

Jani Medič, AVC Group

Always learning



devices onto the market with new features and new possibilities for how they can be included into a system, new customer requirements and new ways to fulfil customers' needs better, whether more efficiently or more economically.

Which recent projects have you enjoyed working on the most?

It is very difficult to pick one, as I have enjoyed every single one of them, whether it was a small PA system, a small conference system or a complex multimedia system for an entire building.

If I had to name one, I would choose the OSCE ministerial summit in Ljubljana in 2005 which, although it was called a rental project, in my eyes will always be a temporary installation project. This was my first rental and therefore completely new approaches and new obstacles had to be faced, even though the technology can be the same as in the permanent installation business; and because of the large scale and importance of the event, it really was a big challenge. It took all of us a lot of time to find the right solutions, combining different independent systems so they worked together, making a lot of compromises between various subcontractors and still having the properly working solution ready on deadline.

This project really gave me a great deal of pleasure because of the excellent, close co-operation involved. The industry stood behind us at every single stage of the project – design, equipment delivery, technical support, execution and, last but not least, with reliable technology and experienced

Which was the best project you ever worked on?

I would name a small boardroom project, equipped with a complete multimedia solution (small PA, discussion and interpretation system, presentation system, videoconference system with complete automation system) with a great deal of customisation of the equipment and units. Not just because of the technology or because we had to combine a number of different devices, but also because we had to implement completely different approaches to the solutions that the customer was looking for – and because audio and video met IT in the same environment. It wasn't an easy job, but it was a great success, not just because we achieved the planned features, but also because the customer was actually proud of their new installed system.

I don't know if I can say that it was my best project, but it is the one I personally enjoyed the most and I gained much more experience from it than any later project I've worked on.

Which application sectors do you think have the strongest growth potential in your market?

Corporate business has had great growth in the past; it is still growing and I expect it will grow also in the future. There are so many possibilities, I can only imagine. With new technology being presented almost on a daily basis, people are constantly thinking about how to make their jobs easier or, more recently, how to perform their tasks more efficiently and in less time. Of course technology did, can and will help them. It is simply a matter of presenting the right solution to the right people; the rest is just a win-win situation.

What is your biggest current source of frustration as an integrator?

I can't say I get frustrated because of something. I'm completely aware that with each integration, new problems and new obstacles will arise, but this is life and dealing with them is just part of the business. Dropping into an installation expecting a smooth job can really frustrate you at some point, but expecting the unexpected and always having a 'Plan B' is something that can help you overcome all possible frustration.

If there was one thing you could do to stimulate growth in your market, what would it be?

I would appeal to customers not to be afraid of investing in reliable technology. It can help, both in the working environment and also in our homes, to make our lives easier and better, especially as our lifestyles become more and more hectic. **IE**

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The Ljubljana integrator talks to Paddy Baker about the rewards and challenges of working in the installation industry

How did you come to be working in the installation industry?

In 2001 I was searching for new challenges in my professional life. One morning I bumped to a friend and simply asked if he, as a manager, had any vacancies. By chance, he was looking for someone to do installation projects in his company. It didn't take long to have a first meeting to settle the details. So this was my first step in the installation industry – a very easy one and an accidental one, as I would have taken other opportunities if they had arisen at that time.

The more difficult part followed after that. I had some – only some – background in professional audio from working as a sound technician on a local radio station while I was a student. However, the installation business required wider technical skills, familiarity with the equipment in a company's product range and, besides that, there was also the commercial part of projects to learn.

So the learning process started and, as far as I'm concerned, it continues, and I'm sure it will carry on into the future – since technological improvements bring new

'People are constantly thinking about how to make their jobs easier or how to perform their tasks more efficiently'

personnel. Working in this way can only lead to the customer's satisfaction with how the project was concluded. At the end of the day this is important for me and, I believe, for the others as well.

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