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In a surprise announcement InfoComm International (as in the organisation) changes its name to the Audiovisual and Integrated Experience Association, or AVIXA.



For now, InfoComm the trade show-- both the one taking place in the US in June and international versions such as InfoComm China-- will retain the name, only the organiser is now AVIXA, not InfoComm International.

But why would would the organisation formerly known as InfoComm International change its name? As CEO David Labuskes puts it, “you shouldn’t change your name. If you can do anything else, you shouldn’t change your name… But [after much thought and discussion], none of the other options worked or were authentic.”

AVIXA wants to expand membership, and looks to bring growth through end users. As such, it plans to bring content creators and "experience directors"-- such as someone at a Fortune 500 company who decides what level of collaboration technology she wants her team to use, or an advertising executive who utilises creative technology in campaigns-- into the fold. To do so AVIXA plans to change membership structures, including individual memberships that, in some cases, have no charge.

The announcement came now, rather than at the June InfoComm, in order to not overshadow or take away from the announcements exhibitors were making at the show.

Go AVIXA