# InfoComm 2025 signals shift to AI-driven collaboration amid AV industry recalibration



As InfoComm 2025 approaches, the AV industry is poised for a phase of transformation amidst both challenges and opportunities. Sean Wargo, the Vice President of Market Insights at AVIXA, recently shared insights into the current landscape of audiovisual technology and the trends reshaping collaboration, particularly in light of the hybrid work environment. His observations reflect a blend of optimism and caution regarding the future of the sector, particularly as it continues to recover from the effects of the COVID-19 pandemic.

While the pro AV market has witnessed significant growth, it is now experiencing a slowdown, transitioning to a more sustainable pace. Wargo noted that various factors, including tariffs, persistent supply chain issues, and a shortage of skilled labour, are contributing to a revised growth forecast for 2025. “It’s a bit of a mixed bag,” he explained. Despite these challenges, demand for specific solutions remains strong, signalling a recalibration rather than a downturn in the industry. This sentiment echoes broader observations in the enterprise video sector, where there is an increasing demand for high-quality broadcast capabilities that enhance corporate communications.

Collaboration technology, in particular, continues to emerge as the driving force within the AV landscape. Wargo highlighted the growing appetite for scalable and intelligent collaboration solutions, especially in meeting rooms and other shared spaces. Many organisations are still navigating the complexities of returning to the office, creating a surge in demand for technologies that facilitate connection and productivity. This trend aligns with findings from recent studies predicting that advanced ProAV solutions are crucial for seamless collaboration between in-office and remote workers, fostering an inclusive work environment.

The evolution of meeting room technology showcases another key trend, as enterprises move towards more standardised and intelligent setups. Central to this is the emergence of unified platforms that can be replicated across various sites, delivering a consistent user experience. These platforms leverage AI to enhance functionality, featuring smart cameras and adaptive microphones that adjust to room acoustics. This integration of AI reflects a broader technological shift, positioning software and backend solutions as increasingly critical to future AV systems. A recent report highlighted that software is among the fastest-growing segments in the AV sector, underscoring the necessity of managed services that improve scalability and provide ongoing support.

Moreover, there has been a noteworthy shift in the mainstreaming of broadcast-quality AV, extending beyond traditional applications to corporate settings. Organisations no longer view high production values as the exclusive domain of studios; instead, they demand polished, professional presentations for internal and external communications. This demands investment in high-end AV setups, featuring advanced cameras, lighting, and other production tools, which are becoming standard in corporate environments.

As InfoComm 2025 nears, anticipation builds for a showcase of innovation and resilience within the AV industry. Wargo emphasised the importance of experiential learning at the event, stating that it serves as a platform to explore emerging trends and technologies firsthand. Sessions will focus on crucial themes such as tariffs, supply chain dynamics, and the strategic direction of broadcast AV—issues that have become critical focal points for industry stakeholders. The vitality of collaboration technologies remains paramount, resting at the heart of modern work practices and organisational strategies.

The present landscape of AV is not merely defined by hardware and physical installations; rather, it encompasses the entire ecosystem of solutions, infrastructure, and user experience. As the industry moves forward, it is clear that ongoing adaptations and technological integration will dictate the next steps, with InfoComm 2025 acting as a mirror reflecting the evolution and future trajectory of audiovisual technology.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.uctoday.com/meeting-rooms-and-devices/infocomm-2025-the-av-collaboration-trends-you-need-to-know/), [[3]](https://www.avnetwork.com/features/workplace-2025-panasonic-connect)
* Paragraph 2 – [[1]](https://www.uctoday.com/meeting-rooms-and-devices/infocomm-2025-the-av-collaboration-trends-you-need-to-know/), [[2]](https://www.avnetwork.com/features/designing-control-rooms-and-studios-that-power-enterprise-video)
* Paragraph 3 – [[1]](https://www.uctoday.com/meeting-rooms-and-devices/infocomm-2025-the-av-collaboration-trends-you-need-to-know/), [[4]](https://www.avnetwork.com/news/roadmap-2025-hdbaset-alliance)
* Paragraph 4 – [[1]](https://www.uctoday.com/meeting-rooms-and-devices/infocomm-2025-the-av-collaboration-trends-you-need-to-know/), [[5]](https://ita.com/av-trends-to-watch-in-2025/), [[6]](https://www.tvtechnology.com/news/standards-the-next-generation)
* Paragraph 5 – [[1]](https://www.uctoday.com/meeting-rooms-and-devices/infocomm-2025-the-av-collaboration-trends-you-need-to-know/), [[7]](https://www.av-productions.co.uk/av-tech-trends-2025/)
* Paragraph 6 – [[1]](https://www.uctoday.com/meeting-rooms-and-devices/infocomm-2025-the-av-collaboration-trends-you-need-to-know/), [[3]](https://www.avnetwork.com/features/workplace-2025-panasonic-connect)

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## Bibliography

1. <https://www.uctoday.com/meeting-rooms-and-devices/infocomm-2025-the-av-collaboration-trends-you-need-to-know/> - Please view link - unable to able to access data
2. <https://www.avnetwork.com/features/designing-control-rooms-and-studios-that-power-enterprise-video> - This article discusses the increasing demand for broadcast-quality video content in enterprise communications, highlighting the critical role of advanced, centralized control rooms. These facilities serve as strategic hubs for video production, enabling seamless live broadcasts, virtual events, and studio recordings across multiple locations. Key requirements include user-friendly, automated systems capable of managing high-quality content with minimal technical expertise. The piece also emphasizes the importance of integrating existing infrastructure and supporting industry protocols like NDI and Dante to ensure scalability and efficiency in AV setups.
3. <https://www.avnetwork.com/features/workplace-2025-panasonic-connect> - As hybrid work becomes the norm in 2025, this article highlights the critical role of technologies in reshaping workplaces to be more collaborative, flexible, and user-friendly. Jim Jensen of Panasonic Connect emphasizes the importance of adapting to remote-capable and hybrid work expectations for employee engagement, retention, and productivity. The piece discusses advanced ProAV solutions that enable seamless collaboration between in-office and remote workers, focusing on innovations like the AW-UE160 PTZ camera, which delivers precise auto-framing and high-quality video to enhance remote communication.
4. <https://www.avnetwork.com/news/roadmap-2025-hdbaset-alliance> - This article outlines the HDBaseT Alliance's 2025 roadmap, focusing on simplifying Pro AV installations while maintaining high performance. The Alliance aims to transform USB into a professional-grade solution for the AV industry, addressing challenges posed by complex environments like videoconferencing and collaborative spaces that use multi-camera setups and AI. The introduction of HDBaseT-USB3 technology offers long-distance, high-bandwidth USB extension, ensuring reliable data transmission without latency or signal loss, and powers devices over a single Category cable.
5. <https://ita.com/av-trends-to-watch-in-2025/> - This article identifies several key AV trends to watch in 2025, including the rise of Direct-View LED (dvLED) displays, AI-driven automation, hybrid work and learning environments, AV-as-a-Service (AVaaS), advanced digital signage, security and network integration, remote monitoring and proactive maintenance, and sustainable solutions. It emphasizes the importance of staying current with these trends to deliver high-quality experiences to clients, highlighting the rapid evolution of the AV industry and the need for businesses to adapt to new technologies and practices.
6. <https://www.tvtechnology.com/news/standards-the-next-generation> - This article provides an extensive overview of ongoing and emerging technical standards shaping the future of the broadcast and professional AV industries. It discusses the SMPTE ST 2110 IP standard, new initiatives such as virtual production (VP) and artificial intelligence (AI), and the SMPTE On-Set Virtual Production (OSVP) initiative aimed at addressing interoperability challenges through standardized metadata. The piece also covers the development of new standards—ST 2141, ST 2142, and ST 2143—to handle metadata for large language models (LLMs), embedding contexts, and AI model registries.
7. <https://www.av-productions.co.uk/av-tech-trends-2025/> - This article highlights several AV technology trends to watch in 2025, including virtual and augmented reality (VR & AR) integration, interactive displays, and cloud-based AV solutions. It discusses how VR and AR are transforming training sessions, presentations, and trade shows by creating immersive experiences. The piece also emphasizes the growing importance of interactive digital signage in corporate spaces, conference rooms, and trade shows, and the adoption of cloud-based AV solutions for remote management and scalability, particularly beneficial for businesses with remote teams or multiple locations.