

GOVERNMENT



Advanced Broadcast
Solutions

Telling stories with technology

PROFESSIONAL VIDEO AND AUDIO SYSTEMS FOR GOVERNMENT

We understand the complexities of working in a governmental environment. You're required to exceed public expectations, build trust, and build community—all while making the most of scarce tax dollars.

While it's a start, voters in federal, state and municipal districts expect more than occasional, unedited video of meetings. They want engagement, transparency and a feeling that they know who's in charge and what's interesting and innovative. Meanwhile, your staff needs access to affordable, onsite training and robust internal communications.

When it comes to economic development, video is one of your most powerful and persuasive tools. Whether you're marketing your area or services to private companies, grant funders, or lawmakers involved in making budgetary decisions—today, compelling video is required to compete.



Preparing for tomorrow

ABS helps you plan your perfect system and prepare for tomorrow's changes.

ABS designs governmental video communications systems every day, and we know that your boards, commissions and voters are watching. We can help streamline your RFP process, shape outcomes, and cost-justify your projects. We're here to help assess your goals and meet your unique needs—so you can share your message cost-effectively.

Your next opportunity is almost here. Are you ready to stream meetings and hearings live on the web? What about producing well-edited segments to constantly refresh your web presence and fulfill constituent messaging strategies? Can you respond to rapid changes in training requirements, policy shifts or legislative action?

ABS is here to help.



Frequently Asked Questions

Can't our existing staff design and build an integrated video system?

Probably not. Technology is changing so quickly that staying on top of the latest trends, equipment and workflow strategies is a full-time job. In fact, it's more than a full-time job, which is why we have more than a dozen people who do this on a professional basis.

Well then, how can we be expected to operate this stuff?

Operating the system is much different than doing a needs assessment, building the infrastructure, designing a workflow, acquiring the right equipment and integrating it into a coherent whole. Once we build, your people will be able to operate today's highly automated and user-friendly equipment. But by attempting to do the design and integration job yourself, you'll burn through your budget and risk being disappointed and unable to persuade policy makers to grant you a second chance.

We don't need video—we have lots of brochures and the Chamber of Commerce working for us.

The trends are undeniable, and so is the research. Video is the most credible and most persuasive medium. Save your printed matter for the details, but engage and persuade with new media. You can't rely on others to carry your communications load. The only entity that really cares about delivering *your message, your way*, is you.

Our department or town is too small for this.

The beauty of today's modern workflow tools is that they are scalable. If you're small, this is a chance to look bigger in a very affordable way. We can build systems for large federal agencies or states and for tiny taxing districts that need to compete for continued funding and for economic development. ABS can also help you explore your funding options.

Why ABS?

We have unmatched, state-of-the-art knowledge about digital technology and the experience to know how to evaluate your legacy systems. Our approach isn't about selling gear—it's about creating forward-thinking plans that work. We get inside your organization, evaluate it, and design a custom solution that provides a quantifiable ROI. We become hands-on members of your team and dedicate ourselves to taking your project from concept to deployment—so you don't have to.

Call us. We're here for you.



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