video in the business.” ■