

COMPUWARE Customer Briefing Center Waltham, MA

Project Partners

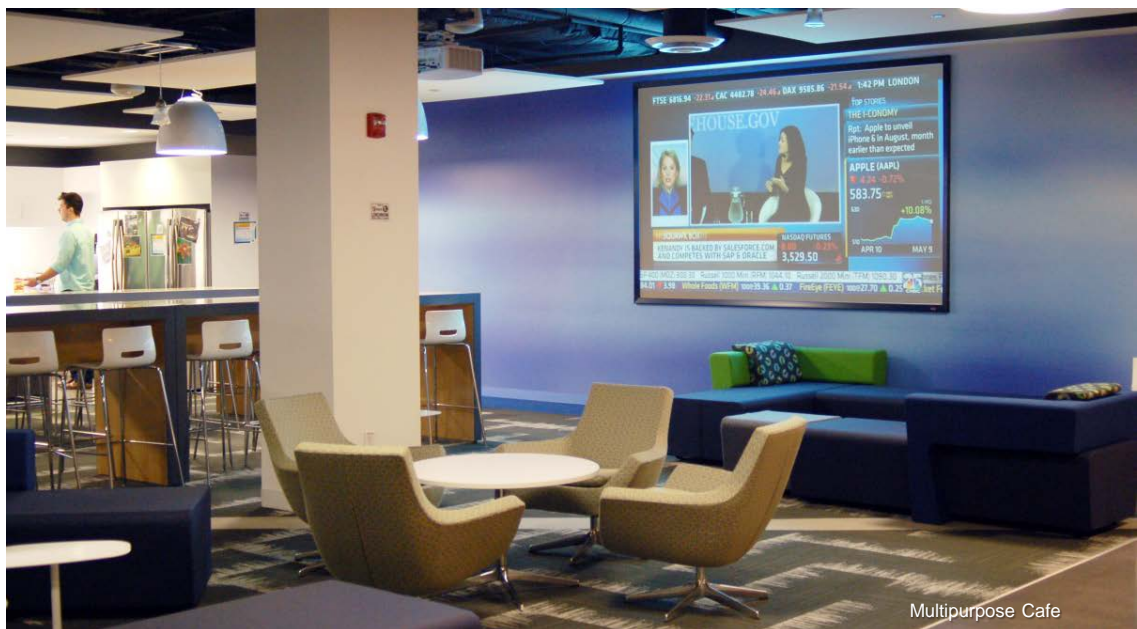
CBT Architects
Cresa Partners
MPA

Trends

Real Estate Optimization
Technology Integration
Sustainability

Solutions

Audiovisual



Multipurpose Cafe

Compuware seamlessly integrates collaborative technology into a cool design aesthetic.

In Compuware's Waltham, MA Customer Briefing Center, Red Thread designed a comprehensive AV solution and managed the successful implementation of 20+ spaces within a tight three week time frame. Working with CBT Architects, Cresa Partners and MPA, Red Thread was tasked with upgrading the technology throughout the space for increased functionality and worked closely with the architect to achieve a minimal and highly integrated aesthetic. Design of the space was maximized by creating cross functional, multi-purpose rooms that show how seamlessly AV technology can be integrated into a highly functional, flexible and aesthetically pleasing solution.

Customer briefing center

The Customer Briefing Center features large VTC conference rooms, 2-way divisible rooms, 4-6 person huddle spaces and digital signage. A Crestron Unified Touch Control system was integrated throughout to provide an easy to navigate graphical interface for Compuware employees to control the technology. In addition, an environmentally friendly solution was built in that minimizes power consumption by automatically turning on/off displays when a computer signal is not detected.

Multipurpose café

This space supports company wide meetings and speech reinforcement and video conferencing capabilities were built in to facilitate connections with remote Compuware locations.

Technology seamlessly blends into the design by:

- concealing the racks in the kitchen island
- encasing sound tube speakers as white pendants
- using white cabling to conceal cables in the open ceiling
- framing flat screen displays with elegant aluminum bezels

Network operations center

This "war room" features a 2x4 video wall with 55" LCD monitors showing critical real-time network performance. The video wall system can display any combination of up to 8 discrete sources using standard or customizable display formats.



Huddle Room



Network Operations Center