EDWARDS TECHNOLOGIES INC.

Cutting-edge technology in the entertainment, retail and hospitality industries
Over the past 30 years, Edwards Technologies Inc. (ETI) has become a leading technologies firm specializing in the design-build process of cutting-edge audio and visual interactive systems as well as tech solutions for the leisure entertainment industry. Headquartered in El Segundo, California, ETI has offices in Shanghai and Germany and does business all over the world.

Founded by Brian Edwards in 1984, ETI’s award-winning multisensory systems are enjoyed every minute of every day somewhere on the planet. Edwards began his career working for a stereo store in West Los Angeles. He would go on to installing audio equipment for household names such as Barbara Streisand, Neil Diamond and Michael Jackson. Edwards eventually started working in the design and installation of sound and lighting systems for nightclubs. In 1980, he would become a pioneer in installing video screens in clubs to display the latest medium in entertainment: music videos.
Edwards’ success in the nightclub industry paved the way for him to launch ETI and one of the company’s first major projects was working with McDonalds to launch McTV in locations across the United States.

GETTING THE JOB DONE
ETI broke into the theme park industry when Universal Studios Hollywood hired the company to replace its old film systems with video arrangements. From there, the company developed a diverse set of products and services to offer, which led to working with theme parks, museums, retail outlets and major corporations. “I see myself as an electronic storyteller,” says Edwards. “Our team helps companies and organizations tell their stories by developing extraordinary immersive experiences that can’t be found anywhere else.”

The ability to apply the correct solution to every challenge and meet the client’s budget is a strength that ETI takes very seriously. “We’re a cloud-based company,” says Roberta Perry, vice president of business development. “When you’re cloud-based, you can bring your clients budgets that are much more realistic and you’ve got infrastructure that is keeping pace with what the millennials want.”

As a company that is constantly on the cutting edge of technology, ETI is often called upon to partner with other firms to complete projects. The software platform combined with the technical know-how that ETI provides makes for a company that is focused on the future. “Brian Edwards often speaks at conferences about the future of technology in the industry,” says Perry. “He is known as a ‘futurist’.”

For domestic projects, ETI self-performs 100 percent of the work. Since the company’s inception, ETI has maintained solid relationships with its strategic partners and suppliers. “Panasonic has always been a strong partner of ours,” says Perry. “We also do a lot of work with Samsung. On the software side, we work with Videro.”

CREATING A RETAIL EXPERIENCE
ETI has recently been involved with Disney, creating retail stores all over the world. The company has partnered with Neal Lassila, who is a former executive for Disney Retail, to launch the Imagination Park Disney retail stores. “We’re working with Disney to achieve the goal of when a child enters the store, it is the best 30 minutes of that child’s day,” says Perry.

In partnering with Lassila, ETI has established a sister company called Fresh Juice Global, which works with retail outlets to provide the optimum customer experience. “With Fresh Juice Global it’s all about the customer experience,” says Perry. “ETI then comes in and implements the technology that delivers on the promise.”

When ETI completes a project, the company is always present at the grand opening, whether it’s a theme park, museum or hotel. Perry says that witnessing happy clients and their employees is an extremely rewarding aspect of the job. “When we are standing at the entrance and we see all of the employees come in and we see the smile on their faces because they’re happy with the finished product, that’s the biggest win for us,” says Perry.

Perry and ETI are excited for the future of the company, industry and technology. After 30 years in business, the company is focused on the progressive growth of ETI and its services. “Because of what we offer from a cloud-based solutions standpoint, more and more people are coming to us,” Perry explains. “A lot of clients are just now becoming aware of the methods of delivery and that they don’t need any more back rooms. That makes everything much greener. We can literally do an entire project without a back room and that has created huge opportunities for us around the planet.”

As Edwards Technologies Inc. continues to progress into the future, the company will continue to combine the most advanced technologies with unparalleled customer service.”
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