

Brian J. Perks a biography

An innovator and a leader, Brian has been at the forefront of audio visual technology from the very beginning. Cutting his teeth on multi-image (remember those days of stacks of slide projectors, synchronized by a 8086 computer with a floppy disc?) and gradually leading the automotive companies into the next technology. During the 1970s, Brian produced and staged meetings for leading automotive companies, like Cadillac, Chevrolet, Ford, Lincoln-Mercury, Motorcraft, and Kawasaki while working for PM Productions, Inc.

In 1981, Brian purchased PM Productions and changed the name to A/V Connection, Inc. and a new chapter in audio visual technology began for the Detroit area. Building a clientele that included Cadillac, Lincoln-Mercury, Pontiac, Ford, Chevrolet, K-Mart, Toyota, Nissan, as well as many marketing companies such as Visual Services, IMP Marketing, Jackson-Dawson Communications, Ross Roy, J. Walter Thompson and DMM&B.

In 1988, always looking for the future in technology, Brian introduced Cadillac to the concept of using computers to project images directly from the desktop to screen. He built his first system at a cost of over \$55,000. It was a 386 with a 400mg hard drive and a blazing 32mg RAM and was considered the most powerful desktop computer on the planet. In 1989, HP came out with an 800mg hard drive at a cost of \$10,000. These drives were the size of a load of bread and weighed about 30# but Brian had to have them to continue being the leader in technology.

As A/V Connection continued to grow, Brian began getting away from the front lines of the industry that he enjoyed so much and became more of an administrator, not something that appealed to him. He was and still is a front lines guy.

In 1992, Brian made the decision to close A/V Connection and go back to his routes of being a freelancer. In the early 1990s, Brian remembers testing the first version of PowerPoint, then made by IBM and called, ironically, A/V Connection. "I remember telling a friend," Brian said, "that if they ever get serious about it, it will revolutionize the A/V industry as we know it." As Microsoft took the project over, Brian became a Beta tester for PowerPoint and watched as it became the most powerful tool in the world for presentations.

During the 1990s and moving into the new millennium, Brian honed and developed new skills. Combining Photoshop, Illustrator, video MPEGs with PowerPoint, Brian again is leading the technology revolution in the Detroit area.

Recently, Brian assisted in the production of the GM Law Enforcement Product Council program for CopsWEST, the DaimlerChrysler MultiCultural tour, the Chevy Cobalt and Uplander sales training tour, the Cadillac DTS and Saab 9-7x tour, the Buick Lucerne tour and Kia In-dealership training tour as well as a production for Detroit Diesel Corporation Parts Fair in Las Vegas, NV.

Brian continues to develop and innovate, always looking at new developing technology, so if you are looking to elevate your PowerPoint presentations to include video or design elements, Brian is the person to contact.

Known as the "Total Team Player" his cell phone is (248) 421-5930. Call him today, it could be the best thing you have done for yourself all month.