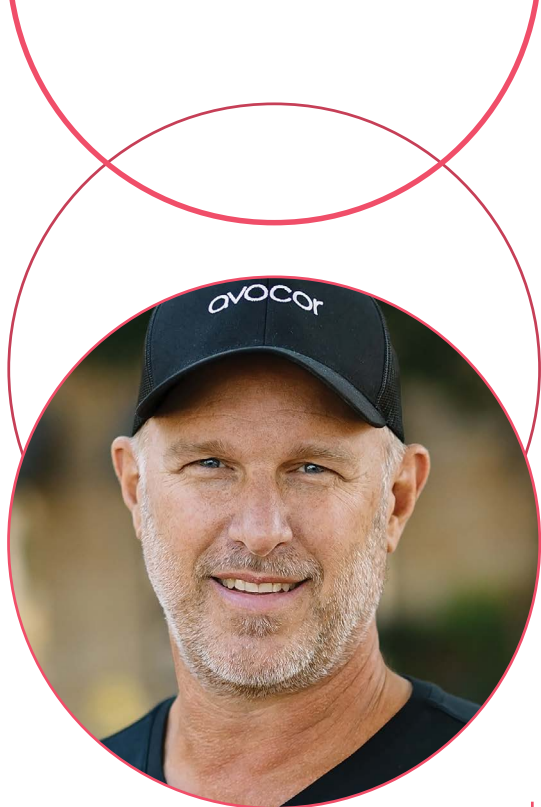




11Q

with **Scott Hix**

CEO, Avocor

*Be it a classroom, a corporate meeting room, or a remote working environment, brands like Avocor play a crucial role in providing seamless, engaging experiences that inspire productivity and creativity. In this exclusive feature, **Scott Hix**, CEO, Avocor talks about the brand's passion to deliver state-of-the-art pro AV solutions and its focus on creating cutting-edge collaboration solutions for the audiovisual world. The interview further delves into the achievements and strategies of Avocor, sharing the success of an inspirational brand for the pro AV industry.*

1. What are the important milestones in the history of Avocor?

Avocor was founded in Oregon in 2016. Since our inception we have accelerated from a start-up to one of the world's leading professional displays brands, establishing our business in over 80 countries through a dedicated network of over 3,000 resellers and distributors. Today the company stands out as a world-wide frontrunner in collaboration and communication solutions.

We've achieved several significant milestones over the years. In 2018, Avocor became the first company to launch a certified **Microsoft Windows Collaboration Display (WCD)**, a Teams-centric interactive display designed to simplify collaboration. Another notable milestone was the partnership with Google, which resulted in the exclusive co-development of two new Google Meet hardware devices.

Bringing us into the present day, Avocor's recent acquisition by AUO is set to be a significant turning point in the company's history.

2. What transformations have taken place at Avocor since its acquisition by AUO?

Since being acquired by AUO Display Plus, Avocor has undergone a significant transformation. The acquisition has allowed Avocor to integrate AUO Display Plus' extensive expertise in display technology and global resources, which in turn will accelerate growth and enable Avocor to expand its product offering. This partnership has paved the way for Avocor to introduce new product categories, including DvLED displays, digital signage, and other commercial displays.

3. Would you like to share any strategic developments planned globally for the users to soon experience after Avocor's acquisition?

Following the acquisition, Avocor is poised to leverage the global positioning and expertise of AUO Display Plus to drive sustainable expansion and introduce innovative solutions. This strategic partnership aims to offer more diverse product platforms and comprehensive services to customers worldwide in the education and enterprise markets. This also includes the development of products for new vertical markets.

4. Could you shed some light on Avocor's recent announcement of expansion plans in India? How is Avocor strategizing to expand its footprint in the Indian collaboration and AV market?

At Avocor, we have announced comprehensive plans to expand the com-

pany's footprint in the Indian collaboration and AV market. This strategy includes establishing a strong presence in India by appointing and growing a dedicated local sales team and collaborating with best-in-class service providers. Avocor has also partnered with **Shree Info Systems Solutions Pvt Ltd (SISS)** and **Mindstec**, to leverage regional networks and expertise to bring Avocor's solutions to nationwide businesses.

We are also actively building the brand's presence in the government market in India by collaborating with national distributors and leveraging strategic partnerships. In the US, Avocor has deployed its solutions in government offices, including the Contra Costa County administration building in California. Thereby, making it a market that we already know and understand.

This year, we also opened the first Avocor Experience Centre in India, which launched in partnership with Mindstec and is located in Bangalore. Such initiatives aim to strengthen Avocor's reach as well as support its growth strategy in the region.

5. We noticed Avocor plans to launch new Experience Centre in Mumbai also. Could you share a sneak peek on the launch of Mumbai Experience Centre and the pro AV solutions that are planned to be at display?

Plans are in place to open a new Avocor Experience Centre in Mumbai, following the successful launch of the Bangalore Experience Centre. The Mumbai Experience Centre will showcase a comprehensive range of Avocor's interactive and non-interactive displays, including the new **S Series**, which is designed for educators and students. Visitors to the centre will experience firsthand how Avocor's solutions can enhance productivity, engagement, and communication.

6. Avocor's focus towards corporate and education segment has always been an explorative opportunity for the users. What new can the customers expect in the corporate and the education segment from Avocor?

Avocor continues to focus on the corporate and education segments by offering innovative solutions that enhance collaboration and productivity. Customers can expect new products like the **H Series**, designed for high-performance collaboration, and the **E92 display**, which offers an ultra-wide 21:9 format for budget-conscious users. Avocor's strategic partnerships, including **Logitech**, **Jabra**, and **Lenovo**, ensure that its displays are matched with industry-leading peripherals.

7. Which Avocor products according to you, are unique to the audience and why?

Avocor offers several unique products that stand out in the market. The **L Series**, with its 21:9 aspect ratio and 5K image resolution, is designed to meet the challenges of hybrid working environments. The **X Series** introduces a modular, tiled video wall design that simplifies the installation of large LED displays. Additionally, **Col-labTouch** combines Avocor's displays with peripherals from Logitech or Jabra to create a high-performing out-of-the-box collaboration solution.

8. Avocor's high-demand interactive displays have taken the spot amongst some of the best-selling AV products in the market. How is the brand strategizing to maintain the position in the industry and further increase its presence in the global market?

To maintain our position in the industry, we focus on innovation, strategic partnerships, and expanding the Avocor product offerings. The company collaborates with leading brands like Google, Microsoft, Lucidspark and Logitech to develop cutting-edge solutions. Avocor also invests in new product categories and markets to ensure its continued growth

and presence in the global market.

9. What business challenges would you say are the most common in the AV industry and how does Avocor, as a brand, overcome them?

AV industry faces several common challenges, including the need for seamless integration of technologies, managing costs, and ensuring user adoption. Avocor addresses these challenges by offering versatile, easy-to-use solutions that integrate with leading collaboration platforms. The company's focus on innovation and strategic partnerships helps it stay ahead of the competition and deliver value to its customers.

10. How do you ensure team's support and exposure at Avocor?

At Avocor we ensure our team's support and standing by providing ongoing training, development opportunities, and transparent communication. The company also collaborates with marketing providers to drive brand awareness and generate product-specific exposure. This approach helps Avocor maintain a motivated and well-informed team that can effectively support its growth and success.

11. What is your vision for Avocor's future growth and development over the next five years?

I expect Avocor's future growth and development to be driven by our partnerships, our talent (Avocor team has deep-rooted backgrounds in some of the most successful UC, display, and AV brands), and global expansion.

Our tagline is '*Connection through Collaboration and Communication*', and this is at the core of every technology we bring to market. Avocor's focus on creating cutting-edge collaboration solutions, leveraging its partnerships with industry leaders, and increasing the depth of its reseller partner network will help it continue to grow and succeed in the rapidly evolving AV market.

**To be a part of 11 Questions' CEO Insights,
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