

The 5 Most Common Mistakes in AV Design



Today, architects, contractors, engineers, facility owners...

...and other key personnel are being asked to implement thoughtful audiovisual (AV) design so businesses can create better experiences. This strategic use of audio and video technologies has the power to completely transform a space and make a business stand out. But using AV technology to capture attention comes with its unique set of challenges. From budgeting and equipment options to space use and the facility itself, it's crucial to plan properly.

We're sharing the 5 most common mistakes in AV design so you can get started on the right foot.



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1. Using **generalized templates.**

Although generalized templates might seem appealing for their ease and simplicity, you're doing a disservice if you assume each space is the same. Avoid any tips containing blanket statements such as, "Use only four speakers," or, "Only use bookshelf speakers" and be sure to design for each space.

2. Using a **gut feeling to design.**

Preventing hot spots, dead zones, and uneven sound coverage in your space is crucial. The only way to do this is by analyzing the dispersion ratio of the speaker as compared to your ceiling type and the placement of your furniture. If whoever is designing your AV strategy based on their gut feeling or even just based on square footage, they're jeopardizing the quality of your space's acoustics.

3. Blindly using **brand-name products.**

Sure, everyone loves high-end audio brands, but you could be spending money on a brand name when in reality a similar speaker exists at a lower price point and better warranty. Compare specs before purchasing so you know you're getting the most value for your money.

4. Not considering where you **don't need sound.**

In addition to avoiding hot spots or dead zones, you need to ensure your speakers are placed in the right spot. You never want to place a speaker in an area that could hinder a conversation with an employee or another guest. For instance, in retail, that means no speaker right above the cash drop. Similarly, in restaurants, you would never want a speaker directly over a table.

5. Forgetting about your **ceiling type.**

While most people are familiar with in-ceiling or surface-mount speakers, there are many other options like pendant speakers for open ceiling or even high-directional speakers for retail that ensure the sound is only placed in the areas you want. If your AV designer hasn't asked about your ceiling type, they're missing a crucial element of the planning process.



Need a solution?

Developing an AV strategy may seem complicated, but it doesn't have to be. Contact a professional AV design and installation company like Ambiance iQ who can help you [get started on the right foot.](#)