



Nortel Networks, the world's largest telecommunications equipment maker and a global Internet and communications leader, chose Spinitar for a sophisticated audiovisual systems design and integration project for its Executive Briefing Center at the company's Santa Clara, California facility.

Situation - Nortel Networks' solutions and services offerings include optical, wireless, local, and personal Internet resources. The company serves a large customer base comprised of service providers, carriers and businesses of all sizes in more than 100 countries and territories around the world.

The Executive Briefing Center project encompasses several main areas of the 8600 square foot facility, including a front lobby area, a demonstration center and six conference rooms. The company was looking for an audiovisual system solution that would serve as an integral element in creating an image of

innovation and technical sophistication. As such, Spinitar approached the integration with a high-tech, architectural design to give the Center the look and feel of a modern art museum.

Solution - "The primary goal for the Executive Briefing Center project was to design an environment with the latest technology and audiovisual systems to showcase Nortel Network's solutions to our customers," said Jonathon Corey, Director of the North American Regional Briefing Center. "We needed to update the Executive Briefing Center in a dramatic way to support our positioning as the leader in the Internet revolution."

The Spinitar needs analysis process revealed that a key objective was the ability to highlight each Nortel Networks solution and demonstrate its capabilities to customers via the latest presentation technology. Corey worked with Spinitar to develop a program that cused on the needs of customers and enabled products and

solutions to be demonstrated in a pleasing and motivating environment. The development phase for the project took approximately one month, with installation completed in a two-month timeframe.

Under a short timeframe, Spinitar evaluated the client's needs and recommended the best solutions. The final step in the process was development of a realistic timeline and implementation plan. The installation included Pioneer plasma display screens, NEC flat panel monitors, Autopatch RGBHV matrix switch to handle 24 video inputs and audio, Extron control interfaces and signal processors, Crestron iSys touch panels, JBL audio speakers, videoconferencing capabilities, computer inputs, VCRs and DVD players.

Existing 42-inch plasma screens were augmented by enhancing the space with new 51-inch plasma screens. Existing 18-inch monitors were replaced with the latest 21-inch flat screen monitors. Each 51-inch plasma screen showcases Nortel Networks television commercials and marketing messages for a strong branding impact on visiting customers.

Results - A sophisticated control configuration is a special highlight of the system, according to Corey. Each presentation room, along with the solution demonstration space, is tied together through Crestron touch panels units that are very user-friendly and easy to handle for routing images and sound. Spinitar will be providing ongoing, on-site technical assistance by its industry-certified and manufacturer-trained technicians to ensure that Nortel Networks realizes maximum return on their investment.

