



SnapAV CEO Addresses the Industry in Light of COVID-19; Forecasts a Positive Future

Heyman asserts the importance of the AV/security integrator more than ever before, while reaffirming SnapAV's support as a collaborative partner.

CHARLOTTE, NC, October 14, 2020 – Kicking off [SnapAV's](#) three-day Snap Pro Live virtual event, SnapAV CEO John Heyman relays a message of resilience. “Upon examining the industry’s past, present and future,” he says, “our work has never been more mission-critical.”

“For decades, our industry has provided solutions to homeowners and business owners around the world that connect them, bring joy, and create a safer environment,” he told dealers during the Snap Pro Live Keynote Presentation on October 13th.

“During this time, the vast majority of experience with our products took place during evenings or on the weekends. COVID-19 quickly changed that. In an instant, customers started using all of our products, all the time. A homebound population wanted more security, more entertainment. What started as a potential threat to our industry led to unprecedented demand.”

Heyman acknowledges that integrators are working around the clock to meet this new demand, leaving their homes during the pandemic to service customers. The dealer took on the role of a courageous warrior, leaving their families every morning to



support clients so they could learn, work and enjoy their homes. “For that, we extend our deepest gratitude,” Heyman adds.

SnapAV worked around the clock, too, with all 22 local facilities staying open and deliveries continuing every day. And though the company had faced its fair share of challenges, Heyman stresses that it has bounced back better than ever, and is looking forward to investing in the products and platforms that help partners succeed in the AV industry.

“The great news is we are now stronger than ever, which was hard to imagine six months ago. We have big – really big – aspirations for this industry,” he says. “We believe we are the first company with the scale, people and resources to make our vision real for you, your customers, and the industry.”

Heyman emphasizes that SnapAV is investing in two key initiatives to create growth: product platforms and business platforms. Both will work in tandem to ensure dealer success. He highlights two product platforms with millions of dollars in company investment – remote monitoring platform OvrC & automation interface Control4 OS3, which will both be spotlighted heavily throughout the three-day event.

Before handing it over to several key division leaders to unveil new programs and products, Heyman strongly affirms SnapAV’s commitment to the industry. “People ask me what is SnapAV’s mission? What is our ‘Why’? It’s simple. We are here to bring together the best people, partners and products to deliver joy, safety and connectivity to the world.”

For hi-res images, [click here](#).

About SnapAV

Established in 2005 and based in Charlotte, North Carolina, SnapAV is a manufacturer and exclusive source of A/V, surveillance, control, networking and remote management products for professional integrators. An industry leader in the custom install channel, SnapAV helps integrators build their businesses by providing a wide range of high-quality products, easily accessible through an intuitive website and backed by award-winning service and support. With a vast catalogue of today’s most popular brands, SnapAV is the premier choice for custom installers across the globe. With 23 pro stores in the US, SnapAV blends the benefits of ecommerce with the convenience of local stores. Additional information about SnapAV and its products can be found at www.snapav.com.

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