



Nortel Networks Links up with SPINITAR for Innovative Executive Briefing Center

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

EQUIPMENT LIST

PIONEER

Plasma Display Screens

NEC

Flat Panel Monitors

AUTOPATCH

RGBHV Matrix Switch

EXTRON

Control Interfaces
Signal Processors

CRESTRON

iSys Touch Panels

JBL

Audio Speakers

POLYCOM

Videoconferencing System

Nortel Networks, the world's largest telecommunications equipment maker and a global internet and communications leader, chose SPINITAR for a sophisticated audio-visual systems design and integration project for their Executive Briefing Center at the company's Santa Clara, CA facility.

The project encompassed the front customer-interaction lobby area, a solutions demonstration center, and six conference rooms within the 8600-sq.-ft. Center which also houses dining rooms and employee workspaces. As an integral element in creating an image of innovation and technical sophistication for Nortel Networks, the audio-visual system brings to life a stunning, high-tech architectural design approach with the look and feel of a modern art museum.



Nortel Networks corporate capabilities span optical internet, wireless internet, local internet, e-business and personal internet resources. The company serves a large customer base comprised of service providers, carriers, dot-coms and businesses of all sizes in more than 100 countries and territories around the world.

SOPHISTICATED ENVIRONMENT SHOWERS HIGH-TECH SOLUTIONS

"The primary goal for the Executive Briefing Center project was to design an environment with the latest technology and audio-video systems to showcase Nortel Networks 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 to clearly understand the needs of the customers and how Nortel's product demonstrations could be presented in a pleasing and motivating environment. The development phase for the project took approximately one month, with installation completed in a two-month timeframe.

SPINITAR DELIVERS UNDER TIGHT DEADLINES

Under a short timeframe, SPINITAR evaluated the client's needs and recommended the best solutions to meet those needs. Then 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 handling 24 video inputs and audio, Extron control interfaces and signal processors, Crestron iSys touch panels, JBL audio speakers, videoconferencing capabilities, computer puts, VCRs, and DVD players.

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Nortel Networks Selects SPINITAR...

SERVICES

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NETWORK BASED
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Existing 42-inch plasma screens were augmented by enhancing the space with new 50-inch plasma screens. And existing 18-inch monitors were replaced with the latest 21-inch flat screen monitors. A "wall of fame" SPINITAR provided in the customer interaction lobby is quite impressive. The three 51-inch plasma screens showcase Nortel Networks television commercials and marketing messages for a strong branding impact on visiting customers.

ADVANCED CONTROL SYSTEM OFFERS FLEXIBILITY

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 the Crestron touch panels units that are very user friendly and easy to handle for routing images and sound. All A/V being fed through the AutoPatch switch eases the ability for presenters to pull up data at any Crestron console. Plus, the control setup will enable interfacing into an Ethernet-based solution for the new Center. The end result is that any product can be showcased from almost any location. And, to ensure that Nortel Networks realizes maximum return on their investment, SPINITAR will provide ongoing, on-site technical assistance by their highly trained and certified professional audiovisual engineers.



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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