# Crestron Foresees Growth and Innovation in AV-over-IP Technology



**Crestron Predicts a Strong Future for AV-over-IP Technology**

Crestron foresees significant growth and creativity in the AV-over-IP (Audio-Visual over Internet Protocol) industry over the next ten years, according to their leaders of product marketing, Sam Kennedy and Joel Mulpeter. Collaborating with Futuresource Consulting, Crestron shared these insights in a report published on May 15, 2024.

Kennedy and Mulpeter highlighted that the convergence of AV and IT is ongoing and has not yet reached its peak. They emphasized the innovative problem-solving capabilities of AV-over-IP, citing Royal Caribbean’s new cruise ship, Icon of the Seas, which utilizes Crestron's AV-over-IP solution, DM NVXshine, to deliver extensive AV experiences.

Kennedy noted, "We’re seeing so many creative ways of problem-solving through AV-over-IP." Mulpeter added that while new technologies like AV-over-IP do replace older ones, the market for AV-over-IP is also expanding significantly, becoming a preferred solution for video distribution without fully displacing existing technologies.

The full details of Crestron’s vision for AV-over-IP can be found in their report with Futuresource Consulting.