

## Views from an Industry Newcomer

Pipe Force CEO Mike Macedonia attended the 2026 Water & Wastewater Equipment, Treatment & Transport (WWETT) trade show, the world's largest annual gathering of industry professionals. As a relative newcomer to the pipe inspection industry, Mike offered the following views at the conclusion of the event.

### ***1. What did you learn from the show that impressed you most strongly?***

Attending WWETT was a crash course in how much of the wastewater and underground infrastructure world is built around practical, repeatable field workflows. The show made the “full pipeline” of the industry clear:

- Cleaning (jetting, vac trucks, debris and root removal).
- Inspection (push cameras, CCTV crawlers, MSI crawlers, drones, locators).
- Analysis (especially the growing role of AI-driven PACP coding).
- Data management (storing, organizing, and sharing inspection results).
- Rehabilitation (CIPP, UV cure, and a wide range of trenchless solutions).

### ***2. What are the key themes you detected at the conference?***

One of the clearest themes was a tension we’ve already seen in customer conversations: advanced inspection teams increasingly prefer fisheye video, because it captures everything in one pass and allows deeper review later (including AI coding and virtual PTZ). But for many traditional CCTV jobs, operators still prefer manual PTZ because they want optical zoom, a more investigative feel, and the ability to show details live — often with the customer watching in the truck.

Another big takeaway: for nearly every step in the workflow, there isn’t just one tool — there are many competing tools that appear to do similar jobs. The industry is crowded, specialized, and competitive in every category.

Finally, it was obvious that advanced technology is spreading everywhere, but adoption is slowed by a consistent perception in the field: newer systems are often seen as less rugged and less reliable than legacy equipment. In a job environment where uptime matters more than almost anything, trust and durability are as important as innovation.