



# Your AV Isn't Failing. Your Network Is.

Most AV issues aren't caused by screens, speakers, or software — they're caused by networks that weren't built for AV.

# What You Experience



## Video Lag

Stuttering during critical presentation moments.



## Desync

Audio and video streams falling out of alignment.



## Dropped Feeds

Screens freezing entirely or disconnecting.



## Scale Failure

Systems work alone, but crash when integrated.

# What It Actually Means

## • Disrupted Experiences

Live environments lose their immersive impact and professional polish.

## • Lost Revenue

Customer-facing spaces fail to deliver, impacting bottom-line results.

## • Operational Friction

Teams spend time firefighting instead of executing their primary roles.

## • Increased Downtime

Constant troubleshooting scales up IT costs and frustrates users.

# The Problem Isn't AV. It's the Network Behind It.

Traditional networks were never designed to handle real-time audio and video traffic, multiple simultaneous streams, or environments with zero tolerance for packet loss.

## Traffic Competes

AV data fights with standard IT data for bandwidth.



## Latency Increases

Packets drop or delay, breaking the real-time sync.

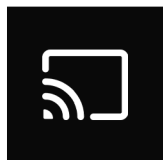


## Experience Suffers

Systems become unstable and the end-user notices.

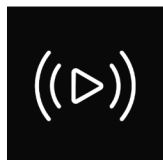
## AV Has Changed. Networks Haven't.

Modern AV runs over IP. This completely shifts the architectural paradigm.



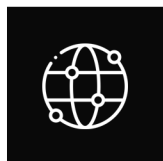
Every screen is a network endpoint

NODE



Every stream is network traffic

DATA



Every experience depends on network performance

RESULT

**Your network now defines your AV experience.**



# If Your Network Isn't Built for AV...

## Your AV Will Never Work as Expected.

[Learn More](#)

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### BOTTOM LINE

**AV performance is no longer about hardware.  
It's about how your network handles it.**

Modern AV requires network-first thinking. The question is — is your infrastructure ready?

Contact [RUCKUS Sales](#) to learn how we can help you eliminate downtime and boost productivity.

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