



COLLABORATION SPOTLIGHT

GLOBAL FINANCIAL SERVICE ORGANIZATION

END USER: GLOBAL FINANCIAL SERVICE ORGANIZATION

LOCATION: PITTSBURGH, PA

AV INTEGRATOR: ROOMREADY

WHEN A GLOBAL FINANCIAL SERVICE ORGANIZATION SET OUT TO MODERNIZE THEIR TOWN HALL SPACE IN PITTSBURGH, PA, THE VISION EXTENDED WELL BEYOND UPGRADING A TOWN HALL SPACE. THE ORGANIZATION WANTED TO CREATE A DESTINATION FOR ITS MOST VISIBLE AND IMPACTFUL MOMENTS, A SPACE WHERE LEADERSHIP COULD CONNECT WITH EMPLOYEES, SHARE STRATEGIC DIRECTION, AND BRING PEOPLE TOGETHER AT SCALE, WHILE ALSO SERVING AS A GATHERING PLACE FOR EMPLOYEES OUTSIDE OF STRUCTURED EVENTS.





AT THE SAME TIME, THE FINANCIAL SERVICE PROVIDER RECOGNIZED AN OPPORTUNITY TO INCREASE THE VALUE OF THE SPACE BY MAKING IT FLEXIBLE ENOUGH TO SUPPORT A WIDE RANGE OF USE CASES. THE GOAL WAS TO COMBINE THE FUNCTIONALITY OF A LARGE-SCALE TOWN HALL VENUE WITH THE CAPABILITIES OF A PROFESSIONAL BROADCAST ENVIRONMENT, ALLOWING CONTENT TO REACH AUDIENCES BOTH INSIDE AND OUTSIDE THE ROOM.



ROOMREADY PARTNERED WITH THE ORGANIZATION TO TRANSFORM THAT VISION INTO REALITY. THE PROJECT BROUGHT TOGETHER ENTERPRISE-GRADE AUDIOVISUAL INFRASTRUCTURE, INTEGRATED BROADCAST PRODUCTION TECHNOLOGY, AND AN INTUITIVE USER EXPERIENCE DESIGNED FOR RELIABILITY AND EASE OF USE. EVERY ELEMENT WAS ENGINEERED TO SUPPORT SEAMLESS PRESENTATIONS, HIGH-QUALITY LIVE AND RECORDED CONTENT, AND EFFORTLESS OPERATION FOR END USERS.

THE RESULT IS A MULTI-FUNCTIONAL COMMUNICATIONS HUB THAT ELEVATES EXECUTIVE ENGAGEMENT, EXTENDS ORGANIZATIONAL REACH, AND ENABLES THE FINANCIAL ORGANIZATION TO DELIVER IMPACTFUL EXPERIENCES WHETHER THE AUDIENCE IS IN THE ROOM, ACROSS THE OFFICE, OR AROUND THE WORLD.



TECHNOLOGY BREAKDOWN:

- *ABSEN LED VIDEO WALL*
- *8 PANASONIC PTZ BROADCAST CAMERAS*
- *BLACKMAGIC DESIGN PRODUCTION SYSTEM*
- *CISCO VIDEO CAPABILITIES*
- *CRESTRON NVX AV-OVER-IP*
- *LUTRON LIGHTING*
- *DMX EVENT LIGHTING CONTROL*
- *QSC SPEAKERS*
- *SHURE AXIENT WIRELESS ECOSYSTEM*









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