

SOLUTIONZ



**INTEGRATING TOP AUDIO-VISUAL
TECHNOLOGY FOR
MEDIA & TECH GIANT COMCAST**

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SOLUTIONZ, INC.

Solutionz Inc. has been providing state of the art audio visual and communication solutions to small and large businesses, government entities, major corporations, educational and healthcare institutions for more than 19 years.

Established as a forward- thinking company dedicated to staying on top of the latest technology advancements, our company credits its innovation and growth mindset for its ability to deliver high-quality systems design and support services nationwide. Whether clients need video conferencing capabilities, integrated presentation networks, or interactive collaboration tools to connect remote team members in an instant, Solutionz provides reliable and effective communication and collaboration solutions and strives to be the ideal audiovisual partner.

THE CLIENT: COMCAST

Comcast's Mission

Media and technology giant Comcast defines its mission clearly: Comcast creates incredible technology and entertainment that connects millions of people to the moments and experiences that matter most.

Between Comcast Cable and NBCUniversal, the two branches of Comcast are strong in filmed entertainment, broadcast television, cable communications, theme parks, cable networks and sports. A recent analysis of Comcast's market capitalization put the company at \$185.18 billion.

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COMCAST COMES HOME TO SUNTRUST PARK

With an eye to the future and feeling a bit cramped at its Atlanta, Georgia Galleria space, in 2015 Comcast opted to relocate its regional headquarters to a custom-designed space purpose-built to support Comcast's global presence.

Because of its extensive history in sports (Comcast's Spectator division owns the Philadelphia Flyers) and sports broadcasting, a move to SunTrust Park, home to Major League Baseball's Atlanta Braves, was a natural fit.

The new home to Comcast provides office and operations space for over 1,000 Comcast employees. The SunTrust Park address features nine floors of technologically advanced operations and office space, a stunning open-air ninth floor overlooking the baseball park and open-office floor plans.

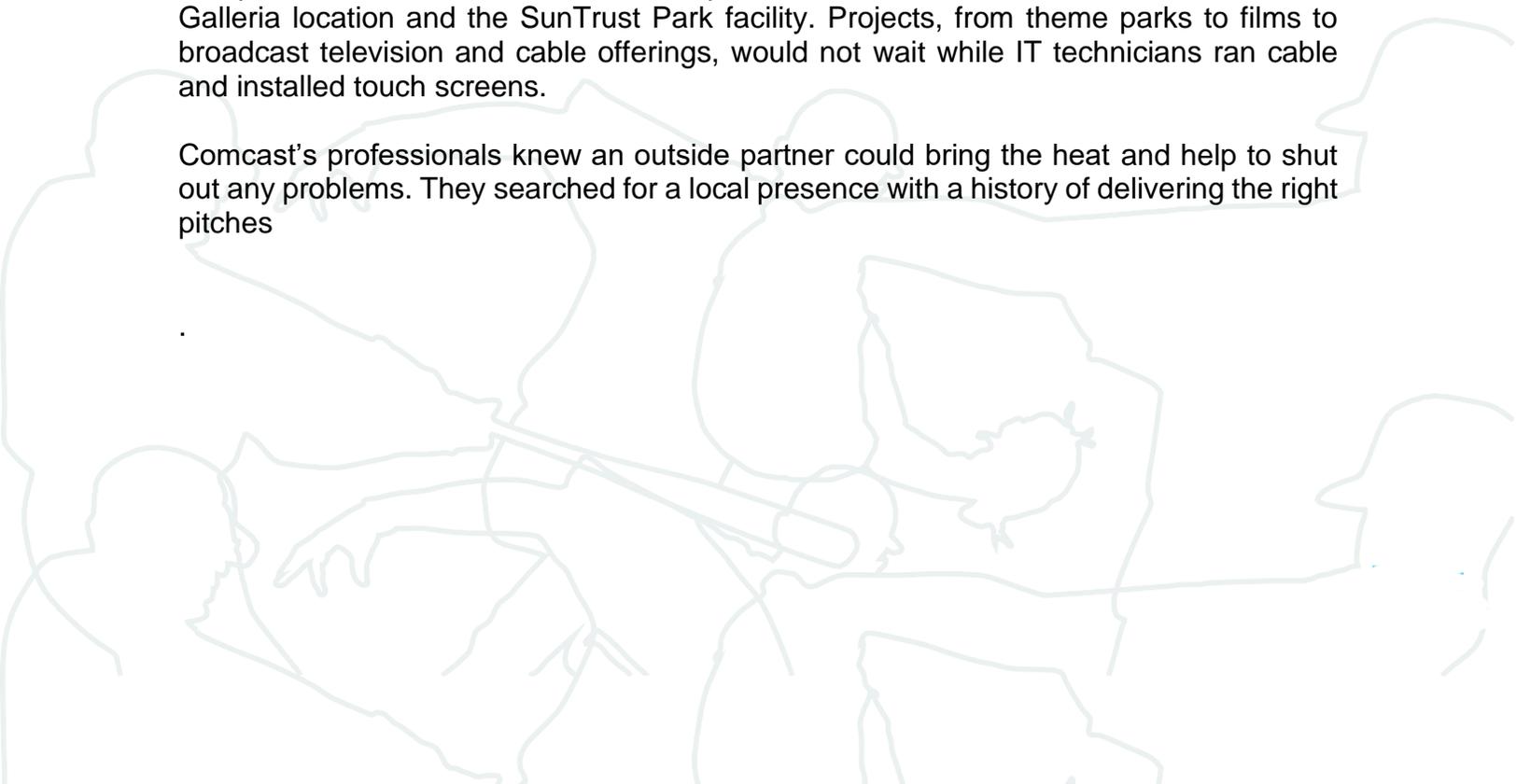
Comcast's sleek new home broadcasts its message to visitors and employees alike: crisp, clear communication is key to success in all that Comcast does.

CALL TO THE BULLPEN?

In plotting its move to its new headquarters, Comcast considered solving the audio-visual support for the ninth floor by using in-house technicians. Such a solution, relying on already busy AV and IT departments, was quickly seen to be unrealistic.

The pace of work at Comcast would not pause so its own AV staff could work at both the Galleria location and the SunTrust Park facility. Projects, from theme parks to films to broadcast television and cable offerings, would not wait while IT technicians ran cable and installed touch screens.

Comcast's professionals knew an outside partner could bring the heat and help to shut out any problems. They searched for a local presence with a history of delivering the right pitches



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COMCAST PARTNERS WITH SOLUTIONZ INC.

Since communications is central to Comcast's mission, the company had specific and stringent requirements for audiovisual support in its ninth-floor executive suite meeting rooms.

The company needed 4K resolution, sound reinforcement, Cisco-based video conference systems, and complete customization across four flexible meeting rooms.

Selecting Solutionz Inc. was as natural a fit for Comcast since the two companies shared a successful ongoing relationship.

Comcast knew Solutionz as a local, reliable partner in AV support, enjoying the way Solutionz provides service and support at the Galleria and anticipating similar customer care at SunTrust Park. Solutionz was determined not to disappoint.



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NINTH FLOOR SOLUTIONSLATE IN THE GAME

Solutionz came into the project in the late innings, when roughly 60 percent of the project was completed. This meant the entire Solutionz team — solutions specialists, engineers, programmers, installers, technicians, and service personnel — had to understand the entire project quickly, work efficiently, and produce a home run for Comcast.

Solutionz worked with all the other trades and the general contractor to have the entire project, from initial planning to Comcast's first ninth-floor meeting, completed in only five months.

THE MEETING ROOMS

Comcast chose a flexible meeting room configuration for its ninth floor. Four spaces, designated A, B, C and D, can be opened to form one large conference room. Each room can be partitioned with flexible walls to form four smaller spaces. Rooms A and B could be combined to form a mid-sized room, as can Rooms C and D.

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THE TECHNOLOGICAL CHALLENGE

With four rooms configurable in different formats, support also had to be user- friendly, to minimize calls to Comcast's IT and AV departments and to keep pace with the number of daily meetings. The pace of broadcast television, film, and entertainment meant the rooms would see multiple meetings, video conferences, interviews, and vendor presentations five days a week.

Solutionz selected simple, intuitive, and robust equipment to fulfill Comcast's needs. Solutionz answered the requirements with a masterly combination of equipment, installation, programming, and product integration.

From Comcast employees' perspective, touch screens and wireless microphones provide simplicity and speed. From Solutionz' perspective, that beautiful, sleek simplicity belies a well-designed system incorporating every audio and visual support:

- Projectors
- Video conferencing
- Wireless microphones
- Handheld microphones
- Ceiling microphones
- Ceiling speakers
- Amplifiers
- Digital signal processors
- Signal switching solutions
- Touch-panel room controls

Solutionz also offered full service and maintenance of all equipment, including software upgrades, firmware updates, diagnostic tests, and annual inspections.



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SEE THE PITCH

Four new, ceiling-mounted 6000 lumen laser projectors provide primary content display. Videoconferencing is available for each room, as well.

Content routed through the projectors in each room comes through Solutionz' integrated system from several input sources:

- Client and guest laptops connected to HDMI wall plates.
- Cisco SX80 codecs
- Xfinity set top boxes.



GAME DAY AUDIO

Comcast's executives and presenters can make themselves heard, bringing their best game to every meeting, through Solutionz' audio solutions:

- Two wireless combination systems (handheld and lavalier microphones)
- Six ceiling microphones (beam array microphones providing outbound audio for videoconferences)
- 24 Ceiling speakers
- A single-point audio DSP

To improve simplicity and ease of use, each of the wireless microphone systems can only operate one microphone at a time, preventing feedback and cross-chatter.

Pre-sets for the ceiling microphones are programmed into touch panels in Rooms A and D, to provide for complete flexibility across all room configurations.



VIDEO CONFERENCING

Comcast stepped up to the plate hiring Solutionz to provide integration and programming for Cisco SX80 video conferencing solutions with dual speaker track cameras, a P60 camera, and a Cisco Touch 10 control screen.





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GRAND SLAM

From Comcast's vantage point, Solutionz hit a grand slam.

Joined with Solutionz' three large Nanolumens video walls in the Comcast lobby and smaller video walls on each floor in the elevator lobbies, the complete program of AV support in Comcast's new home at SunTrust Park shows that Solutionz Inc. can deliver under tight timelines and when world-class solutions are needed.



We have had a number of large meetings that have gone well because the equipment really enhanced the meetings. Our service calls have gone down because of the simplicity of operation. It definitely saves a lot of time. The system works smoothly.

*Jason Loar, Information Technology Analyst,
Comcast*



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