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Press Release

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POOR ECONOMY FORCES DESIGNERS TO GROW

When the downturn looks the worst, two Audio Visual Designers prove that they can thrive by providing service to the luxury market.

AUSTIN, TX, APRIL 27, 2009: When many audiovisual technology companies are shrinking, AV Design Associates is rising out of the ashes to prove that the luxury market is not dead. Launched in January 2009, the company's two skilled AV designers have managed to accomplish the seemingly impossible: land high-end, exclusive design contracts in this down economy.

AV Design Associates owners David Jasak and Steve Wu worked as a design team for over three years together and built a solid working relationship. In the down economy, they saw an opportunity to branch out and make their design skills available to all integration companies instead of just the one they worked for.

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They then realized that architects, builders, interior designers, and homeowners themselves could all use their services. Since the company does not sell or install equipment but merely puts together a comprehensive design package that any competent installation company can follow, the architect, builder or homeowner can then put the design out for bid to contractors. AV Design Associates reviews the various bids and the companies that submitted them and make its recommendation as to what integration company will best suit the execution of the project.

Starting a company in such trying times was a bit nerve-racking for Jasak and Wu, but a signed contract for a large 15,000 square foot residence in Massachusetts eased the transition from employees to small business owners. Soon, more jobs rolled in and now the two entrepreneurs are realizing that there are still large, luxury residences being built throughout the country. Wu says this about their service, "We want to help others with our experience, whether it's a homeowner wanting a showcase theater, or an architect needing an edge to put them ahead of the competition, or the AV integration company that either needs help with a design or desires to not tie up their in-house resources for a very large project. The people that have hired us now realize that they have a new member to their team, even though we're not on staff."

"We are targeting national and possibly international markets," says Jasak about their business plan. He adds, "We chose carefully to use the word 'Associates' in our company name. Since we have been in the industry for so long, we have accumulated many great contacts in all trades that we consider allies or, as our name says, associates."

Another part of AV Design Associates' success is due to their knowledge of AV and control systems. With close to thirty years of cumulative experience and multiple industry awards between the two owners, they have proven time and time again that their designs are built to satisfy the most discriminating clients.

AV Design Associates is a Custom Electronics Design and Installation Association (CEDIA) Member, and Jasak is a six plus year veteran of CEDIA's Professional Designer certification. The company has also joined the Consultant Uplink program with the control company Crestron. Even in a slow economy, AV Design Associates is confident that their service is a profitable investment for potential clients, and Jasak and Wu look forward to creating more award winning designs.

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