



The **G7 Summit project** exemplifies the value of SFM (Midwich Group's Canadian branch) and how its Plus+ services' holistic, relationship-driven approach can transform complex AV solutions into success stories. By integrating **training, logistics expertise, field support, and manufacturer collaboration**, Plus+ services enabled Proshow Audiovisual and Netgear to deliver a **robust, secure** solution for this prestigious global event on short notice.

THE CHALLENGE

When Proshow Audiovisual secured the contract to implement audio, video, and simultaneous interpretation systems for the **2025 G7 Summit in Kananaskis, Alberta**, they faced some serious technical and logistical hurdles.

The system needed to integrate **multiple remote locations**—Kananaskis, Banff, and Calgary—supporting real-time interpretation across **10 languages**, secure diplomatic video feeds, robotic camera operations, and broadcast-quality production.

With just **75 days between contract award and deployment**, the project faced intense time constraints, complex logistics, and **challenging shortages** of essential networking components.



DELIVERING MISSION-CRITICAL PRO AV SERVICES FOR THE 2025 G7 SUMMIT

THE SOLUTION

To help get this project over the finish line successfully, Proshow partnered with Midwich's Canadian professional services team—trusted allies who had previously trained Proshow engineers on Netgear's Engage platform. By way of this collaboration, we, through our *Plus+ services offering*, helped architect, procure, and deploy the **mission-critical AV network**.

Working in tandem with **Netgear**, we managed the **logistics**, overcoming supply chain delays through **direct shipments** and supplementing with same or **better models with loaner equipment** from our demonstration inventory where needed.

Midwich's *Plus+ services* provided design consultation, **on-site deployment, support, and in person monitoring** throughout the event. A technician from Midwich's Canadian team assisted with initial configuration, returned for system verification during rehearsals, and remained onsite during Summit operations.



“The ability to call our distributor and say “send us an expert please” and actually leverage that support is enormous. We had remote support throughout the event, and even though our experts weren't always on-site, we could get answers anytime.”

— Mark Fisher, SVP of Engineering & Development, Proshow Audiovisual

The implementation leveraged **Netgear's specialized AV networking switches**, delivering secure, low-latency multicast capabilities for NDI video streams, Dante audio distribution, and control data—all operating across a dedicated, isolated network infrastructure connecting the three physically-distant locations.



THE RESULTS

The network infrastructure performed **without interruption** throughout both the primary G7 Summit proceedings and subsequent expanded diplomatic sessions, maintaining an expected **100% uptime**.

Armed with the **comprehensive end-to-end support with Plus+ services**, Proshow Audiovisual successfully navigated every challenge—from supply chain issues and accelerated timelines to the unique requirements of a network that needed to shoulder, without failure, international diplomatic communications.

BUSINESS BENEFITS: SFM & PLUS+ SERVICES

- **Enhanced Reliability:** Uninterrupted performance across mission-critical AV solutions during a high-stakes diplomatic event.
- **Swift Implementation:** Strategic inventory management ensured timely deployment despite global supply constraints.
- **Comprehensive Support:** Plus+ service offerings delivered expert assistance throughout—from initial design, implementation, to live operations.
- **Enhanced Capabilities:** Pre-deployment training and on-demand expertise empowered optimal team performance.
- **Enduring Partnership:** The G7's success validated Plus+ service philosophy—delivering true partnership beyond just hardware products.

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LOOKING AHEAD

This landmark project demonstrates how the right combination of technology, expertise and support can enable even the most demanding AV deployments. By bringing together Proshow's technical capabilities, Netgear's advanced networking solutions, and Midwich's comprehensive service approach through Plus+, the team delivered a mission-critical system that performed flawlessly under intense pressure. The success establishes a new benchmark for large-scale AV deployments and reinforces the critical role of end-to-end professional services in today's complex AV landscape.

Proshow has seasoned in-house network experience and packages, and they deliver reliable network systems for numerous day-to-day operations. But they could see the value in taking it up a notch with some outside expertise. This wasn't about not having knowledge; it is about bringing in that next level of collaboration to raise a very good customer experience to an exceptional one for all involved. As Mark Fisher put it when talking about tasks that fall within their normal scope of work, "we know how to do that, but we still buy Plus+ services through Midwich because sometimes we need that extra expertise."

This project transcended typical hardware deployment—demonstrating Midwich's dedication to **comprehensive project excellence** and the impact of **service-driven partnerships**.

Midwich Plus+ services — Supporting your vision, every step of the way.

Learn more at www.sfm.ca/plus/.

COMPANY PROFILES

[Proshow Audiovisual](#)

A trusted, Calgary-based provider of professional AV solutions for over three decades, Proshow Audiovisual delivers exceptional AV services across Canada. Their expert team combines broadcast, audio, video, and production management capabilities for events of any scale—building a reputation for dependability, technical innovation, and flawless execution under pressure.

[Netgear AV](#)

Established in 1996 with headquarters in the USA, Netgear AV leads global innovation in networking technologies. Their cutting-edge AV-over-IP solutions and networked infrastructure technologies enable AV professionals to design and deploy high-performance systems with complete confidence.

[Plus+ Services](#)

Exclusively available in Canada through SFM, Plus+ Services represents the evolution of professional AV services. From technical consulting and comprehensive training to deployment assistance and ongoing support, we deliver integrated, end-to-end AV solutions—providing true "**cradle-to-grave service**."

GEAR LIST:

NETGEAR

M4350 Distribution Switches
M4250 Edge and smaller meeting room Switches