



Case Study

# Building Community & Collaboration

An enterprise AV solution

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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Facilitating a Vision for Collaboration

# Our Challenge

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An enterprise software company sought a unique AV Solution to encourage collaboration, productivity and community in its brand new corporate office in Santa Monica, CA.

The client is a worldwide corporation with more than 420,000 customers and deployments in more than 145 countries. The company wanted to apply simplified AV solutions that would turn its meeting rooms into lively collaboration spaces. As a company focused on cutting edge solutions in the digital business world, the client sought to create a highly collaborative environment for its employees, partners, vendors and visitors.

Up-to-the-minute AV and communication technologies were especially crucial for the company's Santa Monica offices because of their use as a training headquarters for new and aspiring employees and interns. The need for internal collaboration spaces was one major driver for this project.

Aesthetics were important, as many AV displays and systems had to integrate with custom millwork and creative architectural design throughout the space. The challenge was to design, procure and install the highest quality enterprise AV technology into more than 50 workspaces in the building while collaborating with more than 10 different vendors and building contractors.

**The timeline? Less than 10 weeks!**

Collaboration Was the Key

# Our Approach

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A unique aspect of this project is that Spinitar was brought on in the post-design phase via recommendation from the project's engineering firm, who knew collaborating with a top AV integrator was key.

Our approach usually starts during the design phase so that we can make suggestions along the way to ease complications with installation or configuration later in the process. However, working with this enterprise software firm in any capacity was a great opportunity, and our team jumped right in.

The goal for this project was to work in conjunction with the engineering firm to make sure that the client's needs for maximizing employee uptime and creativity were met. We began by reviewing the AV design and planning, recommended changes to the design where needed, and suggested technology improvements.

For example, in order to minimize voice interruption for employees working in an otherwise quiet, large common workspace, Spinitar suggested sound masking, an audiovisual strategy that involves the addition of a background sound. Similar to airflow, the sound reduces distractions and minimizes the intelligibility of human speech, so that telephone support staff can hear and be heard.

After design review and suggestions, we procured and installed all necessary audiovisual equipment, and handled final commissioning for the project.





Creative, Simplified & Intuitive

# Our Solution

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Spinitar helped to enhance more than 50 spaces throughout the client's Santa Monica headquarters, including conference rooms, collaborative workspaces, break rooms and public areas. The spaces were designed to divide internal work areas from client-facing spaces, and Spinitar worked with different technologies to create functional experiences for employees, clients and guests.

## 1 Huddle Spaces

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A huddle space is for casual, more intimate, internal collaboration. The seven huddle spaces Spinitar helped to create live inside small conference rooms with high tables pushed under a wall display with HDMI and VGA connectability. The displays turn on automatically at 7am, and off at 8pm to encourage continued flow of creativity, eliminating the need to troubleshoot the technology or fumble with a complicated user interface.



## 2 Lobby Conference Rooms

Visitors and clients have their own special space within the Santa Monica offices. Five small conference rooms surround the lobby, and are meant for interpersonal meetings without a lot of tech. In these spaces, all controls come from an individual presenter's device. The display can auto-detect the source, then display on a timer for power with volume control via laptop.

Spinitar used an **all-digital audio signal** throughout the client's offices in order to prevent problems with clarity and interference. Using Shure microphones and Dante technology, the installation of an all-digital system negates the need for analog to digital signal converters and makes audio loud and clear.



## 3 MPR/Training Rooms

Spinitar helped to create a large multi-purpose room, divisible into two training rooms. To make sure AV and communication always flow with ease, all AV technology has been doubled in the space, with two lectern locations including audio connection for optimization of sound in the rooms, no matter how they're used.





## 4 Digital Signage

To disseminate important information to employees and visitors, digital signage is installed throughout the Santa Monica office. Displays track the call center, and show real time employee analytics.

Spinitar made prime choices for AV and communication technologies, including Crestron as an all-in-one solution for control, video and simple audio routing, and a Tesira server for the MPR audio.

It's important for the ease of use and horsepower to come together to provide the most robust and usable experience possible.

## 5 Sound Masking

The company's entire 6th floor integrated a sound masking solution to help maintain privacy, relieve stress and allow better focus for staff in the busy, open workspace.

## 6 Video Wall

Every swanky corporate headquarters needs a video wall or two, and this company's Santa Monica offices were no exception. To install the client's stunning video walls, Spinitar had to overcome a design challenge presented by creative build materials including a slat wall made with distressed wood, and a wall-mosaic made from recycled skateboards. The solution was to use Premier Mount poles.





## The Best Part? It's Really Easy to Use

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The client was particularly concerned about ease of use and keeping the need for training minimal, so Spinitar made sure to create environments that would eliminate complications. For example, each collaborative space has point to point connections, which means there are HDMI and VGA connections at the conference tables or work spaces. This means each space is easy to use with no need for annoying adapters!

The cost related to training staff on proper use of audiovisual technology can add up with intricate, complicated systems. We kept it simple, especially in smaller collaboration environments where 3-10 people come together for huddles. Ease of use and flexibility became crucial in creating these spaces.







## Inviting & Collaborative Workspaces

# Our Results

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The team working from this spectacular, new corporate office now has multiple beautiful collaboration areas where they can work together internally, and with company guests, clients, partners and vendors.



The client aimed to make its facility a great place to work and visit, and through creative use of AV technology to enhance work-spaces, public areas and lounges, Spinitar achieved the intended result. As usual, simplicity was key. We're proud to say the client and our collaborating vendors were thrilled with the result.

- Each collaboration space is inviting to the employees, and encourages focus, creativity and progress, while maintaining an ease of use that maximizes uptime.

*"Thanks for all of your efforts on the project. You guys have been great to work with and very helpful. Look forward to working with you again in the near future."*

Mike Mahn, CTS  
Vice President  
Engineering PLUS LLC

- Digital displays wow visitors and potential employees as soon as they walk into the office.
- Conference room technology is so easy to use, there is no wasted time during important meetings and presentations.

*"Wow, you are all amazing! You were able to pull off a miracle with this complex project that turned out absolutely beautiful. The employees are going to be giddy with excitement looking around every turn at all the beautiful details. I know this was a challenging project and I want to thank each and every one of you for all your efforts, diligence, patience and creativity to pull off this success for us. I am proud to have worked with all of you on this showcase project; it has been a real pleasure."*

Senior Real Estate Project Lead,  
as addressed to the entire project team



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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