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# ICIA's EDUCATIONAL OFFERINGS

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**By:** Gary Kayye  
**Courtesy of:** Kayye Consulting

Bill Gates once said something like "if technological developments in the automotive industry would have mirrored the PC industry over the past decade, we would all be flying to work in a car that gets 1000 miles to a gallon." The same can be said for the AV Industry as well. Just 12 years ago, we used LCD technology to tell us what time it was on a "quick-glance" digital watch! Now LCD technology in projection is old news and the buzz is about Plasma and DMD/DLP. What's around the corner and how do we prepare for the day when a LCD watch can be converted into a Projector? I've got three words for you to save the day: education, education, education. So, have no fear; ICIA is here. Over the past 5 years, ICIA, with the guidance of the PETC (Professional Education and Training Committee—the volunteers within ICIA who are charged with developing and delivering education in the name of ICIA), has introduced over 150 new seminars, designed the industry's first online/Internet based training, re-commissioned the CTS program and delivered four new advanced Certification degrees (Installation, Rental, Design and AV Sales Schools). More information on ICIA can be found on their web site at [www.icia.org](http://www.icia.org).

One of the "staples" of ICIA's educational offerings for over 40 years has been the Institute for Professional Development. The Institute, as it is fondly known by the volunteer instructors, is held twice a year and consists of five one-week courses. Courses include subjects like Staging Techniques, Essentials of Video, Videoconferencing, Rental Management and my class, The Perfect Image. For the past two years, ICIA has offered a few of these courses in Australia to test the success of offering education internationally; and by all indications, it's a hit. In 1997, we had only 30 people attend the two Institute courses offered. This past January we had over 100 people. The following is an inside look at the preparation, content and delivery of The Perfect Image, how teaching it in Australia differs from the annual class at the US Institute, and how it has changed over the past five years that I have chaired the course.

Nine years ago, Luke Rawls, then of Sony Corporation and now with Snell and Wilcox, asked me if I was interested in helping teach a day in his Institute class (Presentation Technologies). It was a class that taught you everything you needed to know about setting up CRT projectors for proper display of video and data signals. I was excited to be offered the opportunity to teach in a class with someone who was so admired by the industry. I had a great time and over the years I went from teaching just one day to helping him with all five days of the class. In 1994 Luke asked if I was interested in taking over the class and I jumped at the opportunity. What started as a class about setting up CRT projectors has evolved into a class I often refer to my students as the "cross trainer tennis shoe of display technology." In a five day class there is no way to cover everything you need to know about all five major display technologies (CRT, LCD, DMD, ILA and Plasma) so we cover a little about each and how each one operates and processes the video signal.

As one can imagine, because of the ever-evolving display technologies industry, the course curriculum has to be almost totally re-written each year. In fact, three of the technologies mentioned above (DMD, ILA and Plasma) weren't even addressed three years ago as their market share was immeasurable. Now, they comprise a complete day. Because of this, a student of the class in 1994 could take it again in 1998 and only about 10% of it would be review. In addition, although video and RGB signals haven't changed much,

the way these signals are processed in digital projectors isn't as easy as it used to be when analog/CRT projectors were the only game town. In the CRT days, the signal entered the projector as an analog signal and stayed that way until it hit the projection screen. Now, at least in the case of LCD and DMD, the signal is converted, inside the projector, back into a digital data signal. So, the course carefully addresses the processing and distribution of these signals so that the quality is maintained to produce perfect images every time. The current version of the class has about 1500 PowerPoint slides, over 200 pages of reference readings and five nine-hour days. In fact, because of the technical nature and hands-on atmosphere of the class, I had to start requiring that attendees have at least a year or two's worth of experience so that they can relate what they are learning to real-world experience. Finally, the highlight of the class is where we give away the projection secrets. Oh, every projector has them, you just don't learn about them unless you are told about them by a manufacturer insider or by attending my class. I don't want to give them away but I certainly remember the day Luke, then with Sony, told all the Sony fans in the class about the memory button on the remote and what it can do. He revealed that after you've converged any Sony projector and got it set up just right, you can hold down the memory button for 10 seconds and convergence settings will be saved for all input and frequencies! The class went crazy with excitement. Now, five years later, it seems like something small but in the days of long nights of convergence adjustments of CRT projectors, it was BIG. That one secret garnered final evaluation statements like "Luke is a projection god."

But as an instructor, I am not alone. Just about every instructor has had to re-write their curriculum almost every year to accommodate new technologies and new markets. I know the students appreciate it as the class is popular, the curriculum is complete and the follow-up is consistent. Every year I hear the same thing from past students, "I used what I learned the week after I got back from the class." And, best of all, none of them have asked ICIA for their money back.

I often get asked why I would voluntarily accept more work and teach a class I am not going to be paid for. Well, the answer is actually very selfish. I have loved every minute of working with, learning from and being a "geek" with Luke, Joel Rollins, Fred Dixon, Scott Sharer, Terry Friesenborg, Mike Weems, Andre Lejourne and all the other volunteers who invited me to the BAGICC "being a geek is cool" club. Every Institute is like a reunion. By the way, being a geek is something to strive for, just ask Mr. Gates, the employer of more millionaires than any other person in the world...

Gary Kayye is the founder of Kayye Consulting specializing in Pro AV marketing consulting and training development. He was with Extron Electronics for 10 years as Vice President of Sales and Marketing and was also VP of Sales and Marketing with AMX Corporation before forming his own firm. He can be reached via e-mail at [gakayye@kayye.com](mailto:gakayye@kayye.com) or on his Web site at [www.kayye.com](http://www.kayye.com).

Sidebar: How to Get Involved with ICIA Education or be a Volunteer Instructor

The Vice President of Education for ICIA is Randy Lemke and Debbie Casey is the Education Coordinator and both can be reached at ICIA at 703.273.7200. Debbie and Randy are ICIA liaison for the PETC. Call either Randy or Debbie to find out how to participate. Gary Kayye is the Vice-chair of the PETC and Beverly Hall is the Chair of PETC.