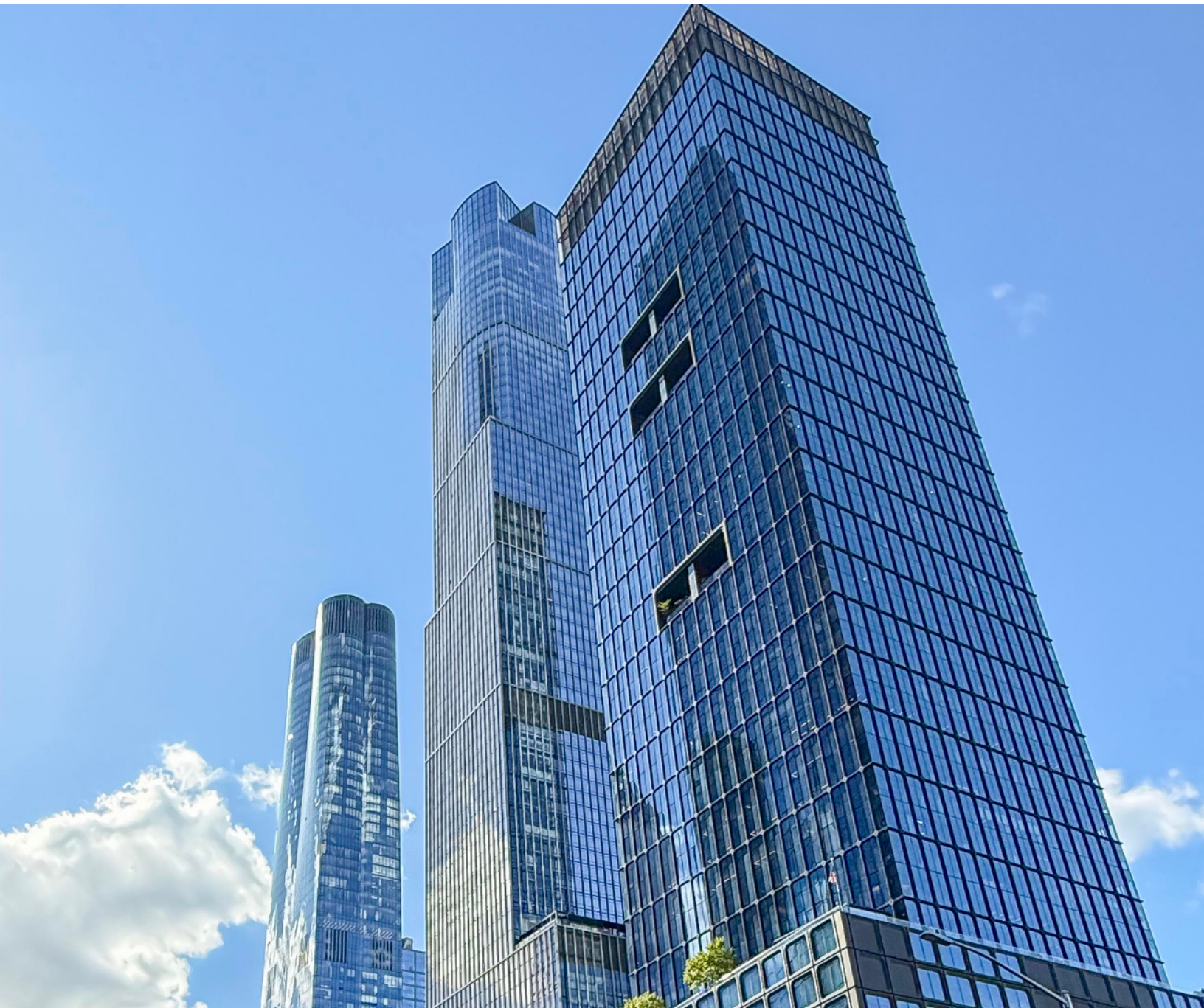




Case Study

GLOBAL FINANCIAL SERVICES LEADER UPDATES AV TECHNOLOGY IN NYC OFFICES

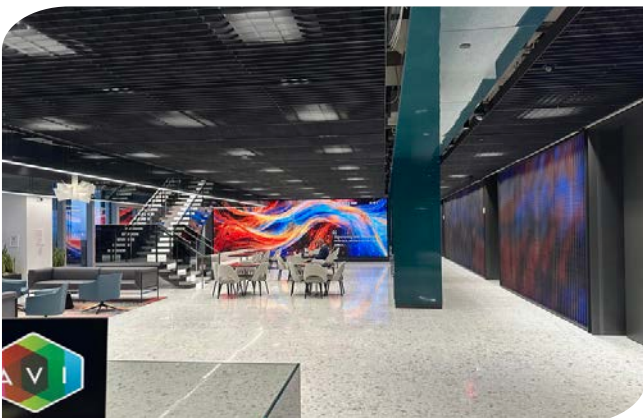




ABOUT

For over half a century, this global investment firm has helped its clients navigate capital markets by fostering diverse perspectives and embracing innovation. This industry leader relies on the latest technology to offer its clients and employees, world class financial research and accurate communications. With offices around the world, the company offers a wide range of services to institutions and individuals.

AVI Systems was an integral part of the construction team that helped the Company consolidate its various locations around the NYC Metro area into a single, 200,000 square foot facility in New York's Hudson Yards.





CHALLENGE

The Company needed to consolidate its real estate footprint and modernize their AV technology to accommodate a more mobile and diverse workforce. A selection panel consisting of the Construction Manager, Owner's representative, AV Consultant and the Owner selected AVI Systems through a comprehensive pre-qualification process and a competitive bid.

The overall facility design was very high end and while technology intensive, there was a need for that tech to blend seamlessly into its environment. This created a requirement for the install team to pay extraordinary attention to finish details. Things like wire management, device finishes, installation methods all become critical elements in the construction process.

The space uses multiple video walls to create a variety of environments for visitors and employees. Some are interactive while others become part of the overall ambiance of the space. Each application required an extensive playbook of install practices and techniques to pull off the intended "look and feel" of the technology, as well as the programming to accommodate those applications.

Additionally, since the space is used by a number of departments for a variety of meetings and events, the technology needed to be programmed and setup to accommodate those diverse needs without extensive support by Company staff.

**"A complex,
challenging,
and
rewarding
project."**

Joe Melfa
Area Vice
President
AVI Systems



SOLUTION

The facility contains more than 50 meeting rooms of various sizes ranging from 3 person Huddle spaces to 12 person conference rooms. Each is outfitted with the same video conference systems to maintain complete consistency in the user experience.

Three specialty Executive Meeting rooms were created to allow a fully immersive conferencing experience to local and remote participants, through the use of strategically placed multiple cameras, displays and carefully programmed audio. The use of individual video codecs for each camera allow meeting planners to set up the space in a variety of configurations and provide redundancy.

A nearly 200' long direct view LED lobby video wall is interactive. It allows viewers to select the type of content they'd like to view, ranging from abstract shapes and colors to nature scenes from around the world. Another LED wall is covered with diffusion glass, making the video playing on it appear soft and ephemeral.

The Multi-purpose room combines physically, acoustically and visually with the large pre-function space to accommodate large gatherings but then separates into distinct spaces with their own content. A control room provides back up as well as monitoring and setup of events.





The space features 40' long video wall which is used as the primary display while smaller ones are strategically dispersed around the space. Content is distributed through the Control Room as required. Audio is distributed through ceiling speakers above the metal ceiling as well as through the front arrays and subs. 32 channels of wireless audio are also part of the extensive sound system.

The Control Room provides staff with an effective and efficient way to move content around the space through the AVI installed AV over IP system. Utilizing the custom programmed control systems, rooms can be user controlled with monitoring and help from control room personnel or completely setup, controlled and monitored by staff with minimal user involvement.





RESULT

The AV systems in the new space are functional, aesthetically pleasing and provide visitors, clients and employees with a fun, practical space that meets the diverse needs of a global organization. The conference center has become a central gathering place for many business and social activities. Meeting rooms are in high demand with rave reviews from users and attendees alike. AVI is proud to have played a role in contributing to the success of the facility

TECHNOLOGY SOLUTIONS USED

- Planar
- Sharp/NEC
- Biamp
- Shure
- LG
- Poly
- RPV
- PTZ-Optics