Photos by Rob Cleary/Steelhead

Case Study: AV integration...merging new with old

How to integrate modern technology and still keep the Restoration Hardware look

Proposed AV Solution: Deutsch, an advertising company for Steelhead Beer, required an Audio Visual (AV) design for multitude of rooms, whether wireless or wired touch panel, and required that all rooms follow the same flow and appearance so as to minimize the learning curve and provide an easy-to-use and operate interface. All rooms were to be designed to have 4K AV infrastructure with some having 4k from source to display. One of the challenges was in maintaining the structural integrity of the boardroom and conference tables as they were created using reclaimed wood, and SybaTek had to be innovative in routing the cables through the pedestal and cutting into the gorgeous table top. The finished result was simply stunning with displays and tables visible to all via open architecture and glass doors.

AV System Design: Included in Deutsch's AV design are 13 rooms comprised of offices, conference rooms, lounges, a speakeasy, huddle rooms, community room, and a war room which has two 80" 4k High Def displays with video conferencing, a 16x16 switcher, ceiling mics, and a 10" touch panel control. As one enters the lounge/lobby open space, the focal point is the 98" display with companion 49" displays, and the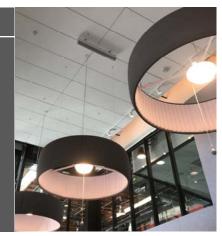y merge beautifully with the polished cement floors, wrought iron railings, wireless mic system, 2-way ceiling speakers, and a media switcher. Completing the look is an 80" display snugly located in the corner speakeasy.

65" displays utilizing videoconferencing and control panels, were placed throughout the conference rooms, offices, and meeting spaces. Audio was accomplished via tri-element ceiling mics and hand held mics amplified on ceiling, dome, and display speakers. The challenge of audio in the boardroom's high ceiling, where multiple speakers could not be installed, was accomplished by mounting a single speaker horizontally rather than vertically, creating a line array speaker covering a greater depth of field with minimal ceiling obstruction forming an aesthetically pleasing visual. This installation as always includes a 3-year warranty.

Quick Facts

Industry/Market
Advertising

Product
Digital Signage (3)
Display Panels (17)
Microphones (12)
Speakers (26)
Pres. Gateways (12)
Touch Panels (4)
VTC Cameras (12)