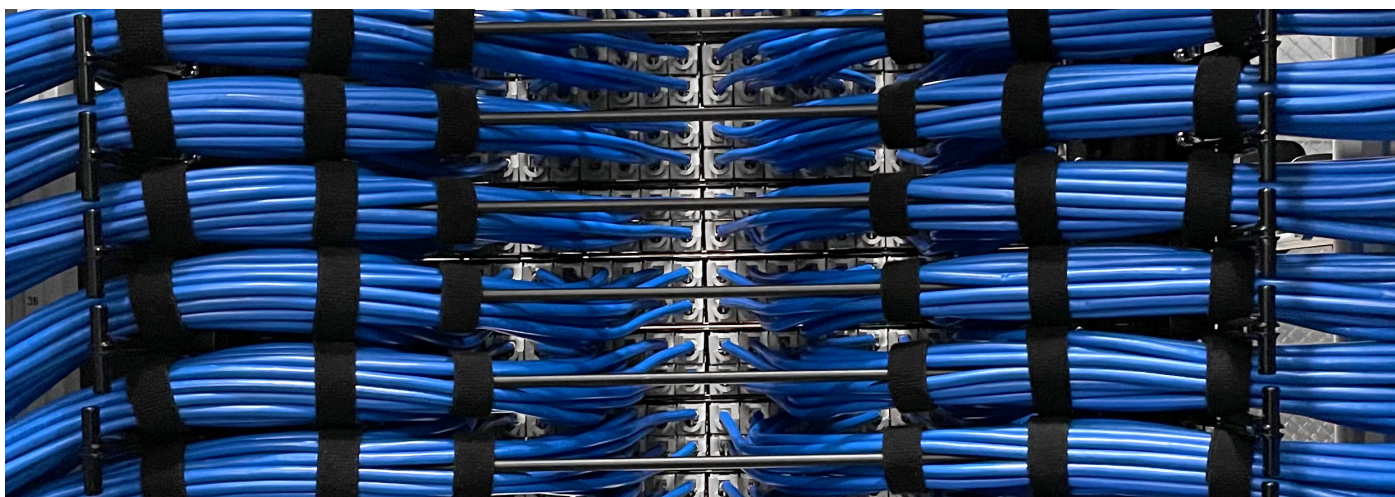




THE MASON MONTHLY

April 2025 - Issue 1



HEADLINES

- Celebrating **The Official Launch of Our Monthly Newsletter**
- **The Mason Eagle Soars Down The East Coast** - Introducing Our New Southeast Regional Team
- Announcing the Location of our **New NYC Office!**
- Preparing Future Healthcare Leaders - See our work at the new **SJU St. Vincent's Health Science Center**
- Meet Some of the **Faces of Mason**



Read All About It! Mason Technologies Inc. Officially Launches a Monthly Newsletter!

We're excited to launch this brand new monthly newsletter to highlight all the amazing news, announcements, and fun happening throughout the company. This monthly editorial spread will be your go-to for any big news, resources, new hire announcements, birthday shout-outs, project and employee spotlights, and much much more.

Have ideas for the next issue or content you want to submit? Reach out to Marketing@mason247.com



APRIL BIRTHDAYS!

The whole Mason Technologies family extends happiest birthday wishes to:

Akin A • Moises B • Zachary B • Tyler B • Richard C • Michael C
Jonathan C • David D • Terrance G • James G • Charles H • Gabe H
Rob H • Chris K • Rolando L-D • Ed O • Stephen P • Dan VW • Ariel V



New City Office Location Announcement!

In August 2025, we'll be saying goodbye to our beloved Water St. office and heading over to an even better spot at **39 Broadway**. We'll be right in the heart of downtown, at the historic location that once served as the U.S. Presidential Mansion for George Washington!

This new **6,100 sq. ft.** space (plus an additional **700 sq ft terrace**) is more than double the size of our Water St. office and currently undergoing a complete renovation, designed to enhance our work environment and create the most modern, advanced NYC showroom our industry's ever seen!

39 Broadway will feature the most artistically executed structured cabling display in the world, next-level security and access control systems, expanded conference rooms, and cutting-edge immersive AV installations—including a massive video wall and interactive display panels.

This immaculate and innovative space will serve multiple purposes: as a central hub for our city-based employees, a dynamic showroom, and a state-of-the-art testing facility where we can showcase our latest technologies and collaborate with manufacturing partners to evaluate the most advanced products on the market.

Features of our new Broadway office include:

- A state-of-the-art showroom and technology/product testing facility
- An immersive Audio Visual experience featuring a massive Video Wall and interactive display panels— fully interconnected utilizing our very own custom IP-based AV distribution system, MTI Connect
- New cutting-edge AtlasIED system
- Sleek, modern, world-renowned Salamander AV desks and furniture
- Top of the line Sound Masking
- A best-in-class access control system setup with advanced unified security solutions seamlessly integrated throughout the entire space
- Larger, tech-driven conference rooms
- Expanded workspace for our growing team
- A brand new lounge and kitchen for employees and visitors
- A sprawling 700+ sq. ft. outdoor terrace with beautiful Hudson River views— perfect for bourbon/cigar nights, open mic nights, and more!

How lucky are we, Mason family?!

Stay tuned for updates and sneak peeks in upcoming newsletters!



THE MASON EAGLE SOARS SOUTHEAST!

Andy, Juan, and Joel bring Mason to the Southeast Region



Andy Peak



Juan Lazo



Joel Eller

Mason Technologies has officially landed in the Southeast, anchored by our regional hub in Raleigh, North Carolina. While we've always had the capability and resources to deliver projects nationwide (and even globally), we're proud and energized to now have a permanent presence in this vibrant market, with a dedicated team representing our core Mason values— 24/7.

Our Southeast operation is spearheaded by an elite team: Andy Peak, Regional Director; Juan Lazo, Director of Engineering and Operations; and Joel Eller, Business Development. With decades of combined experience and deep industry relationships, they're ready to serve as trusted brand ambassadors and expert technology partners across the entire region— from Virginia all the way down to Florida.

As we soar down the East Coast, we see the exceptional quality of our work in NY/NJ/PA/DE, and recognize the Southeast deserves the same standard of excellence. We see a market under-served by traditional integrators, particularly in crucial sectors like enterprise corporate offices, financial institutions, healthcare, higher education, government, general contractors, and developers. These organizations are hungry for Mason's uniquely partner-focused approach and comprehensive, state-of-the-art solutions. It's no secret we treat our partners like they're family, and now it's time to spread that love, care, and trust down the coast. No matter the state, the scale of the project, the budget, or the timeline— when we're called upon, we're ready to deliver. A round of applause for everyone involved with bringing the Mason way to new partners in new territories!

Our Southeast team shared their excitement:

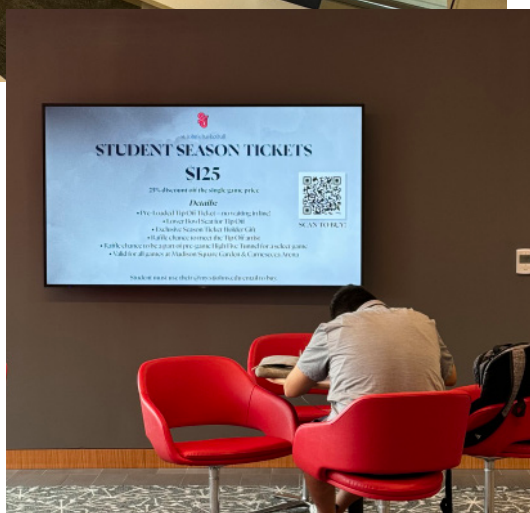
- *"We're here to build something special—establishing Mason as the premier integrator and redefining partner expectations through unmatched service and innovation."*
- *"This market holds immense potential. Mason's ability to serve as a true one-stop shop for technology integration, without sacrificing personalized attention, positions us uniquely to help our partners succeed."*
- *"Trust is everything. Our Southeast partners can rely on us to listen, prioritize their needs, and deliver solutions the Mason way."*

**WOW!!! Our presence now spans NY, NJ, PA, DE, MD, DC, VA, NC, SC, GA, FL...
...and the Mason eagle has a bird's eye view over Los Angeles next. Look out, Cali!**

PROJECT SPOTLIGHT

Exploring the new St. Vincent's Health Sciences Center at St. John's University (Queens campus)

St. John's University sought to implement a building-wide AV over IP system for their newly constructed St. Vincent's Health Sciences Center. **The goal was to provide advanced, flexible audiovisual capabilities to support modern teaching methods, including hybrid and flexible (HyFlex) learning environments.**



Mason Technologies partnered directly with St. John's University, working closely with their team and the general contractor to ensure the university's vision for the new St. Vincent's Health Sciences Center was not only met but exceeded. After listening to their initial needs, we conducted detailed walkthroughs of the space, identifying additional opportunities to enhance their technology capabilities—all while staying within budget. By collaborating with the university, we provided a solution that delivered even more functionality and innovation than they originally imagined, without sacrificing quality or exceeding costs.

Within this new state-of-the-art building, our team designed, built, and deployed fully integrated AV systems in every classroom and conference room, while also installing digital signage throughout the facility.

Each new classroom was equipped with:

- Custom-designed and built AV racks housing in-room PCs
- Hard-wired and wireless laptop connections
- Integrated microphones, speakers, and cameras to support HyFlex functionality

Our expertise enabled a smooth deployment process, and we continue to maintain the system, providing remote monitoring and support for adjustments and enhancements as the university's needs evolve.

The St. Vincent's Health Sciences Center now features a state-of-the-art AV over IP system that supports St. John's University's commitment to cutting-edge education. Each classroom delivers a robust and flexible learning experience, enabling instructors to seamlessly integrate in-room and remote teaching. With Mason's ongoing support, the system remains adaptable to evolving needs, ensuring reliable performance and enhanced functionality for years to come.



FACES OF MASON

Matt C - Special Projects



Matt has joined us to handle Special Projects here at Mason Technologies.

In this role, he will leverage his extensive background to streamline our sales process, organize critical sales data for a stronger business pipeline, and develop innovative strategies to enhance recurring revenue. Before joining Mason, Matt spent 17 years growing an innovative security technologies company from a startup into a thriving multi-million dollar enterprise, specializing in advanced security systems for K-12 schools. Outside the office, Matt stays busy in Massapequa Park, where he and his wife juggle their children's packed schedules—cheering on his daughter's dance performances and coaching his son's baseball, flag football, and Cub Scout activities. Matt is grateful for the warm welcome he's received and is excited to continue making a positive impact at Mason.

Gurdeep S - Unified Security Engineer



Gurdeep is Mason Technologies' newest Unified Security Engineer, bringing his global experience to project management, estimating, and designing advanced CCTV and access control systems. Born and educated in India, Gurdeep spent nearly two decades in Australia—most recently as a Projects Officer for the City of Perth—before relocating to the U.S. in December 2023. Truly an expert at what he does, Gurdeep holds Cisco CCNA as well as other top-tier certifications. Outside work, Gurdeep really enjoys watching and playing cricket, motorbiking, and traveling, with favorite trips including a memorable and extensive European tour. A dedicated family man, Gurdeep loves weekends spent with his wife and son, exploring local roads on long drives, and sharing his special talent: Punjabi singing. We'll have to get Gurdeep up at the mic next time we do a warehouse jam session, that's for sure!

Alison W - Administrative Associate



Alison is Mason Technologies' dynamic "Jack(y) of all trades," bringing over 14 years of dedicated experience from her previous company, Mason Industries, which specializes in designing and manufacturing vibration and isolation materials for hundreds of global enterprises. At Mason Industries, Alison expertly managed the entire order process, ensuring smooth operations across multiple departments and successfully coordinating complex domestic and international projects. Her organizational mastery and extensive global experience make her an invaluable asset to the Mason family and our entire organization. Beyond her professional excellence, Alison is an adventurous world traveller who's visited over 50 countries—including 10 unforgettable trips to Africa. She's explored six continents, with Antarctica firmly on her bucket list, but South Africa remains her absolute favorite destination.

DERBY

THE MONTHLY



THOUGHTS

FUNNIES OF JIM DERBY

Last night I accidentally drank a bottle of invisible ink.
I'm in the hospital now, *waiting to be seen.*

I had to take my pony to the vet for some cough drops
...he was a little hoarse.

6:30 is my favorite time of day
...hands down.

If a cow doesn't produce milk,
is it a *Milkdud* or an *utter failure*?

I was kidnapped by mimes once...
they did unspeakable things to me.

If you notice cows sleeping in a field,
does that mean it's *pasture bedtime*?

I asked my wife if I was the only one she's ever been with.
She said yes, *all the others were 9s and 10s.*

Mason is trying to organize a Hide-and Seek tournament,
but apparently good players are *hard to find.*

Dad, can you explain a solar eclipse?
"No son."

We're taking calls for a joke of the month, and a riddle of the month. If chosen, your joke/riddle may appear in next month's newsletter! Send submissions to marketing@mason247.com



Thanks for reading Issue #1 of our Mason Newsletter! By the way—by the time you're reading this, we've officially expanded our Deer Park, NY warehouse by another 13,000 sq ft. As of April 1, 2025, Mason Technologies now has an impressive 53,000 sq ft of warehouse space! Talk about kicking off the month in a big way. See you in May!