

**BOSTON UNIVERSITY**  
Questrom School of Business  
Boston, MA

**Project Partners**

Goody Clancy Architects  
CDA  
Turner Construction

**Trends**

Technology Integration  
Collaboration

**Solutions**

Audiovisual



BU SOM Auditorium

**BU's Questrom School of Business exemplifies state-of-the-art standards for digitally enhanced classrooms.**

Questrom School of Business underwent a comprehensive renovation during the summer of 2013. Red Thread installed a professional grade auditorium with a state-of-the-art sound system as well as 50 high-tech digitally enhanced classroom and collaborative team spaces within a very accelerated schedule. The classrooms were comprehensive in scope, incorporating projectors, screens, flat panel monitors, ceiling microphones, recording cameras and Crestron control. Red Thread consulted with BU and Crestron to develop/design a custom interface that captures annotation at the lectern and features an easy to use, intuitive interface. The project teams successfully implemented a progressive system under a very tight timeframe that sets the standard for future classroom development at BU.

**Classroom standard**

Red Thread worked closely with CDA audiovisual consultants to implement state of the art classrooms that utilize multi-display visualization and HD videoconferencing to support collaboration and distance learning. The system consists of a high resolution projection system and motorized screen, 70" flat screens, ceiling mounted cameras and microphones, as well as a Crestron unified control system. Professors can annotate and share content locally or with remote participants through video conferencing and streaming. Class sessions can be recorded and archived on demand.

**Auditorium**

The auditorium, a flexible space for multi-media presentations and shared lectures, is designed to support the capture, streaming and sharing of content. A sophisticated projection system and screen, 2 supporting 90" flat panel monitors, and lighting system are all controlled by a custom Crestron interface at the lectern. Much like the classrooms this space supports Cisco video conferencing to share events with other locations as well as annotation and capture/record.

**Consultative approach**

This project required the ability to research, synthesize and develop solutions that addressed the specific needs of the BU community. The collaboration between BU, Red Thread, Crestron and CDA resulted in a highly sophisticated, customized solution that will accommodate the changing educational environment well into the future.



Ceiling mics and supporting video monitors are designed to facilitate distance learning



Crestron tablet provides system control and annotation at the lectern