

## CEDIA's Second Industry Trend Video

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CEDIA's Technology Advisory Group releases its second industry analysis video, covering the past few months' emerging trends.



The main trend covered is the cloud-- which CEDIA says is taking over the market with "lightning speed," and will become even more important in the future.

The organisation says the cloud services your customers use and desire will determine their hardware purchases.

The cloud also ties into the growth in wireless networking hardware, including wireless audio and mobile hardware-- resulting in increasing challenges for installers, as the industry moves from device integration to app integration.

Customers will require robust wired and wireless networks covering both their current distributed AV and cloud-based service needs.

CEDIA concludes that the installers' future will not involve any lack of demand for their services, but getting clients to "pay a fair price for our sophisticated knowledge in a world of inexpensive electronics and free cloud services."

Watch [CEDIA Emerging Trends August 2011](#)