

# Todd Miller

**GENERAL MANAGER- NORTH AMERICAN SERVICE, ELECTROSONIC**

**TFWM:** On your website, it states that you have been building A/V systems for over 45 years. What in your opinion is the most impacting industry change that has taken place in that time period?

**TM:** Technology advances during the last 45 years have been considerable. In the early days of AV, very often the products required for a project did not exist and everything was custom built. In the last few years, beyond just the technical advances, we are seeing that technology is becoming a lot more user-friendly as well.

**TFWM:** Why did Electrosonic decide to shift service focus to third party sites in 1998?

**TM:** We established service as its own stand-alone business within Electrosonic, and with our specialty service portfolio and our nationwide reach, the next logical step was to connect with customers we would not have known about in the past.

**TFWM:** You've worked with some very high profile facilities (Gettysburg Museum, CBS Sports)- what would you say are the differences between working with corporate facilities and houses of worship?

**TM:** House of Worship in many ways is a more personal, creative market similar to theater and performing arts environments. This aligns well with our background in Entertainment where Electrosonic has completed some of the highest profile theme park, performing arts and museum projects around the world.

**TFWM:** You use A/V technology in creative and innovative ways, such as your recent "Secret Wartime Tunnels at Dover Castle" project. Can you tell us about your most innovative HoW project?

**TM:** We overcame many technical challenges installing the AV system



for "Creation: Once Upon All Time", the show staged inside the Crystal Cathedral in Garden Grove, California. There were many challenges related to the projection screen and video, but the biggest technical challenge was upgrading the audio system. The Cathedral's all glass design made it very difficult to provide a quality sound to match the stunning visuals of the show. The new audio system exceeded everyone's expectations by providing high impact sound and intelligible spoken word.

**TFWM:** What is the best piece of advice you normally offer to your clients when undergoing an A/V installation?

**TM:** I always recommend that our clients select a point person from their facility to oversee the project and coordinate with our project manager. This person should be involved through all stages of the project; from design to installation and service. The hand off at project completion to a qualified service and maintenance organization such as Electrosonic is critical to the continued success of the project. ♦

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