Shure is now a Polycom technology partner

Shure, a leading manufacturer of microphones and audio electronics, has demonstrated its interoperability with products from Polycom, Inc., the global leader in open standards-based unified communications and collaboration (UC&C).

As part of Shure's strategic focus on providing innovative solutions in the A/V conferencing and integration market, the company is excited to partner with Polycom, a leader in the UC&C space. Shure is working with Polycom SoundStructure, HDX, Group Series, and Vortex Solutions to connect wireless microphones to Polycom audio and video conferencing equipment.

Because Shure has satisfied Polycom's extensive interoperability requirements, it can brand Microflex Wireless as Polycom Ready. Polycom Ready solutions, including end-user devices, network devices, and software applications, are tested for interoperability with Polycom products and applications. When customers see solutions bearing the Polycom Ready badge, they know they've been proven to work with the world's leading open standards-based UC&C platform.

"We are very proud that the Microflex Wireless System has earned the Polycom Ready designation," says Chad Wiggins, Category Director. "It instills in our customers the confidence that they can easily deploy our wireless solutions within their Polycom UC&C infrastructure."

"Our customers sometimes need to add wireless microphones to their Polycom audio or video conference room and training room configurations. Innovators like Shure help extend and enhance Polycom's UC&C solutions by delivering real value and reliable interoperability – and because of that, Shure has earned the Polycom Ready badge," says Ted Colton, Polycom Group Vice President, Technology Partners & Alliances at Polycom. "Together, we're delivering UC&C solutions that power richer conversations and higher productivity, transforming lives and businesses in the process."

Polycom Technology Partners are committed to teaming with Polycom to improve the customer experience by adding

unique value to Polycom solutions and solving customer business challenges. The Polycom Technology Partner Program is comprised of Polycom Foundation Technology Partners and Polycom Premier Technology Partners. Premier Technology Partners have invested in a deeper relationship with Polycom and commit to an ongoing partnership, spanning activities such as business planning, development, additional testing of solutions, and joint go-to-market activities. As a Premier Polycom Technology Partner, Shure collaborates with Polycom to develop unique, customer-focused solutions that collectively broaden the portfolio offerings of Shure, Polycom, and the nearly 7 000 members of the Polycom Partner Network.

Along with Shure, Polycom Partner Network members enhance and extend Polycom's open, standards-based video collaboration solutions and together deliver the most complete UC&C solutions available to more than 415 000 Polycom customers. Through the Polycom Partner Network, technology providers, ISVs, solution advisors, integrators, service providers, and other valued partners can easily address the multifaceted needs of today's organizations that are using face-to-face video collaboration to improve productivity, engagement, time-to-market, and business continuity as well as for unique applications across various vertical industries. ●
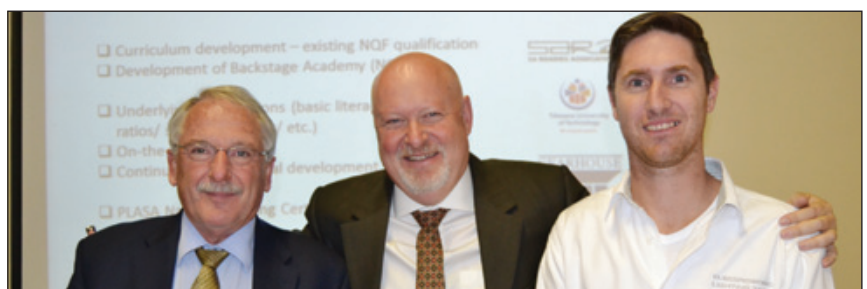
TPSA rigging imbizo huge success

The new TPSA (Technical Production Services Association) Council held a rigging imbizo in Northriding, Randburg on 22 September, to brainstorm with various members of the live entertainment industry about adopting a rigging standard throughout the country.

The imbizo provided an open platform for all who attended to give their opinions about possible options regarding these rigging standards.

Many of the attendees emphasised the importance of taking responsibility, when it comes to safety standards at temporary rigging for live events and similar functions. The main idea seemed to be that responsibility needs to be defined and taken for what is done specifically.

The benefits of having a basic standard, as well as certified members at various levels of training, in order to regulate excellence and levels of expertise was another hot topic of the day.

Tony Smith, Kevan Jones and Bruce Schwartz

According to Lighting Division Manager of Electrosonic, Bruce Schwartz, the more people get involved in this initiative, the faster everything can be established.

"We did not have this meeting today to push any kind of agenda onto the attendees, but rather to get a better understanding, from all aspects, of what the industry wants and to create and move towards a sort of standard and a sort of training," he said.

Executive Director of SACIA (Southern African Communications Industry), Kevan Jones, there has been a lot of positive feedback from most participants of the Imbizo.

"Our intention was to engage with industry on how best to create a level playing field with regards to event safety and particularly rigging standards in the live events industry. It is very evident that some sort of best practice guide that sets out acceptable industry standards is needed. While SACIA will publish the guide, it needs to be crafted with input from a broad range of stakeholders, including engineers, safety officers, venue owners, rental houses, technicians, associations, metro councils and EMS services," Jones said. "Creating this guide will now become a priority of the TPSA Council and undertake to drive and implement it in the near future." ●