



# Workplace Optimization Solutions

Empowering people to collaborate and communicate across the enterprise





## Workplace Optimization

Bottlenecks while commuting to work are bad enough. Bottlenecks while at work pile on even more frustration and wasted time. In fact, statistically, there's an average 10-minute delay between the scheduled start time of meetings and the actual start time. In a large organization, multiply that wasted time by the hundreds or even thousands of meetings held in a typical day. Add in all the unused, underused, and misused meeting rooms and you can see why lost productivity and wasted resources cost organizations millions of dollars every year.

Enabling employees to be as productive as possible is a constant struggle, but the solution is actually simple: remove all obstacles and friction in their way. Crestron® delivers a solution that does exactly that.

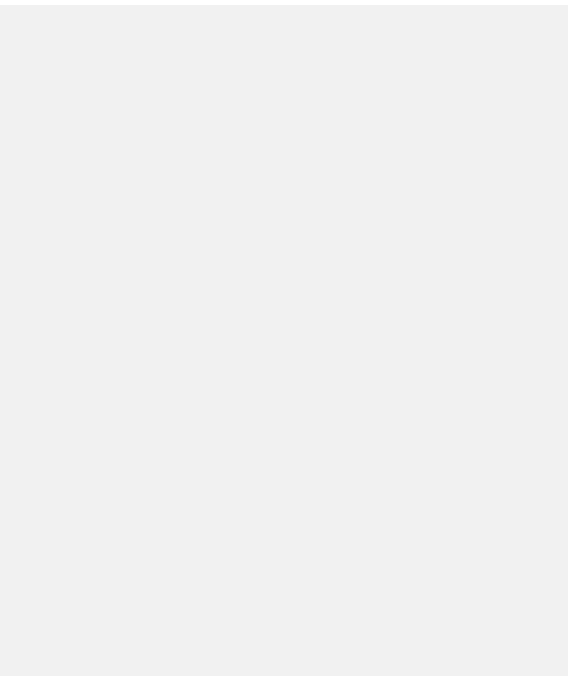
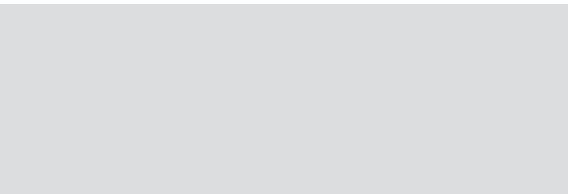
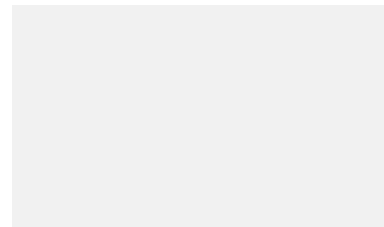
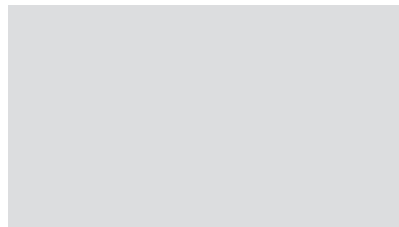
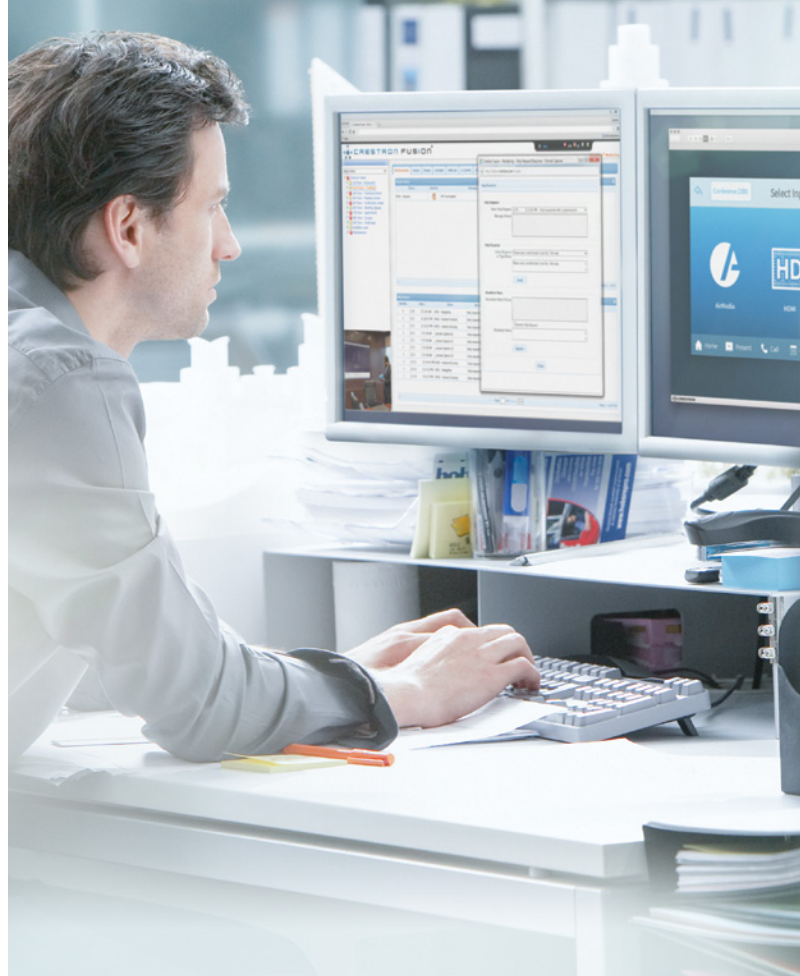


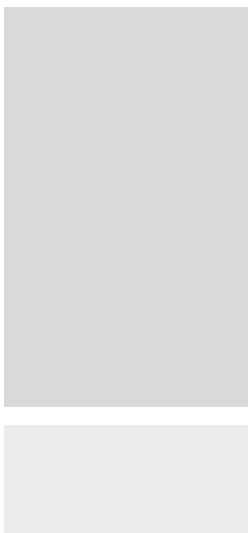
## Maximizing returns

Integrated network scheduling tools with reporting capabilities significantly increase efficiency and productivity. Successful organizations such as Microsoft® collect data through Crestron Fusion® software, which generates reports that enable intelligent management decisions. Based on the analysis of this information, facility planning and equipment purchasing may be modified to meet the demands of the knowledge workers. By standardizing on Crestron hardware and software solutions across their global enterprises, companies realize millions of dollars in savings across several disciplines, including programming, AV costs, negotiated hardware pricing, construction, maintenance, and personnel.

## Removing bottlenecks, facilitating workflow, and optimizing resources

With Crestron, workflow is never interrupted. Intelligent room search capability ensures there's no wandering the halls searching for an available meeting room or booking a room with the wrong functionalities. There's no more waiting to get back to your desk to schedule a follow up meeting. No more typing in IP addresses, manually dialing, or fumbling around trying to connect devices to display your presentation. Everything you need is right in the palm of your hand. You're able to completely focus on your work instead of on getting things to work.





## Intelligent Enterprise

The Intelligent Enterprise optimizes workflow, workplace design, resource management, and productivity. Because the infrastructure is easy to install and use, always available, scalable, repeatable, and manageable, people work smarter, and more efficiently.

Only Crestron can transform your current environment into an Intelligent Enterprise. This brochure will take you on a journey through the typical enterprise and highlight the ways Crestron can transform your organization into an Intelligent Enterprise, empowering your people to work smarter.



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# Crestron Platform

End-to-end solution that makes technology work the way you work, so everything flows smoothly and organizations perform at an optimum high-level.



## PinPoint™

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The personal productivity app that enables knowledge workers to easily navigate their way through the workday. PinPoint removes friction points and clears obstacles in their way, enabling them to work faster, better, and more efficiently.



## .AV Framework™

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Built-in technology that provides a simple method to quickly configure AV control solutions. From plug and play functionality to adding compatible Crestron and 3rd party devices for further intuitive functionality, .AV Framework delivers scalability and user consistency.



## Crestron Fusion Cloud

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Crestron-hosted enterprise management solution that supports and manages all technology throughout the organization on the network to maximize system uptime, optimize investments in people, technology, and spaces, and ensure a great user experience.



## DigitalMedia™

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Scalable, reliable, secure hardware platform upon which the Crestron experience is built. DigitalMedia delivers the highest quality wireless, 2K, 4K, and streaming audio/video, and can be monitored and managed on the network.



## 3-Series Control System®

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The Crestron 3-Series Control System is built on .NET technology, and provides a multi-program, modular, and distributed architecture for room and building control. 3-Series is an integrated building management platform with native BACnet/IP support, and is capable of unifying the various technologies within a commercial building to operate as a single, intelligent system, rather than as separate systems in silos. As an enterprise class device, 3-Series employs industry standard security protocols, including Active Directory, Syslog, 802.1x, and TLS1.2 encryption.



# Communication and Collaboration

Work side-by-side with your team, even when you're miles apart. Crestron UC and video conferencing solutions give you a whole new way to share, collaborate, and communicate in real-time, maximizing your organizational productivity and minimizing travel costs. One-touch meetings and instant join capabilities make it simple for everyone to participate. And best of all, compatibility with the most popular video codecs ensures our solutions work seamlessly with your existing technology.



## Wireless

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Crestron AirMedia® enables you to walk into a room and wirelessly present PowerPoint®, Excel®, Word, and PDF documents, as well as photos, on the room display from your personal iOS® or Android™ mobile device. MacBook® and PC laptops can be connected seamlessly as well, so you can present anything on your computer's desktop including video.



## Streaming

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DigitalMedia streaming capabilities enable high-definition signal distribution over existing IP infrastructure, removing any distance limitations and allowing for the routing of signals wherever new wires can't be run. Ideal applications for DigitalMedia streaming include digital signage, mobile device connectivity, and signal routing between buildings or global offices. With so many practical applications, no DigitalMedia system is complete without streaming.



## 4K

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DigitalMedia 4K video capability ensures end-to-end support for 4K Ultra HD and DCI video displays and sources, as well as the latest generation of ultra high-resolution computers and monitors. Only DigitalMedia delivers a certified, end-to-end 4K/60 scaling and distribution solution right now. In fact, DigitalMedia was built to handle 4K since our very first 8X8 switcher. Additionally, only DM Ultra Cable can reliably transmit 4K signals up to 100 meters, meeting the HDMI® specification.



## Unified Communications

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Crestron RL® 2 delivers a unified collaboration solution for the conference room, combining Crestron hardware with Microsoft Skype for Business software. A fully-featured Skype based system, Crestron RL 2 enables video, voice, interactive content sharing, presence, and chat from one touch screen interface.



## Lobby/Reception

The Lobby/Reception area is an open space that welcomes clients, visitors, and partners to your business. Through digital signage and scheduling solutions, Crestron can enhance your corporate visibility and even provide the ability to make and display presentations on-the-fly.





## Crestron Delivers

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- › Digital signage and virtual concierge, managed by Crestron graphics engine and Crestron Fusion Cloud software
- › Scheduled and automated technology to match business hours
- › AirMedia wireless presentation gateways for leveraging existing displays and delivering ad-hoc presentations

## Highlighted Crestron Equipment

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Digital graphics engine

*DGE-100*

AirMedia wireless gateway

*AM-100*

## 3rd-Party Controlled Equipment

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Display devices

## Featured Technologies

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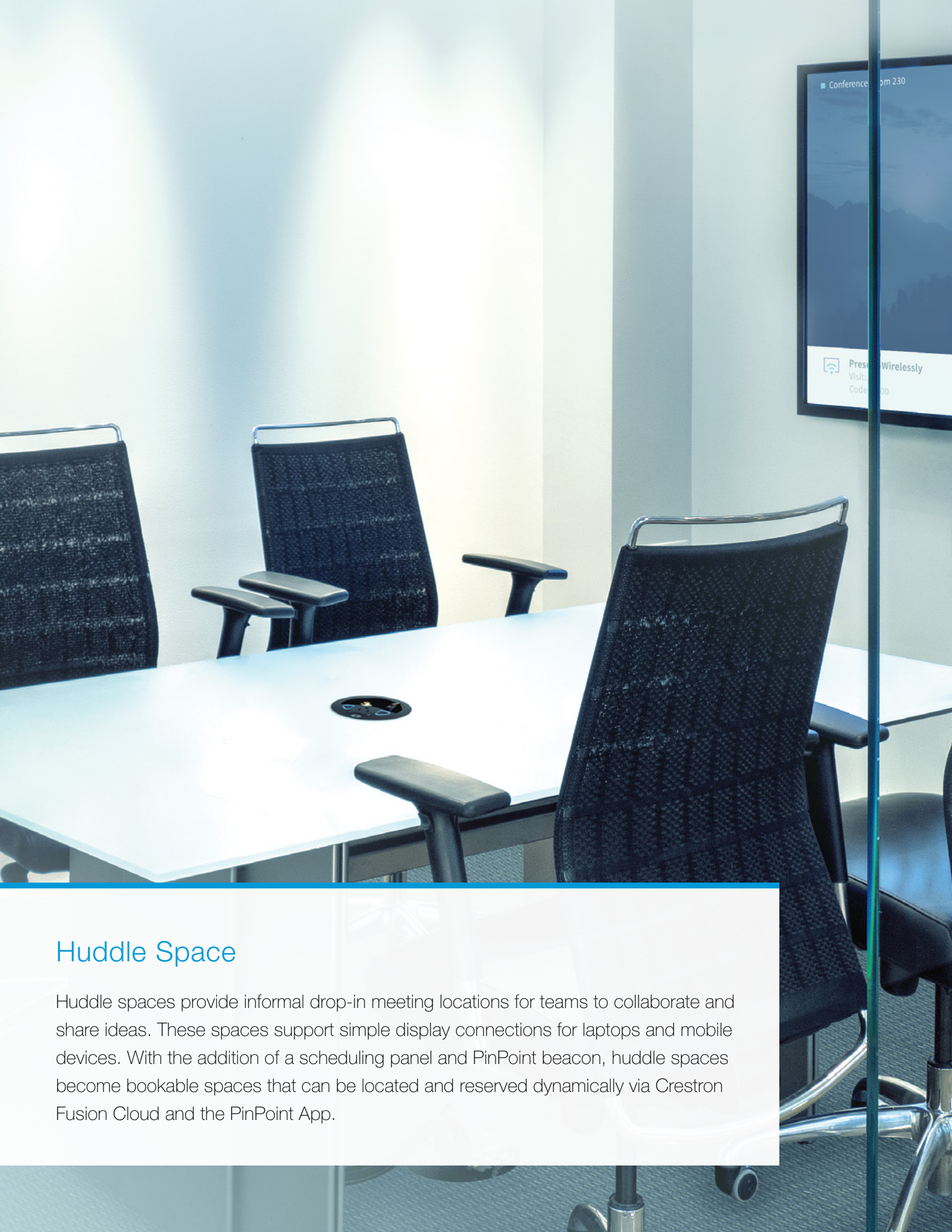
Crestron Fusion  
Cloud



AirMedia



DigitalMedia



## Huddle Space

Huddle spaces provide informal drop-in meeting locations for teams to collaborate and share ideas. These spaces support simple display connections for laptops and mobile devices. With the addition of a scheduling panel and PinPoint beacon, huddle spaces become bookable spaces that can be located and reserved dynamically via Crestron Fusion Cloud and the PinPoint App.





## Crestron Delivers

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- Wired and/or wireless presentation capabilities
- Zero latency, uncompressed 4K video
- Ability to search, choose, and reserve the space

## Highlighted Crestron Equipment

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### Digital graphics engine

*DM-DGE-200-C*

### AirMedia wireless gateway

*AM-100*

### Room scheduling touch screen

*TSS-752*

### PinPoint proximity detection beacon

*PP-100*

## 3rd-Party Controlled Equipment

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### Display devices

## Featured Technologies

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Crestron Fusion  
Cloud



PinPoint



AirMedia



.AV Framework



DigitalMedia



4K



3-Series





## Presentation Room

Presentation rooms are traditional meeting spaces where people can meet to share and present ideas from a variety of sources including laptops, mobile devices, in-room computers, cable TV, etc. They include both wired and wireless connectivity and may have multiple input and control locations. By adding Crestron scheduling panels, occupancy sensors, and PinPoint beacons, the room becomes a managed resource that is easy to find, reserve, use, and monitor.





## Crestron Delivers

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- › Wired or wireless presentation capabilities
- › Zero latency, uncompressed 4K video
- › Occupancy sensors for utilization analysis and energy management
- › Ability to search, choose, and reserve the space

## Highlighted Crestron Equipment

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3-Series® DigitalMedia™ presentation system

*DMPS3-4K-150-C*

AirMedia wireless gateway

*AM-100*

FlipTops™ connectivity and cable management

*FT-TS600*

Crestron Connect It™ cable caddies

*TT-100*

PinPoint proximity detection beacon

*PP-100*

## 3rd-Party Controlled Equipment

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Display devices

## Featured Technologies

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Crestron Fusion  
Cloud



PinPoint



AirMedia



.AV Framework



DigitalMedia



4K



3-Series





## Collaboration Room

Collaboration rooms enable groups of people to meet, present, and share ideas and quickly elevate the meeting to an audio, video, or web conferencing session. Crestron Connect It or Crestron touch screens provide a positive user experience for all.



## Crestron Delivers

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- › Wired connectivity at the table for computers and mobile devices
- › Zero latency, uncompressed 4K video
- › Wired or wireless presentation capabilities
- › Ability to search, choose, and reserve the space

## Highlighted Crestron Equipment

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4K scaling presentation switcher

*DMPS3-4K-150-C*

Crestron Connect It cable caddies

*TT-100*

AirMedia wireless gateway

*AM-100*

7 inch touch screen controller

*TSW-752*

PinPoint proximity detection beacon

*PP-100*

## 3rd-Party Controlled Equipment

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Display devices

## Featured Technologies

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Crestron Fusion  
Cloud



PinPoint



AirMedia



.AV Framework



DigitalMedia



4K



3-Series





## Skype for Business Room System

Crestron delivers a complete group collaboration system based on Crestron hardware combined with Skype for Business software, the popular and powerful server-based application that many companies already use on a daily basis.

This system enables real-time group collaboration on conference room displays, rather than on personal laptops. It incorporates video, voice, interactive content sharing, presence, and chat from one touch screen interface.





## Crestron Delivers

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- › Integration with unified communication platform and control of local support devices, such as cameras, microphones, and speakers
- › Wired or wireless presentation capabilities
- › Occupancy sensors for utilization analysis and energy management
- › Ability to search, choose, and reserve the space

## Highlighted Crestron Equipment

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3-Series DigitalMedia presentation system  
with acoustic echo cancellation

*DMPS3-300-C-AEC*

Crestron RL 2 group collaboration solution

*Codec and 10 inch touch screen*

## 3rd-Party Controlled Equipment

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Dual displays

## Featured Technologies

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Crestron Fusion  
Cloud



PinPoint



AirMedia



DigitalMedia

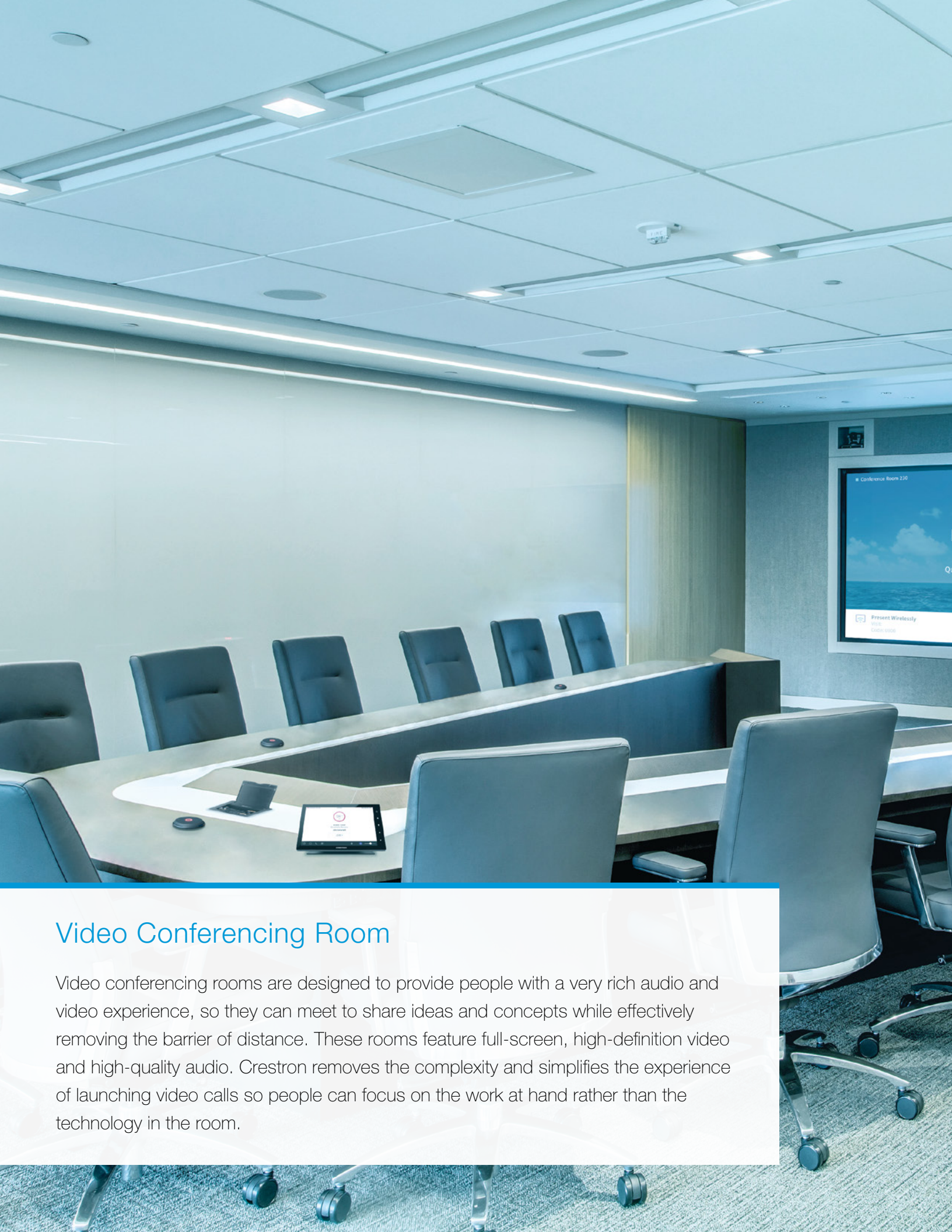


Crestron RL 2



3-Series





## Video Conferencing Room

Video conferencing rooms are designed to provide people with a very rich audio and video experience, so they can meet to share ideas and concepts while effectively removing the barrier of distance. These rooms feature full-screen, high-definition video and high-quality audio. Crestron removes the complexity and simplifies the experience of launching video calls so people can focus on the work at hand rather than the technology in the room.





## Crestron Delivers

- › Integration with the video conferencing codec and control of support devices, such as cameras, microphones, and audio
- › Zero latency, uncompressed 4K video
- › Wired or wireless presentation capabilities
- › Occupancy sensors for utilization analysis and energy management

## Highlighted Crestron Equipment

3-Series DigitalMedia presentation system with acoustic echo cancellation

*DMPS3-300-C-AEC*

Digital graphics engine

*DM-DGE-200-C*

10 inch touch screen

*TSW-1052*

8 inch 2-way in-ceiling speaker

*Saros\_IC8T*

PinPoint proximity detection beacon

*PP-100*

## 3rd-Party Controlled Equipment

Dual displays, video codec, cameras, and microphone

## Featured Technologies



Crestron Fusion  
Cloud



PinPoint



AirMedia



.AV Framework



DigitalMedia



4K



3-Series





## Boardroom

Crestron provides dynamic solutions that support your most premium spaces, such as boardrooms, giving you the flexibility you require. Configurable signal switching and routing solutions provide support for multiple input locations and multiple displays. A variety of control options and locations ensures your meeting runs seamlessly.



## Crestron Delivers

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- › Flexible input and output configurations
- › Zero latency, uncompressed 4K video
- › Wired or wireless presentation capabilities
- › Operator stations with source preview to allow for professional staff meeting management

## Highlighted Crestron Equipment

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### Digital graphics engine

*DGE-100*

### 10 inch touch screens

*TSW-1052*

### FlipTops connectivity and cable management

*FT-600*

### DigitalMedia matrix switcher

*DM-MD16x16*

### 3-Series control system

*CP3N*

## 3rd-Party Controlled Equipment

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Multiple displays, unified conferencing codec, audio conferencing codec, and DSP

## Featured Technologies

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Crestron Fusion  
Cloud



PinPoint



AirMedia



DigitalMedia



4K



3-Series



A modern training room with white tables and grey mesh chairs. A large screen on the left displays a presentation titled "Securing Systems in Your Network" with the subtitle "Optimizing Your IT System". A projector is mounted on the ceiling. A smaller screen on the right shows a speaker profile for Joe Elliot, Network Engineer at Constellation Inc.

# Securing Systems in Your Network

Optimizing Your IT System

## Training Room

There are many capabilities that need to be implemented in the modern training room, including wired and wireless presentation, and remote presentation via streaming and videoconferencing. Crestron brings it all together with ease with a managed, secure, and scalable end-to-end solution that supports lecture and content capture, and signal distribution.





## Crestron Delivers

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- › Wired presentation capabilities for local or remote sources as required
- › Zero latency, uncompressed 4K video
- › Streaming video to and from the network
- › Wireless presentation capabilities
- › Lecture capture with Crestron Capture HD®

## Highlighted Crestron Equipment

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### 3-Series DigitalMedia presentation system

DMPS3-300-C

### AirMedia wireless gateway

AM-100

### 8 inch 2-way in-ceiling speaker

Saros\_IC8T

### HD streaming transmitter/receiver

DM-TXRX-100-STR

## 3rd-Party Controlled Equipment

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### Audience displays

## Featured Technologies

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Crestron Fusion  
Cloud



PinPoint



AirMedia



.AV Framework



DigitalMedia



4K



3-Series



Streaming





## Town Hall

Crestron provides the ability to create a town hall space within your facility that allows for state-of-the-company or all-hands presentations. Through use of Crestron streaming technologies, the presentation can even be sent to remote locations over the network.





## Crestron Delivers

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- › Multiple displays
- › Zero latency, uncompressed 4K video
- › Streaming video to and from the network
- › Remote streaming capabilities

## Highlighted Crestron Equipment

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### HD streaming transmitter/receiver

*DM-TXRX-100-STR*

### DigitalMedia matrix switcher

*DM-MD8x8*

### 3-Series control system

*CP3N*

## 3rd-Party Controlled Equipment

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### Audience displays

## Featured Technologies

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Crestron Fusion  
Cloud



PinPoint



DigitalMedia



4K



Streaming



3-Series



# Crestron Simplifying the Real World

## Deploy

From out-of-the-box functionality to complex AV/IT ecosystems, deploying Crestron's .AV Framework with DigitalMedia provides a simple, scalable solution for any infrastructure.

## Manage

Manage and control your entire enterprise, locally or remotely. Crestron Fusion Cloud gives you total control of your environment.

## Experience

Give stakeholders a better experience. Crestron PinPoint technology lets you adapt your environment to your requirements.

[Take a look at our Case Studies to see our solutions in action.](#)



# Twitter

San Francisco, CA



## Challenge

Provide an enticing space for relaxation, team-building, and informal meetings at a major social networking company's world headquarters

## Solution

An advanced video entertainment and video conferencing system based on Crestron technology

"We tried to design systems that would serve the very interesting and eclectic nooks that the Lodge consists of ... we're leveraging the technology to provide an entertaining atmosphere and help make communications more fun."

— **Andrew Jones**  
Thresher Communications

At the Twitter headquarters in San Francisco, the Lodge offers frazzled engineers and programmers a chance to take a break in a different environment. Set up like a rustic coffee shop or sports bar with two century-old log cabins, the Lodge provides semi-private spaces to hold a workgroup meeting. There, a video conferencing system can extend those meetings to team members in any of Twitter's 30+ offices worldwide.

Still, the theme is relaxation, not work; connection, not production. For that reason, the front section of the room includes a nine-screen video wall normally showing live TV, and each cabin includes four couches facing four flat-panel, mounted TVs. A Crestron DigitalMedia™ network keeps video and audio quality at its highest, and Crestron control keeps operations simple. The video wall and the other TVs are fed by a DM® 32X32 switcher, which allows users to send any source to any combination of displays. The Lodge also includes a superb sound system, divided into three zones, which send music, TV audio, and/or sound from two wireless mic systems to 30 ceiling speakers. The TVs in the cabins and coffee bar most often stay muted with closed captioning displayed.

Sources include 18 DIRECTV® receivers, the video conferencing system, and two Crestron wall plates with inputs for digital and analog laptops. Twitter's IT Manager, Alex Stillings, expects to connect the switcher to a larger DigitalMedia network as the company grows, allowing the Lodge to serve as an overflow space for company-wide, all-hands meetings originating on the ninth floor.

"Our main design goal was to keep everything simple," Stillings says, "so we installed a 10-inch Crestron touch screen on a credenza near the video wall. Users can simply grab a source from a list on the touch screen and drag it to an image of the display or audio zone they want." Twitter also has a password-protected technician's screen, providing in-depth control of all of the systems.

# Econometrica

Bethesda, MD



## Challenge

Deliver a good user experience in a conference room that suffered from a poorly-designed AV system that left people inefficient when collaborating and presenting ideas

## Solution

An updated user interface based on a virtual floor plan that allows users to select and control anything they need for delivering dynamic presentations

“Our mission at Casaplex is to enhance the way you live, work, and play, and that’s exactly what Crestron helps us do. Crestron offers an extremely powerful platform that’s easy to upgrade as a client’s needs change.”

— Chris Kane  
Casaplex LLC

Econometrica, a Washington DC based private research and analysis firm, moved into a new headquarters on the 10th and 11th floors of 7475 Wisconsin Avenue in Bethesda, MD. Their new conference room offers a place where staff can meet to discuss ongoing projects, as well as host a variety of training sessions and departmental meetings. The new interface is the front end to a Crestron infrastructure that includes DigitalMedia for signal switching and signal routing, AirMedia to support wireless video presentation from computers and mobile devices, and Crestron audio to deliver crisp clean sound in support of the high quality visuals being displayed.

They installed a Crestron DMPS-300-C DigitalMedia Presentation System to switch presentation sources and distribute audio/video signals and to control the room’s large screen display, sound, lights, and shading. Presenters use an iPad Mini™ with the Crestron app running the virtual floor plan as the interface to operate the room and system. In addition, they use a AirMedia wireless presentation gateway to support wireless presentation from a variety of laptops and mobile devices like smartphones and tablets. They especially liked the fact that it can show up to four presentations on the same screen at the same time, which is great for comparing data sets during project meetings. Sound reproduction is delivered through Crestron Saros® 8-inch ceiling speakers, and the Crestron Capture HD® digital video encoder (recorder) is used to automatically record and stream meetings and brainstorming sessions.

Delivering the right user experience was the main concern for the company [by allowing people to focus on their job rather than get bogged down in the technology]. According to IT Manager John Mucciardi, “we decided to set up a virtual floor plan. Now, when a user picks up the iPad®, the floor plan with the tables, projector, cameras, and inputs is displayed. Now, simply tap on the image of the projector and the laptop, and the laptop image instantly shows up on the projection screen.”



# Glumac

Portland, OR



## Challenge

Create an AV system with flexibility, control, and sophistication to satisfy a leading engineering consulting firm in their LEED® headquarters

## Solution

Utilize Crestron hardware and software solutions to create an AV system that raises the bar on multi-room conference centers

“Once we moved into this space, architects and building owners asked to come over to our office. The conference rooms have transformed into collaborative spaces.”

— Leonard Klein

Mechanical Engineer & Principal, Glumac

After a complete renovation, engineering consulting firm Glumac achieved its own LEED® Platinum certification by employing sustainable building systems and materials. Naturally, the firm wanted the same flexibility, sophistication, and environmental considerations they provide for clients in their new conference center – two large conference rooms and a bistro area that can be used separately or combined into one large space.

The two conference rooms have identical technology, starting with a 70” touch screen display suspended above a console at the front of the room. Anyone with a Wi-Fi® hardware equipped PC or Mac® computer can connect immediately to the system through the Crestron AirMedia wireless presentation gateway. Presenters with mobile devices, including Apple® and Android™ tablets and smartphones, need only download the free AirMedia app from the iTunes® or Google Play™ stores to present instantly. A pop-up panel in the console opens to reveal digital and analog connections and power outlets compatible with any Apple or Windows® computer.

Above each display is a high-definition camera used for online video conferencing with colleagues at the firm’s other eight offices in the U.S. and China or with clients across the globe. The Crestron App was used to bring together audio, video, lighting, and shading controls, creating a comprehensive touch screen control center on each iPad® in the conference room. From any iPad, Glumac personnel can power on technology in the room, instantly call up any source (including cable TV, AirMedia, or Apple TV®), change the lighting, and even duplicate the signal on two rear screen projectors in the outer office area. Once the command is given, a Crestron DigitalMedia 8X8 matrix switcher routes the high-definition audio and video from the chosen source to its destination. Personnel can choose one source for each display or feed one source to all displays at once, depending on how they’re using the room.

In the end, Glumac’s Mechanical Engineer and Principal, Leonard Klein, says they couldn’t be happier with their conference rooms and they are the envy of their peers. “We set the bar, and now our other offices are looking to one-up us with the technology when their leases expire,” says Klein. “Anytime you invest in an AV system, it will cost more money. But without a doubt, it’s been worth it. The new technology has far exceeded my expectations, and I had very high expectations.”

# Alliance Consulting Engineers

Columbia, SC



## Challenge

Outfit the company's boardroom with high-tech tools that enable communications to be seamlessly delivered with intuitive controls and technology that can blend into the background when systems are not in use

## Solution

Built on Crestron DigitalMedia™ infrastructure and control technology, the managed platform supports the most sophisticated sessions, allowing employees to focus on the job rather than the technology

"When you walk into that room, the last thing you'll see are large-screen displays, cameras, or microphones, but they are all there when you need them. It's also very easy to access and to operate."

— Deepal Eliatamby

President, Alliance Consulting Engineers

Founded 11 years ago, Alliance Consulting Engineers has grown rapidly, expanding to 75 people across five offices in North and South Carolina. Specializing in civil and environmental engineering, they provide infrastructure designs for industrial and residential developments. The new boardroom at Alliance is used for many purposes — client meetings, staff and management meetings, and training — and the technology it employs is powerful and comprehensive.

It's rare for a meeting to take place at Alliance without the use of the projection system, interactive display, video conferencing, or all three. They may have a client in the room going over plans laid out on the table, but most often they'll want to display the CAD drawings or a 3D model and mark them up for changes. If the company is working on a site analysis, they may study a satellite image and overlay drawings. Because the conferencing system ties into the interactive display, a presenter can be located anywhere, and marked up designs are immediately available to anyone with network access.

One very basic need was a way to deal with an unusually large number of inputs and outputs. There are 22 seats at the boardroom table and eight or more additional chairs are available for larger meetings. The Crestron DigitalMedia solution met the challenge by providing support for a variety of permanent and walk-in wired and wireless display and collaboration sources that can be connected and routed to any of the displays or video conferencing systems.

"We can watch one image at a time on all four screens or four different images, each on its own screen," Alliance's president, Deepal Eliatamby said. Crestron's DM® network ensures that every device, even new 4K laptops, projects at the highest possible quality. A Crestron 3-Series Control System® handles the switching, routing, sources selecting, video conferencing, lighting, and shading controls. "When we looked at the entire scale of the project, Crestron was the only company that offered a full solution for the control and integration of those systems," said Eliatamby.



## Enterprise Partner Program



The Enterprise Partner Program addresses the demanding requirements of large organizations. As global organizations continue to rely on the latest technologies for real-time communication and collaboration, enterprise resource and energy management, integrated building technology, and more, the Enterprise Partner Program provides the personal attention and technical expertise needed to support your diverse requirements.

The Enterprise Partner Program provides our customers with the best available pricing, support and rewards program in the industry.

Crestron Enterprise Partner Program member enjoy several perks.

### Membership benefits:

- Unique crestron account number
- Direct access to Crestron True Blue Support
- Technical Design Assistance
- Access to Crestron Technical Institute
- Five year warranty on all products
- Partner Rewards Program, which can be used towards free hardware
- Global product fulfillment
- Direct RMA for repair
- Direct first year advanced replacement guarantee
- Access to enhanced service & support contracts
- One year free enhanced service agreement for large format DigitalMedia Switchers (64x64 & 128x128) and Crestron RL 2 when bought as part of a CDP
- Technology refresh program
- Enterprise pricing

To sign up go to: [crestron.com/epp](https://crestron.com/epp)

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