

## The Internet of Things and the entertainment technology industry BY DON EARL

IMAGINE THIS—You go to your work and as you walk into the lobby the building knows that you're there (via facial recognition, Wi-Fi or bluetooth logon, et cetera) and informs your colleagues that you've arrived. It looks at your calendar and sees that you have AV conference room #6 reserved so it adjusts the air, blinds, AV settings to your preferences. When you get to the room and meet your colleague the screen displays your laptops automatically. When you decide to work through lunch a few words spoken orders lunch from your favorite deli. When you are finished you leave the room and the HVAC and lighting returns to the unused room preset and the room use data is stored. You run down the street to the department store and as you enter it recognizes you, already knows that you were looking for a shirt on the stores app, and immediately flashes a message to you on a large display telling you where it

is in the store, while offering immediate purchase info. When you return to work and decide to use a desk on the 5th floor where your temporary work group is located, it directs all calls to that desk. And, on and

## Our industry should be well ahead of other industries . . .

on it goes—messages from malfunctioning appliances and machines, automatic appointments for their repairs and maintenance, calendar updating, self-driving vehicles, recommendations from analyzed data that you turn the underused conference rooms into other spaces, et cetera.

This is the future of IoT, the Internet of Things! It is only limited by your imagination. It is the collection, analyzing, and exchange of data with every type of device. It will completely change the way that we do business and the way that we live our lives in a very short time.

The entertainment technology segment is uniquely placed in this technological revolution. Entertainment technicians and companies already interface and store information regarding audio, lighting, motors, HVAC, multiple manufacturers, et cetera. Our industry should be well ahead of other industries that have only concerned themselves with interfacing their own equipment. The task for the entertainment AV tech is to make it known to clients early on that they can do **more** than integrate a projector, laptop, and sound system. Steve Jobs said "people don't know what they want until you show it to them." The



- Experience
- ▼ Ideas
- Solutions







For over seven decades, whether it's lamps and gel, or a facility-wide lighting network, one thing remains constant: Barbizon's dedication to understanding our customer's needs.

866-502-2724

www.barbizon.com

more@barbizon.com

Atlanta ▼ Boston ▼ Charlotte ▼ Chicago ▼ Dallas ▼ Denver ▼ Miami ▼ New York Orlando ▼ Phoenix ▼ Washington D.C. ▼ Australia ▼ United Kingdom

A RELIABLE PARTNER TO THE **ENTERTAINMENT INDUSTRY SINCE 1857** RIGGING HARDWARE | WIRE ROPE | TOOLS **OUR KNOWLEDGE IS YOUR STRENGTH** FEHR BROS. INDUSTRIES, INC. CALL 800, 431, 3095

technical entertainment industry needs to show every client that they have a new extreme value-added service to perform. But besides increasing a company's business, providing an Internet of Things will insert the entertainment company into the building process at a much earlier level than the previous standard of outfitting AV conference rooms after the building was already half built. You will be in on the initial planning along with the IT department and upper management.

This does come with a much larger responsibility to the client. It is imperative that the data be collected, accessed, manipulated, and stored securely, and used only for its intended purposes. Much greater attention will have to be paid to intricate details like privacy clauses, data use statements in contracts, passwords, et cetera. The weakest link in your chain could be your last minute addition of a router that still has an unchanged "admin password." The IoT will be a nightmare to every IT department and entertainment techs will be right in the middle of it too. IoT developers will have to consider the following very carefully.

- · Security to be of the utmost concern from beginning to end
- Access must be controlled
- Future unintended use of collected
- · Ability to update

Make no mistake about it. The Internet of Things is the future! New technology brings new methodology and new implementation, and the entertainment industry is poised to be a leader in this endeavor. ■



Don Earl, President of Earl Girls Inc. (EGIPro). EGIPro has been involved in technical theatre for almost 50 years, owning rental, sales, installation, and technical production companies. Don is involved with the ESTA TSP Rigging

and Electrical Power Working Groups, an ETCP Electrical Subject Matter Expert, and is a triple certified ETCP technician. Earl Girls Inc. is a proud supporter of the TSP and ETCP programs.

| www.fehr.com/stage