

For Immediate Release

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Red Thread

PTC's Innovative Headquarters Wins Commercial Integrator 2019 Integration Award

Red Thread served as the AV Integrator, with AV consulting provided by Communications Design Associates.

Boston, MA – June 12, 2019 – Red Thread and Steelcase are proud to announce that PTC's Seaport Headquarters has won Commercial Integrator's 2019 Best Corporate Campus Integration Project Award.

PTC is a global provider of technology that transforms how companies design, manufacture, operate, and service things in a smart and connected world. PTC relocated their headquarters from Needham, MA to a newly constructed 17-story building in Boston's Seaport District. Their 250,000 SF technology-rich space serves as a premier destination for employees, customers, and partners to experience PTC's capabilities. This is one of Boston's first AV over IP enterprise-wide technology implementations.

A Crestron DigitalMedia NVX platform provides a completely flexible and scalable solution that configures, deploys, and maintains audiovisual technology on PTC's IT network. This platform allows PTC to distribute content to any display throughout their headquarters. Given the size and complexity of this initiative, it required months of planning and coordinating network configuration, security, and bandwidth requirements with the IT team.

More than 140 technology-enabled collaboration spaces support PTC's activity-based workplace. Regardless of which sized huddle or conference room chosen, the user experience is consistent and seamless. Over 126 Cisco collaboration room systems make remote calls and content sharing as easy as 1-2-3. To maintain a consistent user experience, those spaces with Crestron touch panels were customized to emulate the Cisco control interfaces.

With the installation of 141 Steelcase RoomWizards and Workplace Advisor software, PTC's employees reserve spaces in advance or ad hoc by referencing the Live Map visual on each floor and the RoomWizard displays located outside each meeting space to view real-time occupancy. The sensor data will support informed decisions on actual space utilization so that future space changes or allocations can be made to best serve employees.

Each floor features a themed work café/coffee space dubbed "The Hive," offering employees a diverse experience for casual meetings, socialization, and quiet time. Each technology-enabled breakout space has an 84" display with integrated digital signage, keeping employees engaged and informed on PTC news.

On the 17th floor Corporate Experience Center (CXC), "The Common" is a café and multi-purpose space with plenty of seating for guests and employees. For large scale events, two 3x3 video walls placed opposite the views of the Boston Harbor provide a dramatic backdrop for an immersive visual experience for local and remote participants around the world.

Said John Civello, Vice President of Corporate Real Estate and Workplace at PTC, "We are definitely more cohesive as a team now because we are interacting and there is informal collaboration that happens throughout the day. Our productivity has to be going through the roof."

VIDEO - PTC's Seaport Headquarters | Red Thread + Steelcase:

<https://www.youtube.com/watch?v=a3J7KPTYI0E>



Photo © Warren Patterson Photography

About Red Thread

Red Thread helps organizations transform their workplaces to drive employee engagement. We do this by integrating furniture, technology and architectural systems to create spaces that support people to do their best work. Red Thread is a wholly-owned affiliate of Steelcase Inc. www.red-thread.com

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