

DIGITASLBI
Corporate HQ,
National AV Integration
Boston, MA

Trends

Technology Integration
Flexibility
Collaboration

Solutions

Audiovisual
Audiovisual Service



Creative multi-media applications along with custom AV service solutions support DigitaSLBI teams nationwide.

Digital marketing agency DigitaSLBI and Red Thread have developed a ten year partnership built on creative approaches to workplace design, seamlessly integrating furniture and audiovisual technology into innovative applications. BrandLive is a co-developed immersive social media monitoring solution. Comprised of video walls, social media feeds and ipad controls, these spaces allow brand teams to observe and react to brand related digital content in real time. In addition, Red Thread has streamlined and implemented conference room standards and remote monitoring systems nationwide in locations such as New York City, Philadelphia, Detroit and Chicago.

Audiovisual integration.

Red Thread and DigitaSLBI co-developed "BrandLive", an immersive digital media environment for their client's brand teams to monitor live social media traffic. The multi-media video wall allows the brand team to select various social media channels and news feeds, controlling the visual appearance of content screens using an iPad. These social media suites were installed in Boston, New York and Chicago with plans for additional client site installations. Red Thread supported DigitaSLBI by installing a BrandLive environment at the Computer Electronics Show and NewFront event to help promote their services.

Audiovisual technologies were implemented to support the tech-savvy DigitaSLBI team deliver high-end, full-featured client and internal presentations. A set of usability standards ensure that any employee will have familiarity with the technology from room to room. All of the technology; touch panels, plasma screens, projectors and beyond, are monitored and controlled by the Boston office. A web-based application enables DigitaSLBI personnel to check projector lamp life, monitor equipment use, set automatic timers for systems and more, streamlining maintenance and optimizing staff time nationwide



BrandLive Suite

Key spaces:

- BrandLive – immersive social media monitor solution
- Boardrooms with video and audio conferencing
- Small, medium, large staff Conference Rooms
- Basic Presentation Rooms
- Huddle Rooms
- Divisible Multi-Purpose Rooms
- Lobby/Reception Video Wall Digital Signage