

# Hal Truax and Brittany McClain on the Latest Technologies with Fotis Georgiadis

*Hal Truax, VP of Sales and Marketing at Hall Technologies.  
Brittany McClain, Director of Membership at Source*

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/EINPresswire.com/ -- Fotis Georgiadis, owner of the blog by his namesake, is a branding and image consultant specialist with a robust background and is a visionary interviewer. With a knack for pulling out a well-rounded interview, not only covering cutting edge technologies and corporate directions but also bringing out the personal side of the interviewee.

It is time to plan out your corporate future by strengthening your corporate image/brand with the help of Fotis Georgiadis. The whole world has gone through a crazy year and is ready to move forward. Take a step ahead of your competitors before they do the same to you. Reach out to Fotis Georgiadis at the below contact options. Below are two client interviews by Fotis Georgiadis, part of the plan to strengthen their brand, bringing the personal touch behind the companies to light.



Hal Truax, VP of Sales and Marketing  
at Hall Technologies

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Keeping customers bears more weight than gaining customers over time.”

*Brittany McClain, Director of  
Membership at Source*

Can you tell us about the Cutting edge technological breakthroughs that you are working on? How do you think that will help people?

We are currently developing end-to-end technology solutions that solve many of the problems encountered today in day-to-day life. We have all experienced by now, the frustration experiencing technology issues while on a

virtual meeting, or heard about the issues faced in education concerning student engagement,

and the efficacy of teaching using existing technology. This brings me to our latest leap in technology innovation, HIVE Control, an innovative solution to frequent issues seen in education. In today's world, educational institutions need to be prepared to deliver a seamless learning experience regardless of being in-class, hybrid, or completely remote. Recent events have exposed many shortcomings in EdTech and have highlighted the technology gaps between schools.

Our HIVE-enabled classrooms include technology that promotes student/teacher engagement, improves peer-to-peer interactivity, and eliminates the complexity of AV control by giving the teacher complete intuitive control of their AV equipment with a single click of a button. HIVE Control's advanced design and features make the system truly unique in the AV industry. With this cutting-edge technology, we are the first to bring REST API to the Pro AV industry and offer a world-class solution that sets a new standard in AV control and integration. Stay tuned, as we are releasing additional products to help with corporate communication, House of Worship, and the ever-evolving world of digital signage later this year.

How do you think this might change the world?

HIVE Control is the industry's first cloud-native AV control application engineered from the cloud down. Leveraging the best in modern IoT, legacy control, and automation, the HIVE Control system expands the opportunities of AV to all. The cost to own our HIVE-enabled system is minimal due to our unique node-based architecture and subscription-based model. This allows schools to scale without the worry of expensive hardware, installation, and programming costs. Under one subscription a school can control a limitless number of rooms and AV devices. At its root, we are democratizing technology for schools, regardless of their socioeconomic status. With major improvements to the industry's three major pillars in AV control; software, interface, and hardware, we've created an infinity scalable and affordable AV solution for educators that is easy to manage.

[Read the rest of the interview here](#)

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Brittany McClain, Director of Membership at Source

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The ecosystem of manufacturers and brands that make up commercial building products is larger than one might think. But, if you add in all of the individual products each of those brands carry and all of the properties of those products, as a designer, finding what you want becomes a bit of a hunt. The good news is that there are endless possibilities and unique solutions for every design problem or idea. The bad news is that there are endless dead ends on websites, displaced material specification information and too many sales reps for designers to keep track of.

Source is bringing critical data, and information that designers need to make specification decisions on projects all a part of one system. By collecting, standardizing and managing product data, we reduce the time spent specifying the perfect material or tracking down your local rep to request samples with our digital catalog and tools.

In an industry that it's imperative to pay attention to detail and truly understand the proper application of materials both from a health and safety standpoint, but also how those choices impact how people will interact with the space, Source believes that investing in tools and data that allow people to meaningfully collaborate and discover materials for their projects will allow for a wider range of creativity and a more thoughtful built environment that you and I get to be in each day.

Also, Source is investing in how to help reduce the waste involved in material sampling by leveraging local library fulfillment centers in major design hubs that serve the local community without a need to constantly rush ship samples across the country, but also meet designers in their moment of inspiration with actual materials they can touch and feel (and then easily return to the local design community for the next moment of inspiration).

[Finish reading the interview here](#)

You can reach out to Fotis Georgiadis at the below-listed website, email and social media links to discuss how he can help your brand and image.

About Fotis Georgiadis

Fotis Georgiadis is the founder of DigitalDayLab. Fotis Georgiadis is a serial entrepreneur with offices in both Malibu and New York City. He has expertise in marketing, branding and mergers & acquisitions. Fotis Georgiadis is also an accomplished VC who has successfully concluded five exits. Fotis Georgiadis is also a contributor to Authority Magazine, Thrive Global & several others.

Contact and information on how to follow Fotis Georgiadis' latest interviews:

Website: <http://www.fotisgeorgiadis.com>

Email: [fg@fotisgeorgiadis.com](mailto:fg@fotisgeorgiadis.com)

LinkedIn: <https://www.linkedin.com/in/fotis-georgiadis-994833103/>

Twitter: <https://twitter.com/FotisGeorgiadi3> @FotisGeorgiadi3

Fotis Georgiadis

fotisgeorgiadis.com

+1 203-983-1234

[email us here](#)

Visit us on social media:

[Twitter](#)

[LinkedIn](#)

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