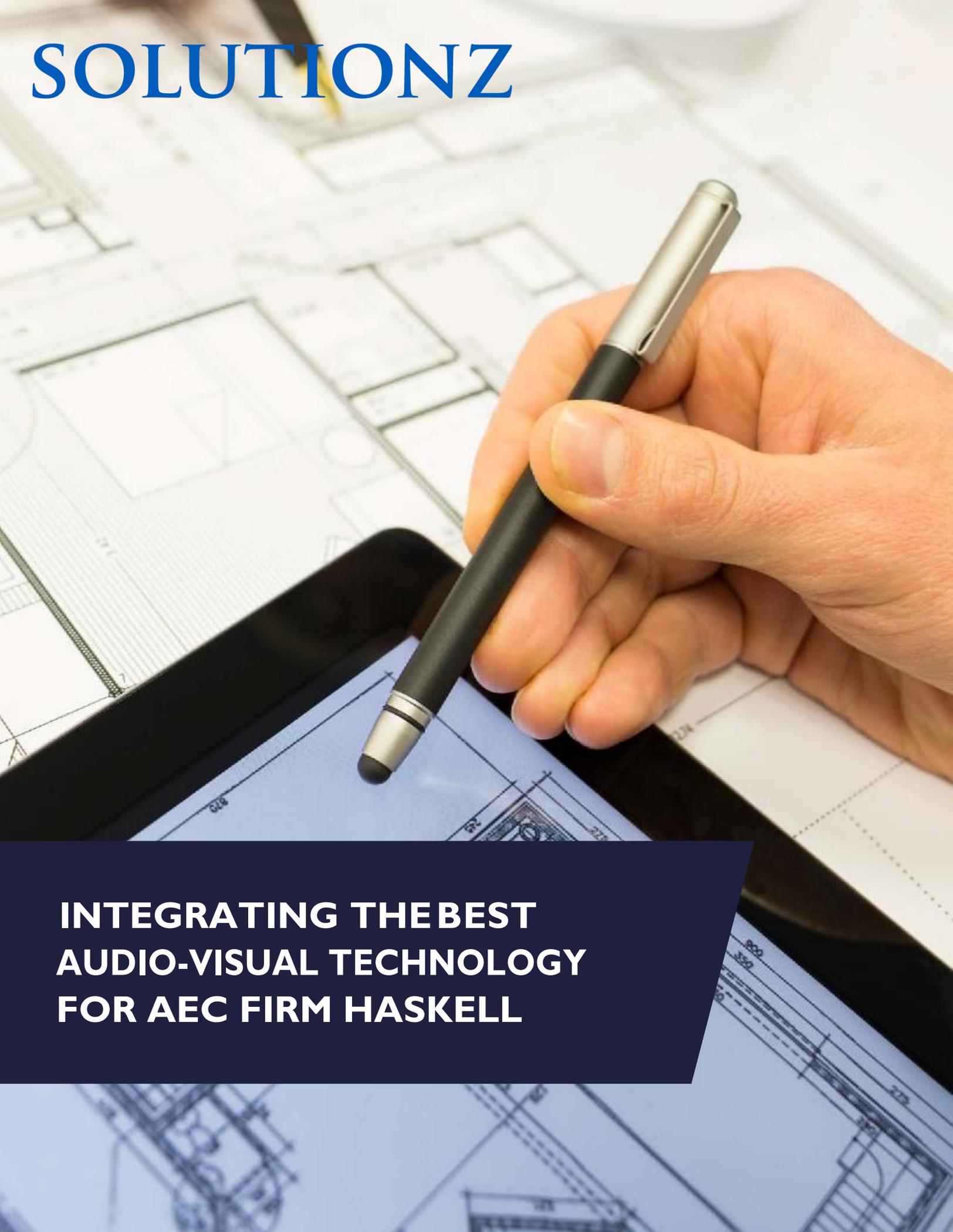


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A hand holding a silver and black pen, pointing at a tablet displaying architectural blueprints. The background shows a larger blueprint with various lines and shapes.

**INTEGRATING THE BEST
AUDIO-VISUAL TECHNOLOGY
FOR AEC FIRM HASKELL**

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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: HASKELL

The architecture, engineering, and construction (AEC) firm Haskell has offices across the United States, Latin America, and the Asia Pacific region. Though separated by miles and oceans, these technical teams work together using videoconferencing and collaboration tools to bring clients' complex projects to completion. Keeping so many stakeholders connected requires the right mix of technologies including high-definition audio and video working with a custom control system.

CONTENT

4. The Client: Haskell

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AN OFFICE FULL OF ENGINEERS

When showcasing architectural renderings and models via a virtual presence to a client halfway around the world, Haskell's Atlanta office cannot afford second best. Multi-million-dollar projects depend on the quality of presentations from Haskell's conference rooms. Haskell's teams of engineers, architects and construction specialists need reliable, easily operable, video and audio, on a scale not typical of traditional office spaces; their conference room is 1,369 square feet and can accommodate 50 participants. The room is a 37-foot square in the corner of Haskell's office space.

Doug Wear, Project Management Professional (PMP) and Haskell's Senior Engineering Manager, knew the importance of choosing a vendor with the right expertise to partner with for this vital technology. He chose Solutionz Inc.

Doug and his colleagues are, as he describes it, an office full of engineers. They know how to analyze a system. They know how to dig into the details. Nothing escapes their scrutiny. The video installation had to be flawless, had to provide the WOW Factor, and had to be ready on time.



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DRAWING BOARD

Haskell first tried an inexpensive, industry-standard solution to provide adequate imagery for meetings. Faced with two interior walls and two exterior all-glass walls, Haskell's in-house engineers tried to coax brilliant, clear pictures from projectors so they could provide very large images. This \$40,000 "solution" was simply not up to Haskell's high standards.

With additional funds and a mammoth room to fill, Haskell went back to the drawing board and rethought the project. They solicited bids from local companies known for their strengths in audio-visual work, and then decided to partner with Solutionz Inc.



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SOLUTIONS FROM SOLUTIONZ INC.

Solutionz Inc. won the contract for the work not only because of price, but because of reputation and superior design. Solutionz' specialists went on to demonstrate to Haskell that the reputation is well deserved, earned through superior customer service and world-class integration.



The solution designed for Haskell included a 1.5mm pixel pitch Direct View LED 137" diagonal display with 1080p resolution. This component alone offers the desired WOW factor. This LED display gives Haskell the power of video conferencing through MS Teams or other soft CODEC applications (Zoom, Webex, etc.), providing presenters with easy-to-use, intuitive touch screen control with a customized Graphical User Interface.



Haskell now uses two video cameras, microphone, and overhead loudspeakers. Two pan-tilt-zoom (PTZ) cameras support views of the presenter or the audience. The presenter camera is located at the side of the conference room and points towards the presenter. The audience camera is located at the front of the room, providing a full view of the room, a headshot of participant or focus on the whiteboard.



Four beam tracking microphones capture all seating assignments in the room as well as the presenter. These microphones are auto mixed and use Biamp's Digital Signal Processing Technology for optimal acoustics. The far end audio, as well as any audio from the selected video source, are reinforced throughout the room by mixers, amplifiers, and six, 6.5" ceiling

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The designed solution supports multiple computer sources as inputs to the system. The system is flexible enough to accept a dedicated computer mounted in the equipment rack at the conference room's front as well as laptop computers. HDMI connectivity and a wireless input round out the options Haskell has for connecting to computers.



All that hardware installed by Solutionz Inc. is supported by a centralized control system. This system uses a 10" touch panel controller allowing ON/OFF functionality of the system, source selection, multi-image configuration selection, volume control, and PTZ camera control. The system can be programmed to automatically shut down after a predefined period of inactivity.

MAKE OR BREAK

Turning to Solutionz Inc. was the right decision. While no company ever claims to have an abundance of time and capital, Haskell had a firm deadline for the conference room readiness. It absolutely had to be ready for a major presentation to 30 top executives of a Fortune 100 company. Haskell pushed the installation schedule hard. Solutionz Inc. responded, getting the room up, running, and ready for the make-or-break presentation.



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