



LAVA Controls  
P.O. Box 222315  
Dallas, TX 75222-2315  
[www.lavacontrols.com](http://www.lavacontrols.com)

**Media Contact: Liz Smith**  
*PoP Digital Media*  
720-257-3788  
[Liz@popdigitalmedia.com](mailto:Liz@popdigitalmedia.com)

## FACT SHEET

LEADERSHIP	Stephen Loeckle, Owner & CEO
DESCRIPTION	Lava Controls provides fully-managed audio visual products and solutions designed for social media command centers, corporate messaging and meeting rooms, executive offices, lobbies, retail, and distributed signage. <b>At LAVA, we believe you should have complete control over your digital infrastructure.</b>
VISION	We exist to make knowledge flow between people in the most effective ways possible.
KEY BENEFITS	<p>Lava provides the <b>only end-to-end self-healing</b> digital signage solution to manage and control all your <b>media players and digital displays remotely</b> from any location without worrying about embarrassing on-screen errors.</p> <p>The easy-to-use interface, streamlined hardware &amp; reliability enable busy marketing teams and company leadership to manage messaging with a simple and effective solution that <b>doesn't require IT support.</b></p> <p>Lava Controls is the <b>only Sprinklr-approved partner</b> for designing, installing, and running social media command centers.</p>
HISTORY	<p>In 2012, Matt Murphy founded Ideacage and in the same year, Stephen Loeckle joined as CTO. They created a product that revolutionized the social media industry. This product was a SaaS content delivery system designed for social media and to keep social media command centers running 24/7.</p> <p>Over the next few years, they learned from customers' pain-points and continued to enhance the product to fit the changing needs of the industry</p>



including custom-built media players designed for social content. In 2018, Jeffery M Consulting purchased Ideacage. Matt went on to found Beanstalk Analytics. Stephen founded LAVA Controls, an A/V SaaS platform to control and monitor video walls and screens across the globe.

In 2019, Stephen reacquired Ideacage and merged the platforms, the idea and technology behind Ideacage and the new platform for LAVA Controls. Development continues to this day, always enhancing the product to solve today’s challenges. Ever developing algorithms to keep social media visualizations, and any content with a URL, alive on the screens.

PRODUCTS

- Social Media Command Centers (listening & engagement)
- Video Walls
- Digital Displays
- Lava Box Media Player
- Software-Only Solutions
- All-in-One Bundles
- One-Stop-Shop includes design, installation, warranty & maintenance

SOLUTIONS & INDUSTRIES

- Social media command centers for marketing and customer experience departments for fortune 1000 companies and major league sports teams
- Corporate communication at HQs and across domestic & global office locations
- Interactive product experiences for retail & hospitality
- Events, tradeshow, conferences
- Important safety updates and regulatory notices for industrial factories and healthcare centers
- Network operations and “news room” centers

CLIENTS

