

# 11 Questions with Rashid Skaf

*President, CEO & Co-Chairman, Biamp*



*Serving as the President, CEO & Co-Chairman of Biamp, for more than five years, **Rashid Skaf**, shares his success journey and the big leap in the AV industry with AV-ICN Magazine. Expressing his interest in pro AV in this brief '11 Questions' feature, Skaf mentions how he has established trust and built the global market through organic product expansions, and how Biamp is leading the market growth with high quality audiovisual experiences.*

## **Please describe your journey in the Pro AV industry.**

My journey in AV started when I was asked to join a publicly traded control systems company on the verge of bankruptcy 25 years ago to turn it around. I never imagined I would fall in love with this industry and what it enables. Since then, I have grown companies organically and through acquisitions. I am pleased with the outcomes my team and I have achieved throughout my career in AV.

## **How would you describe your day-to-day responsibilities at Biamp as the CEO and Co-Chairman?**

I see myself as a long-term strategist and day-to-day train conductor. I have an amazing team that all work towards a set of common goals. My job is to remove obstacles that prevent my team from reaching those goals.

## **What are important milestones in Biamp's history in terms of research and development?**

Biamp has a long history of designing products that are easy to use, easy to install, and create high quality audiovisual experiences across a range of venues. Highlights include:

- The introduction of the Tesira platform that defined the standard for programmable processors and still does to this day thanks to continuous updates and enhancements.
- Beamtracking microphones that extend beyond beamforming technology to eliminate hassles with setup and allow users to position themselves and move freely around the room.
- Biamp Launch functionality that automatically detects, configures, and tunes equipment to deliver a professional quality experience at the touch of a button.
- Audio Intelligence/Video Intelligence that brings the power of AI to the pro AV experience, delivering unprecedented levels of audio and video performance with greater flexibility and power than ever before.

## **What is Biamp's roadmap with respect to developing Unified Communications solutions?**

Biamp elevates collaboration with a complete portfolio of conferencing solutions for meeting spaces of any size, certified for leading UC platforms such as Microsoft Teams and Zoom. Biamp makes it easy to put a professional grade AV experience in every UC room that is easy to install and performs superlatively.

## **As more remote work is taking over the world since the pandemic, how is Biamp's latest MAX Connect BYOM Room Solution making it convenient for the users to enhance meeting experiences?**

Biamp MAX Connect offers the same comprehensive experience that users have come to love in dedicated UC conference rooms, now within bring-your-own-meeting (BYOM) collaboration spaces. MAX Connect enables users to walk into any room, with any device, and join a meeting instantly using any video col-

laboration experience, including UC platforms or messaging apps. It is the first and only seamless BYOM collaboration experience: from joining a meeting, to sharing content, to adding remote participants, to controlling room AV, MAX Connect offers the same experience for all meeting participants and makes it easy for IT to manage and deploy.

**Biamp recently won the Red Dot Awards for Outstanding Product Design. Can you name the products that caught the attention of the Jury and their credible features?**

We are proud to have been recognized for outstanding product design by the Red Dot Awards for a number of products, including the Parl  Video and Audio Conferencing Bars, the Voltera line of power amplifiers, Desono EX Loudspeakers, NPX Network Paging Stations, Vidi 250 4K Video Conferencing Camera, and the industrial design for both the TesiraFORT  X and Devio SCX Digital Signal Processors. We are dedicated to creating extraordinary audiovisual experiences, and part of that experience includes how the user interacts with our products. Thus, high quality industrial design remains a priority for Biamp.

**We recently came across a press release about the Biamp's acquisition of Evoko. Could you shed more light**

**on it and what are Biamp's expansion strategies through this acquisition?**

Scheduling is an important part of conference room management, which is a core part of Biamp's business. Evoko's technology complements and enhances our current conferencing solutions nicely. We've been on a path to own the entire conference room space—and part of that experience is knowing you have a space scheduled for you to go into. This provides a nice completion to the overall conference room experience. In addition, with the growing interest in flexible workspaces, desk scheduling is a rapidly emerging market for which Evoko's desk management system is an ideal solution.

**Could you describe the growth trajectory of Biamp in India as compared to the rest of the world? Is India a potential market for Biamp?**

India is a fast-growing market where we see strong demand for AV solutions across a range of applications. We're very pleased with our progress in this important, tech-savvy market but know our current position is just scratching the surface of what's possible. We're committed to making India a major business geography in the next five years. To that end, we have now have an office and Customer Experience Center in India, offering local product support and repair.

**What are a few of Biamp's most popular solutions in India? Can you mention the highlight features that make them stand**

**out from the competition?**

Similar to our other markets, we see great popularity in solutions for conferencing, education, government, retail and hospitality, and large venues within India. Underlying all of it is our Tesira platform, supported by our Parl  microphones, amplifiers, and loudspeakers. In addition, our Sound Masking solution has gained a tremendous foothold in India. The unified and consistent product ecosystem we provide is unparalleled in our industry, and we make it easy to do business across the entire value chain. I am pleased at our continued growth in India.

**How do you think the pro AV landscape has transformed in India over the past 5 years?**

India is developing rapidly as a global economy with users that are becoming very technically sophisticated. The pro AV market has grown rapidly as well, driven by growth in enterprise, education, and government sectors.

**What is your vision for Biamp, in India for the next couple of years?**

We aim to expand our channels and partnerships to take advantage of this increasing demand, bringing the full power of Biamp's extensive product portfolio to Indian customers. India will continue to outpace the rest of the world when it comes to innovation, and I'm excited by the opportunities offered by India's dynamic market in coming years.