



Major Fortune 500 R&D Firm Selects SPINITAR To Handle Innovative Executive Briefing Center

C L I E N T P R O F I L E

EQUIPMENT LIST

DRAPER

Rear Projection System

EXTRON

Matrix Switcher

JVC

D-ILA Projectors

AMX

Control System

POLYCOM

Videoconferencing

SONY

Satellite System

GENTNER

Audio System

DENON/ATLAS

Surround Sound System

SHURE

Wireless Microphone

A California-based Fortune 500 company, the nation's largest employee-owned research and engineering firm, turned to SPINITAR™ for a complete audio-visual systems integration project to create a state-of-the-art presentation system for showcasing their technology capabilities to potential clients. As a designer of highly-specialized information systems and technology solutions for the telecommunications, national security, energy, health care and transportation industries, the company needed an audio-visual presentation environment that would provide them with a facility for demonstrating the latest technology, without compromising projects in development for their clients.



Employing the latest professional A/V equipment, which is both feature-rich and user-friendly, SPINITAR performed a complete redesign of the company's Executive Briefing Center, which adjoins its Network Operations Center, Managed Network Service Center and Group Lab. The challenge for SPINITAR was to create a very dramatic Briefing Center that could double as a demonstration room for viewing the company's technology resources in the Operations Center, Service Center and Lab by potential clients, while not interrupting the employees in those critical areas.

IDEAL COMPONENTS REVEALED VIA NEEDS ANALYSIS

The first step in the process was to perform a comprehensive needs analysis to determine what was required for the project. SPINITAR then coordinated a team of designers, integrators, electricians, woodworkers and contractors to meet the objectives of the installation. Several demonstrations of equipment from various manufacturers helped determine what systems were to be used, including interfaces, scan converters, control systems and cabling. Through this value-added approach the team was able to design and customize the system to address the client's needs. Upon approval of the design, the cabling and system components were installed first and programming was completed. The physical installation of this complex project required only about one month.

One challenge of an installation of this magnitude which SPINITAR was able to effectively manage was coordinating a team of specialized trade professionals whose roles needed to be carefully orchestrated. Another was designing the programming for the central control system which tends to evolve as the customer learns more and more about its capabilities.

HIGH-TECH LCD WINDOW IS INNOVATIVE HIGHLIGHT

In a very innovative solution to a primary requirement, SPINITAR outfitted the Briefing Center with two 4' x 12' customized LCD windows, which allow the room to be transformed into a viewing station with the flip of a switch. The LCD window appears smoked and opaque when turned off, but becomes translucent when turned on to provide visitors with an impressive view of the adjoining Operations Center and Service Center. SPINITAR also installed three Draper RPS rear projection systems, which provide exceptional visual quality, while saving floor space by folding light from the LCD window using an optical-grade first surface glass mirror. The screens are set into a zero-edge frame system for optimum aesthetics.

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R&D Firm Selects SPINITAR...

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"The installation is designed to be both functional and state-of-the-art," said Jay Rogina, SPINITAR Vice President and General Manager. "Perhaps what is most impressive about the installation is the two-way LCD window in the Briefing Center, which allows users to see into the demonstration rooms in a very exciting and unexpected way. This project is one of the real highlights of our five-year relationship with this customer."

NETWORK INTEGRATION OFFERS FLEXIBILITY

Configured into the company's existing network, the new system has the ability to accept multiple computer and video signals from within the Briefing Center, Network Center, Service Center and Group Lab. Using a high-resolution Extron Matrix Switcher with architectural interfaces to route the inputs through three JVC S-15U D-ILA projectors, the multiple inputs can be switched to a variety of display devices in any combination. The installation also features a custom-programmed AMX (Panja) NetLinx Control System designed to provide users with complete control of the room and system. Users can also access the network remotely for maintenance and control. Other outstanding features include a Polycom VTC System, Sony Satellite System, Getner Audio System, Denon and Atlas Soundolier surround sound audio system, and Shure Wireless Microphones.

To ensure maximum utility and value from the new system, SPINITAR provided two training sessions. The first was designed for support staff and presenters with information on basic operation of the overall system using the integrated control functions. The second offered more technical detail for engineers and technical personnel.

The company is extremely pleased with the system. Users reportedly continue to discover the power of the resource and new ways to use it. Their customers have even commented on the impressiveness of the setup – clear evidence of its success in meeting its objectives. In fact, future projects are in the works for a multimedia center, executive boardroom and Operations Center upgrade.



ABOUT US

Spinitar was founded in 1986 and has grown into one of California's leading Audio Visual Communications System firms. Our four key divisions (System Integration, Presentation Products, Visual Products and Support Services) provide our customers with the best in class solutions and services.

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