



Case Study

# Creating a **WOW** Factor

AV Solutions for  
Communication and Inspiration

by Spinitar

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# Spinitar — Services. Simplified.

Since 1986, Spinitar has been designing, building, and supporting audiovisual and communication technology for use in business, government, and education markets.

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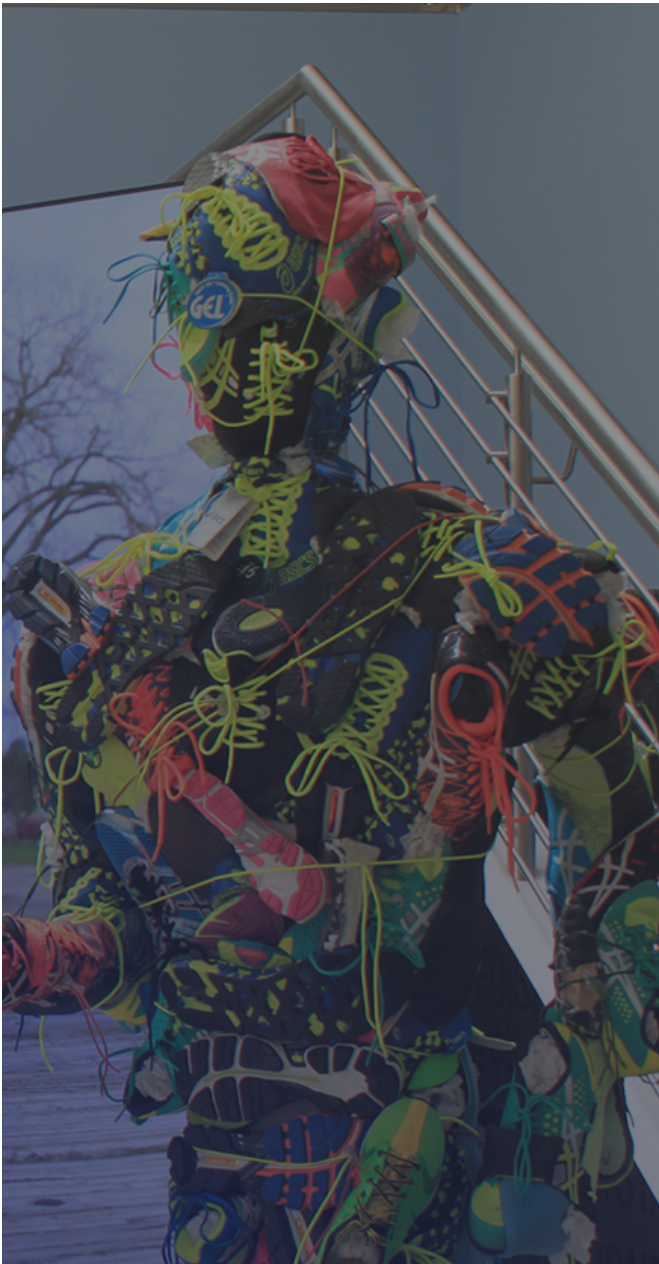
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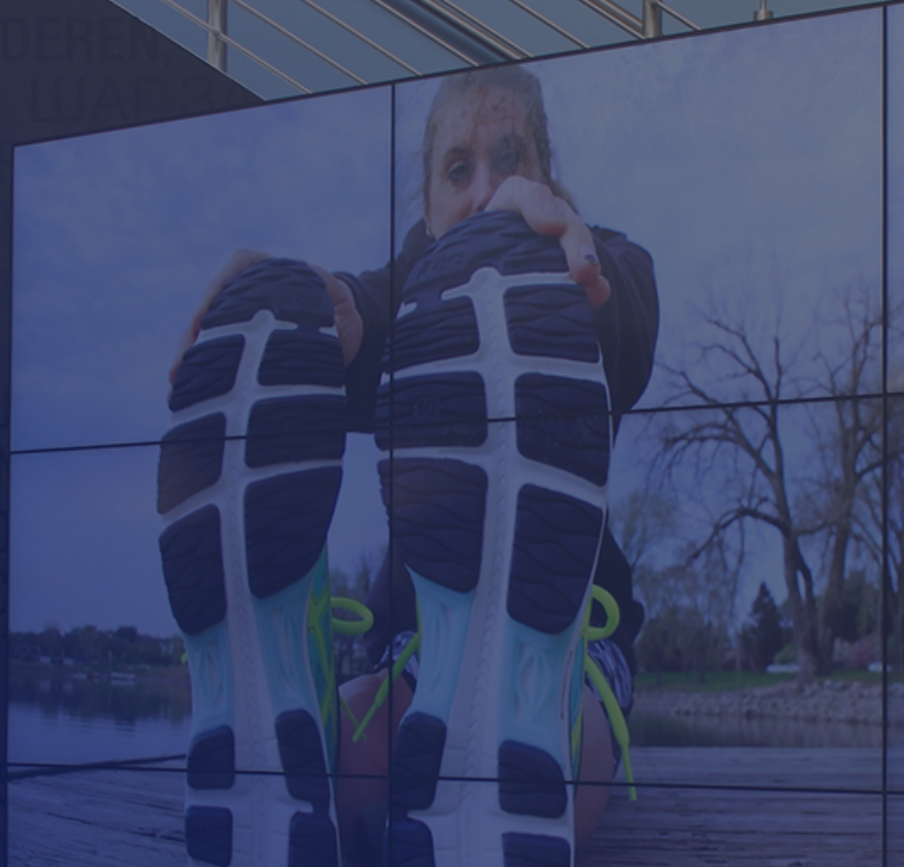
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# Introduction

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“In its newly updated Irvine, CA headquarters, a large apparel brand had a dream to create an unforgettable experience in line with its unique brand.”



The client is a footwear and apparel company with applied research facilities in, Japan, and corporate headquarters in Irvine, CA. The brand takes a socially responsible approach to the development, manufacturing and distribution of its athletic products, and strives to make every part of its business practices sustainable. The company's founder made it his mission to help achieve holistic health through the best running shoes and athletic apparel.

In its newly updated Irvine, CA headquarters, the client had a dream to create an unforgettable experience in line with its unique brand. The footwear and apparel company, and its data and security cabling provider, RedRock Security and Cabling, asked for Spinitar's guidance to help achieve two main goals.



Using AV solutions to showcase a unique brand

# Our Goals

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## Wow Factor

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The first goal in creating an AV solution for the client was to help visitors and employees to experience a “wow factor.” In the entry and spaces throughout the headquarters, the company wanted to convey its colorful brand personality, and the philosophy, “a sound mind in a sound body.”

## Smooth Communication

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As a global footwear and apparel company, our client needed to have a streamlined collaboration process. Whether it be across corporate offices in the US and Japan, or between manufacturing facilities or retail locations throughout the world, it was imperative for the brand to encourage teamwork through efficiency in evolved AV.



Customized solutions to connect and inspire

# Our Approach

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Starting with the design phase, Spinitar offered a customized solution to both of the main goals for the company's California headquarters. The idea was to really bring a "wow factor" to the corporate space with easy-to-use digital technology that could communicate the brand's lively and youthful personality while making internal collaboration between physical locations a lot simpler.

Spinitar used several site tours, AV technology demonstrations and conversations around needs and wants to propose a design that was both functional and inspiring.

## Communication

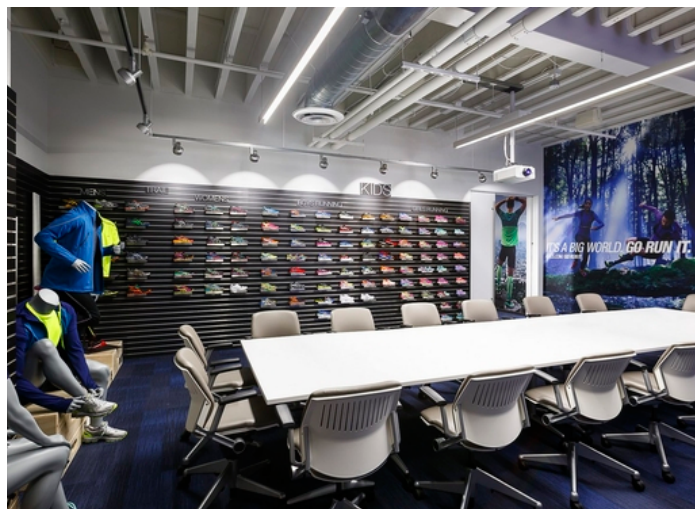
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Installed updated meeting space technology to ensure smooth, easy operation and VTC capability, making Japan and Irvine feel closer than ever.

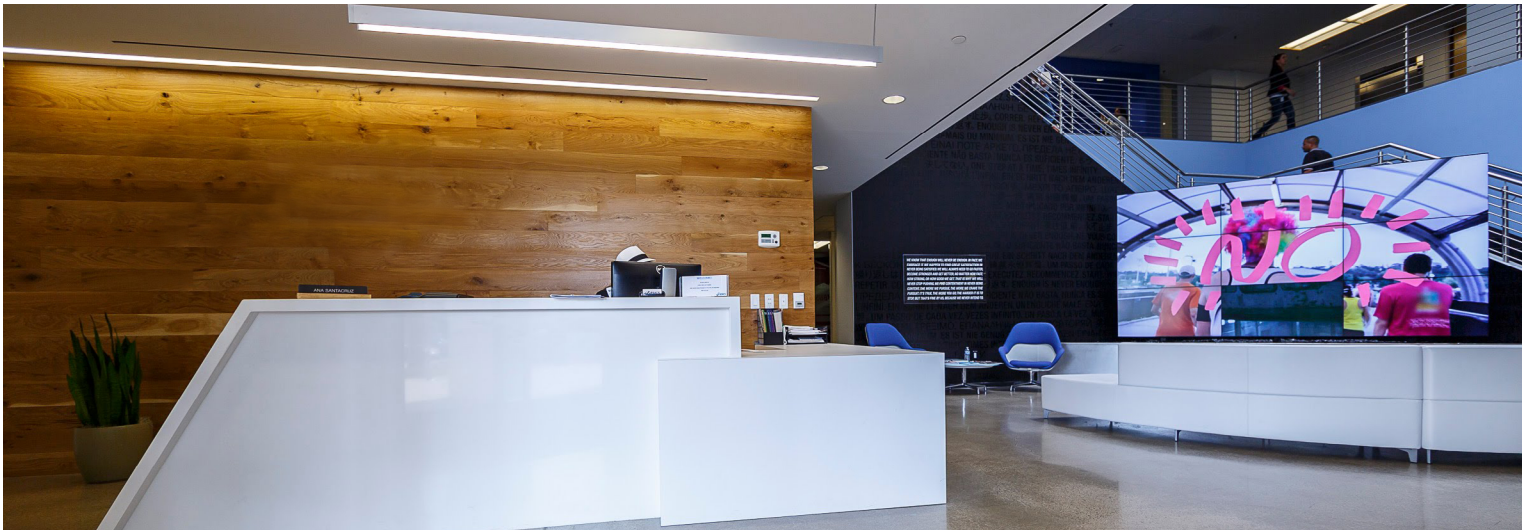
## Inspiration

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Used cutting edge AV displays to share the company's brand vision with both internal and external users of the corporate space and connected retail locations.







## AV systems transform a California headquarters

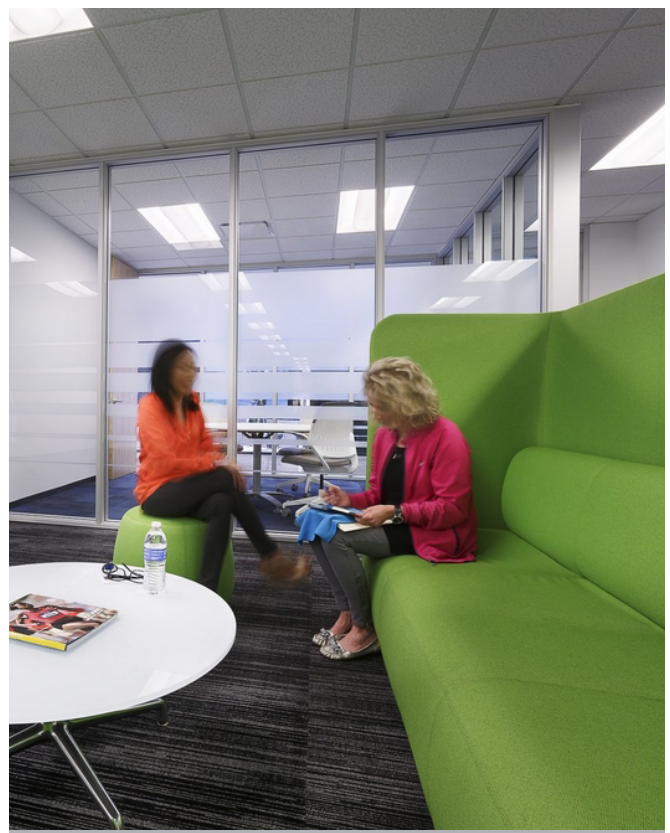
# Our Solution

In the end, Spinitar customized AV systems for 30 unique spaces at the client's headquarters in Irvine, CA and configured communication capabilities for distribution of digital content to displays in its retail locations.

The audiovisual install included projection systems, VTC systems and digital signage to allow for ease of communication between workers in remote locations, and between Irvine, CA corporate and retail locations craving on-brand digital content for their in-store displays.

Spinitar integrated a dramatic video wall in the Irvine, CA corporate lobby that displays the company's passion for healthy lifestyle and athletic performance, to help create brand awareness and alignment among internal stakeholders. The video wall communicates messaging to employees and visitors including daily announcements, important messages and company news.

The AV systems, like their shoes and athletic wear brand, were designed and integrated to create reliability and longevity. Spinitar helped the company communicate its message.



Up-leveling company culture and connectivity

# Our Results

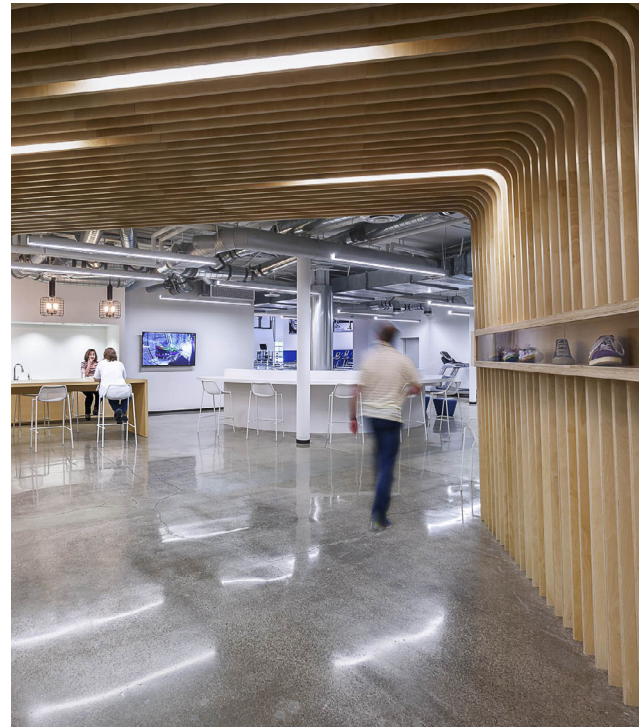
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## Wow Factor Achieved!

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The client has reported so much praise from employees and visitors at its Irvine, CA headquarters, ranging from exclamations of awe at its new main entrance to lengthy conversations about what types of experiences can be created with the gorgeous video wall.

It's all controlled with an easy-to-use interface that can help to update any display or information on the fly to celebrate and strengthen the company culture.



## Simple Solution for Smooth Communication

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Spinitar wired more than two dozen VTC conference rooms of varying sizes for internal and external meetings that needed to span time zones and geography to keep ideas flowing and productivity high. Now, the client's team can collaborate seamlessly with simple user interfaces that maximize uptime and contribute to creativity.

Thanks for taking a read.

# Have Ques- tions?

Want to learn more about what went into this project, or talk through your upcoming needs with a Spinitar expert?

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