



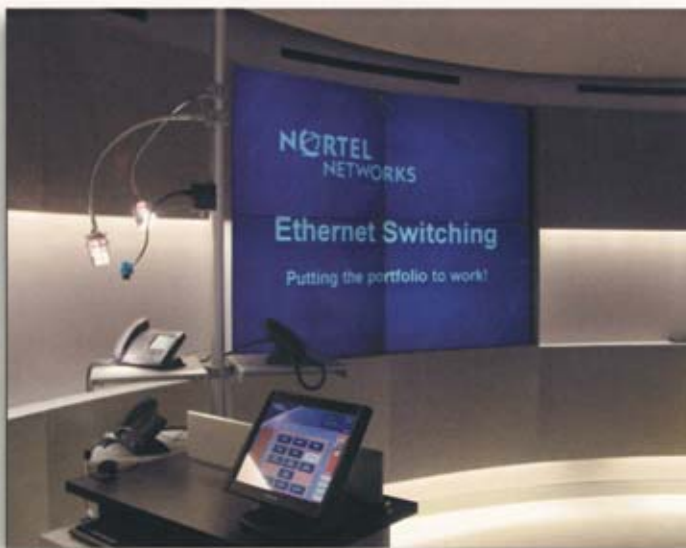
## INNOVATIVE A/V INTEGRATION THE NEW NORTEL NETWORKS SANTA CLARA EBC

by Jay Rogina, CEO, SPINITAR

It was November 2001 when the new Nortel Networks EBC renovation project began taking on a life. As part of this major undertaking, Nortel Networks hired Spinitar to incorporate several million dollars of existing audio video equipment into a new Executive Briefing Center (EBC) being designed by HOK Architects of San Francisco and built by DPR General Contracting.

"The first of two goals and challenges that Spinitar faced early on was to enhance Nortel's ability to demonstrate their products with the use of audio and video, keeping in mind that the audio and video is not what Nortel is selling," said Jonathan Corey, Director of North American Executive Briefing Centers for Nortel Networks. "The second goal and challenge was to take existing AV equipment out of the facility in Billerica, Massachusetts and ship it to Santa Clara, California for incorporation into the newly designed facility. In April 2002 we did just that! Everything was removed, packaged and shipped to Nortel Networks' Executive Briefing Center in Santa Clara. The audio video equipment inventory was a "Who's Who" list of Manufacturers. There were forty (40) Synelec 50" video cubes, Christie Digital and Proxima projectors, seven (7) full size Middle Atlantic equipment racks containing products from Extron, Crestron, Peavey, QSC, TOA, Gentner, Audio Technica, Pioneer, JBL, Autopatch, Panasonic and the list goes on and on."

Spinitar began working very closely with Nortel Networks, HOK and DPR on the integration of equipment into the existing space. The first task was to fill an existing hole in the Cafetorium (cafeteria and auditorium). A 4 x 4 video wall was installed using 16 of the existing Synelec Video Cubes along with the Synelec Stargate video processor. The system is complimented with an Extron 8x4 Crosspoint switcher with wall mounted computer inter-



*Nortel Network's Pre-Function Demo Room makes the first impression on the visitor*

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faces located throughout the room. A TOA power amplifier provides high quality sound to 26 JBL ceiling mounted speakers. A Crestron Control System, with the 5.5" wireless 2-way color touch panel ties all the peripheral controls together. Nortel staff members are able to control the video source selection to the video wall as well as VCR, DVD and Satellite transport functions. The Synelec video wall pre-sets are incorporated on the Touch Panel as well for ease of use by Nortel Personnel. To date, Nortel has held several company meetings in this facility, most recently with their Chief Marketing Officer. They have also used the display wall to entertain the staff with the World Cup and the World Series events.

The next goal was to take as much of the remaining AV equipment as possible and place it into the new

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Executive Briefing Center. The new briefing center incorporates five (5) meeting/training rooms, one Call Center Demo Area and the Main Pre-Function Demo Area. Nortel Networks gave Spinitar the flexibility to add a few components to enhance the look and feel of the rooms. They wanted to be sure it had a "Hi-Tech" look and feel.

The entrance to the new Nortel Networks Executive Briefing Center opens with a glass wall, tinted in blue. A clear window section of this wall displays a 60" PiRO Hologram by Large Screen Display. It is used for welcoming guests along with continual running of Nortel company highlights and commercials. The Hologram is suspended in mid-air by aircraft cable and powered by a CHRISTIE X3 ceiling mounted projector.

## Pre-Function Demo

Upon entering the EBC, the Pre-Function Demo room makes the first impression on the visitor. A round shaped room with very unique and colorful lighting, it is used for providing live displays of Nortel products for demo purposes. The room also houses the Nortel Intelligent Internet program and is complimented with a 2x2 (4 video cubes) Synelec Video cube wall that is constantly cycling through the Nortel commercials or showing satellite feeds when not being used by customers. When customers enter this area, a Power Point presentation along with Nortel software programs (Symposium, BCM, Succession) are used to showcase the Nortel products. The video display wall is used for this Power Point presentation, but it also has multiple modes of display, allowing the video display to go from one image over all four (4) screens, to four (4) individual images, and everything imagined in between. For example, these modes allow for the several cameras that are placed near the Nortel products in the room to be displayed individually, or all at once, while the presenter is speaking about them. There are several demo computers, located in a storage area away from the main room, that power this display. The Intelligent Internet program, VCR, DVD and Satellite are also displayed here. This room is enhanced with an Extron 64 input by 64 output Matrix Switcher. Due to the size of this switcher, it was decided that these inputs and outputs would be shared among several rooms in the EBC. The flexibility and advantage of doing this provides Nortel the ability for any of the above mentioned input sources to be displayed, but also to be able to display any image from any room in the facility. The finishing touch for the room is a Crestron TPS 6000 Color Touch Panel that gives the presenter complete control of the audio and video functions in the room, while it doubles as a display monitor. All the computer and video material is displayed on this touch panel simultaneously with the video wall.

## Call Center / Partner Demo

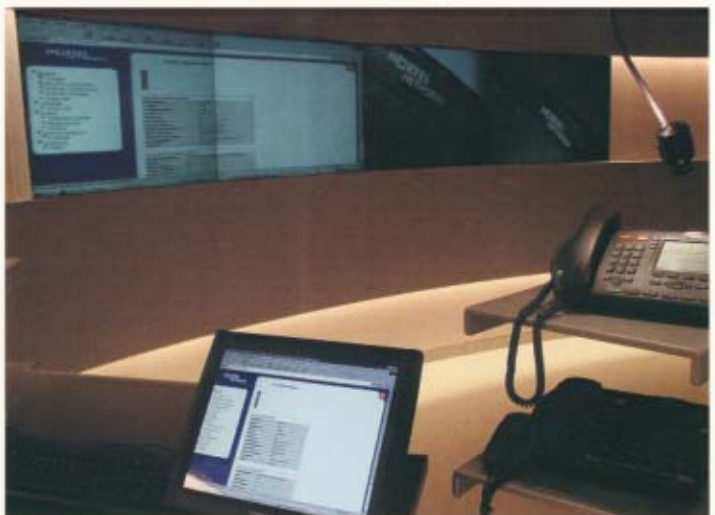
The Call Center/Partner Demo room is oval shaped with no entry doors. The ceiling is Numatt, a stretched material over a frame that is suspended in the air. The lighting in and around this area is provided by backlit LCD glass to give the room a unique color scheme.

There are two (2) areas within this oval that Spinitar was concerned with. The first, and definitely one of the premier areas for Nortel, is the "Call Center." The Nortel "Call Center" demonstration area is highlighted with four (4) Synelec Video cubes in a 1x4 array. This setup allows for the presenter to control the Call Center demo in a seamless fashion. It begins with a Power Point presentation on the center two (2) video cubes, then progresses to several other modes of display that allow the customer to feel and understand the process of the Call Center product. Nortel will show the "Customers Telephone and/or Computer Screen" with a single touch of a button, and from there will progress to the "Agents Telephone and/or

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*The Cabernet Sauvignon Room is one of the two larger Nortel Networks meeting rooms*



*The Call Center/Partner Demo Room allows the customer to feel and understand the process of the Call Center product*



# Spinitar/Nortel

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Computer Screen" and then show both simultaneously. This gives the client a true representation of what everybody is seeing as it happens. It is a very effective way to sell a product, simply because a visitor is able to see the interaction of the individuals within the Call Center. All this happens by way of a Crestron TPS 6000 color touch panel. Spinitar worked very closely with the presenters to ensure simplicity and ease of use. The setup of the Crestron proved to be one of the key ingredients in performing a seamless presentation.

The "Partner" area, which is a scaled down version of the Call Center, allows for outside Nortel Partners to use their Demo facility to show the product. There is a 50" Pioneer Plasma display that is used for the presentation to the client. The Partner has complete control of the plasma and the input source material via a Crestron TPS 6000 Color Touch Panel.

## Meeting Rooms

The Burgundy, Merlot and the Pinot Noir are three meeting rooms utilizing front projection. These three rooms are very similar in functionality and size. Each room uses a 100" diagonal Luxus style wall-mounted front projection screen provided by Stewart Filmscreen. The unique twist is that the frames are covered with the exact same material as the wall covering, allowing the screens to blend very nicely into the wall and room aesthetics. Spinitar installed the Draper Revelation ceiling mounted projection system in each room. The advantage of the Revelation system is that it hides the projector when not in use. When in use, one sees a single 2'x2' tile swing open and an image projected on the screen. The Proxima 9270 projector was the projector of choice for these rooms. All three (3) rooms share an Extron 16x16 Crosspoint switcher. Each room has the ability to display its own DVD through a Pioneer player, a VCR through a Panasonic player/recorder, or multiple computer sources. They also



*A 4x4 video wall was installed in the Cafetorium to fill an existing hole*



*The Zinfandel Room is fully equipped to allow customers to bring in laptops and have them displayed on a video wall*

have the capability of projecting any source, from any of the rooms in the Executive Briefing Center. The audio systems include in-wall Sound Advance speakers powered by QSC amplifiers for presentation / media playback. There are tiled ceiling speakers provided by Armstrong Tiles that are a perfect match to the existing ceiling tiles. These are used for the Audio Conferencing system, powered by Gentner AP800's, AP10's and QSC amplifiers. The environments in the rooms are enhanced by a Lutron lighting system along with Window Shades by Mecco. All these components are controlled via a 15" Crestron TPS6000 Color Touch Panel, which doubles as a computer monitor and display for the Trainers. There is keyboard and mouse control, selectable via a Black Box, that switches when the computer sources are selected on the Crestron. In the Merlot room, there is one special feature added - an RGB Spectrum Dual View Processor that allows a Power Point presentation to be shared with their Demo Cameras on the front projection screen.

The Cabernet Sauvignon and the Zinfandel rooms are larger in size than previous rooms; therefore they are outfitted a bit differently. The Cabernet contains a 2x4 (8 video cubes) for its display device while the Zinfandel is outfitted with a 2x3 (6 video cubes). In the Cabernet room, the same display functions are performed as in all the rest of the rooms, but with more capacity. Besides the display device, the Cabernet room has video teleconferencing capability in this room, utilizing a Polycom VS4000 codec tied to Sony EVID-30 cameras.

The Zinfandel room goes one step further. It is fully equipped to allow all students or customers to bring in laptops and have them displayed on the Synlec video wall. Each location at the table has an Extron HAS 400 Series "Hide Away Pop-up" to allow internet connectivity along with the Audio and Video connectivity.

