

# RAY OF LIGHT COMMERCIAL

Ray Sappal, technical director Visual Systems Sales Ltd, commercial install specialists and recent Smart Building Award winner for Best Commercial Project takes on the titanic tussle that is our Q&A.



■ Ray (on left) and Ashwin Shah, chairman of the Myriad Audio Visual Group (parent company of Visual Systems Sales Ltd), receive the award for the Best Commercial Building project from Matthew Booth of Indigo Distribution presented at *Essential Install Live!* South

**What are you up to today?**

Client meetings all day.

**How and why did you pursue a career in the AV/install industry?**

Totally by accident! I took a job over the summer while waiting to go onto University. I loved it so much I decided to stay on.

**What project are you most proud of in your career and why?**

Too many to name; every job gives me some sort of satisfaction. I just love the design process and then seeing the finished project.

**What is the worst thing (outside of your control) that has ever gone wrong on a project?**

Our engineering team installing a video wall and then finding the last cube damaged just before handover.

**As an installer, what is one thing you're tired of hearing either on the job, or about your job?**

When they say they are ready for you, only to turn up and it's still a full building site. Happens all the time.

**What one thing could the industry collectively do to improve its standing and profitability?**

Simply just listening to your clients' needs and design around that and their budget; never agree or promise something that cannot be delivered and don't over-engineer systems.

**What is your favorite piece of AV kit on the market right now?**

Barco Clickshare for the simple reason that it just works

**What product/s or concepts do you think will be the next big thing in the industry?**

Good question and the answer is I don't really know. I do know that what I would like to see in the future is intelligent control systems that can set up a program by simply connecting a device to the network and then auto update the software when required; intelligent AV.

**What's the best thing about life as an installer?**

Meeting different clients and the challenge each new project brings.

**You can invite three people living or dead out for a pint or over for dinner (not including family and friends!) Who are they and why?**

Mike Tyson, Miley Cyrus and Stephen Hawking. I would sit back and just watch what would happen, totally different characters, but all great in their field.

**You can only listen to one album and watch one film for the rest of your life - what are they?**

The *Hangover* collection, as it just makes me laugh every time I watch them and Marvin Gaye's *Whats going On* just to relax me.

**What's a common pet peeve during a project?**

Installation engineers not thinking about the service team and not leaving service looms on equipment installed in racks.

**Do you have any hidden talents?**

Magic!

**What was it like to be recognised at the recent Smart Building Awards?**

It's great to see our team's work recognised.

More information: [Visual Systems Sales Ltd](http://Visual Systems Sales Ltd)  
+44 (0)208 7523900, [www.visualsystems.co.uk](http://www.visualsystems.co.uk)

■ Ray and his team won the Best Commercial Integration Project category at the Smart Building Awards for this Post Office HQ/ Customer Support Centre

