# Workplace Optimisation Solutions

Empowering people to collaborate and communicate across the enterprise

**CRESTRON**

# Workplace Optimisation

Bottlenecks while commuting to work are bad enough. Bottlenecks while at work pile on even more frustration and wasted time. In fact, statistically, there's an average 10-minute delay between the scheduled start time of meetings and the actual start time. In a large organisation, multiply that wasted time by the hundreds or even thousands of meetings held in a typical day. Add in all the unused, underused, and misused meeting rooms and you can see why lost productivity and wasted resources cost organisations money every year.
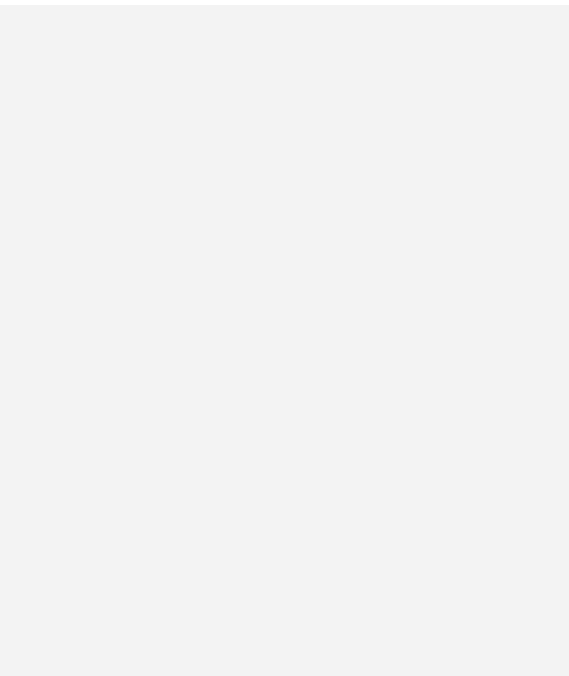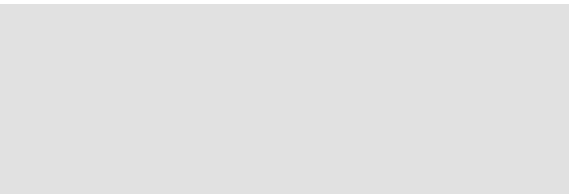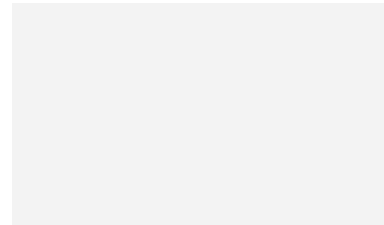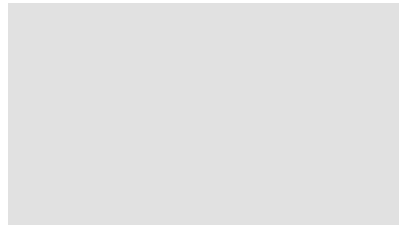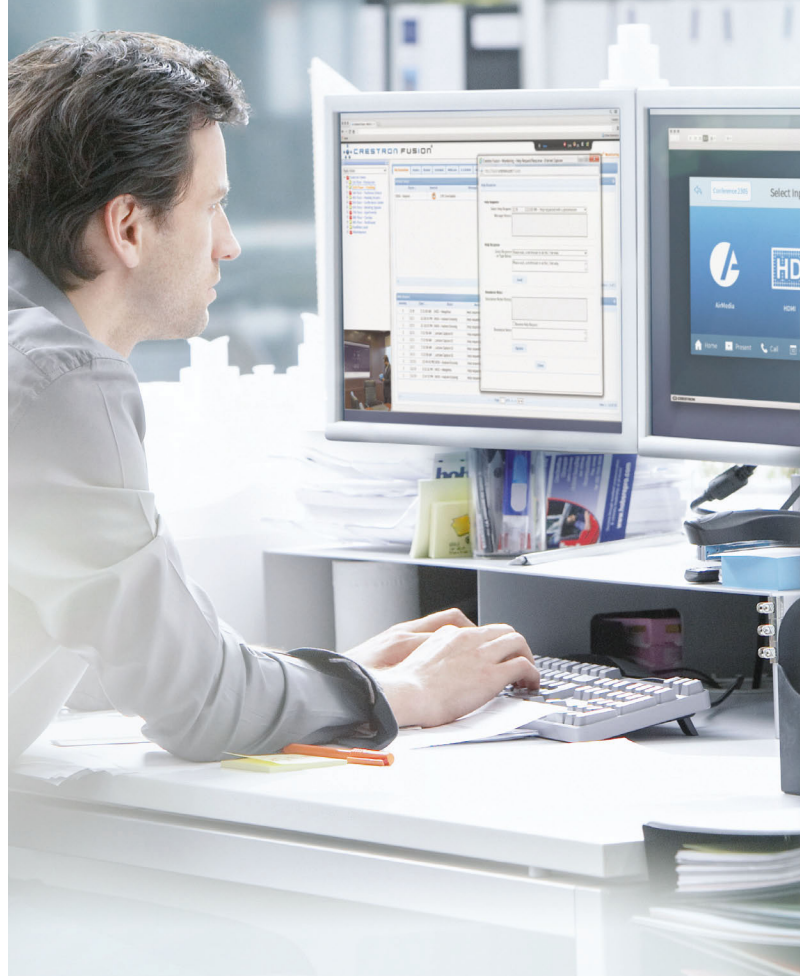
Enabling employees to be as productive as possible is a constant struggle, but the solution is actually simple: remove all obstacles and friction in their way. Crestron® delivers a solution that does exactly that.
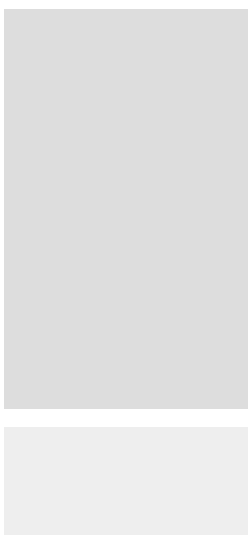
### Maximising returns

Integrated network scheduling tools with reporting capabilities significantly increase efficiency and productivity. Successful organisations such as Microsoft® collect data through Crestron Fusion® Cloud software, which generates reports that enable intelligent management decisions. Based on the analysis of this information, facility planning and equipment purchasing may be modified to meet the demands of the company. By standardising on Crestron hardware and software solutions across their global enterprises, companies realise cost savings across several disciplines, including programming, AV costs, negotiated hardware pricing, construction, maintenance, and personnel.

### Removing bottlenecks, facilitating workflow, and optimising resources

With Crestron, workflow is never interrupted. Intelligent room search capability ensures there's no wandering the halls searching for an available meeting room or booking a room with the wrong functionalities. There's no more waiting to get back to your desk to schedule a follow up meeting. No more typing in IP addresses, manually dialing, or fumbling around trying to connect devices to display your presentation. Everything you need is right in the palm of your hand. You're able to completely focus on your work instead of on getting things to work.

# Intelligent Enterprise

The Intelligent Enterprise optimises workflow, workplace design, resource management, and productivity. Because the infrastructure is easy to install and use, always available, scalable, repeatable, and manageable, people work smarter, and more efficiently.

Only Crestron can transform your current environment into an Intelligent Enterprise. This brochure will take you on a journey through the typical enterprise and highlight the ways Crestron can transform your organisation into an Intelligent Enterprise, empowering your people to work smarter.

# Contents

# Crestron Platform

End-to-end solution that makes technology work the way you work, so everything flows smoothly and organisations perform at an optimum high-level.

### PinPoint™

The personal productivity app that enables employees to easily navigate their way through the workday. PinPoint removes friction points and clears obstacles in their way, enabling them to work faster, better, and more efficiently.

### .AV Framework™

.AV Framework, the Crestron OS for the enterprise, enables easier deployment of technology and room solutions by providing a consistent, simple user experience in every room without the need for any custom programming.

### Crestron Fusion Cloud

Crestron-hosted enterprise management solution that supports and manages all technology throughout the organisation on the network to maximise system uptime, optimise investments in people, technology, and spaces, and ensure a great user experience.

### DigitalMedia™

Scalable, reliable, secure hardware platform upon which the Crestron experience is built. DigitalMedia delivers the highest quality wireless, 2K, 4K, and streaming audio/video, and can be monitored and managed on the network.

# Communication and Collaboration

Work side-by-side with your team, even when you're miles apart. Crestron UC and video conferencing solutions give you a whole new way to share, collaborate, and communicate in real-time, maximising your organisational productivity and minimising travel costs. One-touch meetings and instant join capabilities make it simple for everyone to participate. And best of all, compatibility with the most popular video codecs ensures our solutions work seamlessly with your existing technology.

### Wireless

Crestron AirMedia® enables you to walk into a room and wirelessly present PowerPoint®, Excel®, Word, and PDF documents, as well as photos, on the room display from your personal iOS® or Android™ mobile device. MacBook® and PC laptops can be connected seamlessly as well, so you can present anything on your computer's desktop including video.

### Streaming

DigitalMedia streaming capabilities enable high-definition signal distribution over existing IP infrastructure, removing any distance limitations and allowing for the routing of signals wherever new wires can't be run. Ideal applications for DigitalMedia streaming include digital signage, mobile device connectivity, and signal routing between buildings or global offices. With so many practical applications, no DigitalMedia system is complete without streaming.

### 4K

DigtialMedia 4K video capability ensures end-to-end support for 4K Ultra HD and DCI video displays and sources, as well as the latest generation of ultra high-resolution computers and monitors. Only DigitalMedia delivers a certified, end-to-end 4K/60 scaling and distribution solution right now. In fact, DigitalMedia was built to handle 4K since our very first 8X8 switcher. Additionally, only DM Ultra Cable can reliably transmit 4K signals up to 100 metres, meeting the HDMI® specification.

### Unified Communications

Crestron RL® 2 delivers a unified collaboration solution for the conference room, combining Crestron hardware with Microsoft Skype for Business software. A fully-featured Skype based system, Crestron RL 2 enables video, voice, interactive content sharing, presence, and chat from one touch screen interface.

Welcome to
Zeta Industries

## Lobby/Reception

The Lobby/Reception area is an open space that welcomes clients, visitors, and partners to your business. Through digital signage and scheduling solutions, Crestron can enhance your corporate visibility and even provide the ability to make and display presentations on-the-fly.

## Typical Functionality

> Digital signage and virtual concierge, managed by Crestron graphics engine and Crestron Fusion Cloud software

> Scheduled and automated technology to match business hours

> AirMedia wireless presentation gateways for leveraging existing displays and delivering ad-hoc presentations

## Highlighted Crestron Equipment

Digital graphics engine
DGE-100

AirMedia wireless gateway
AM-100

## 3rd-Party Controlled Equipment
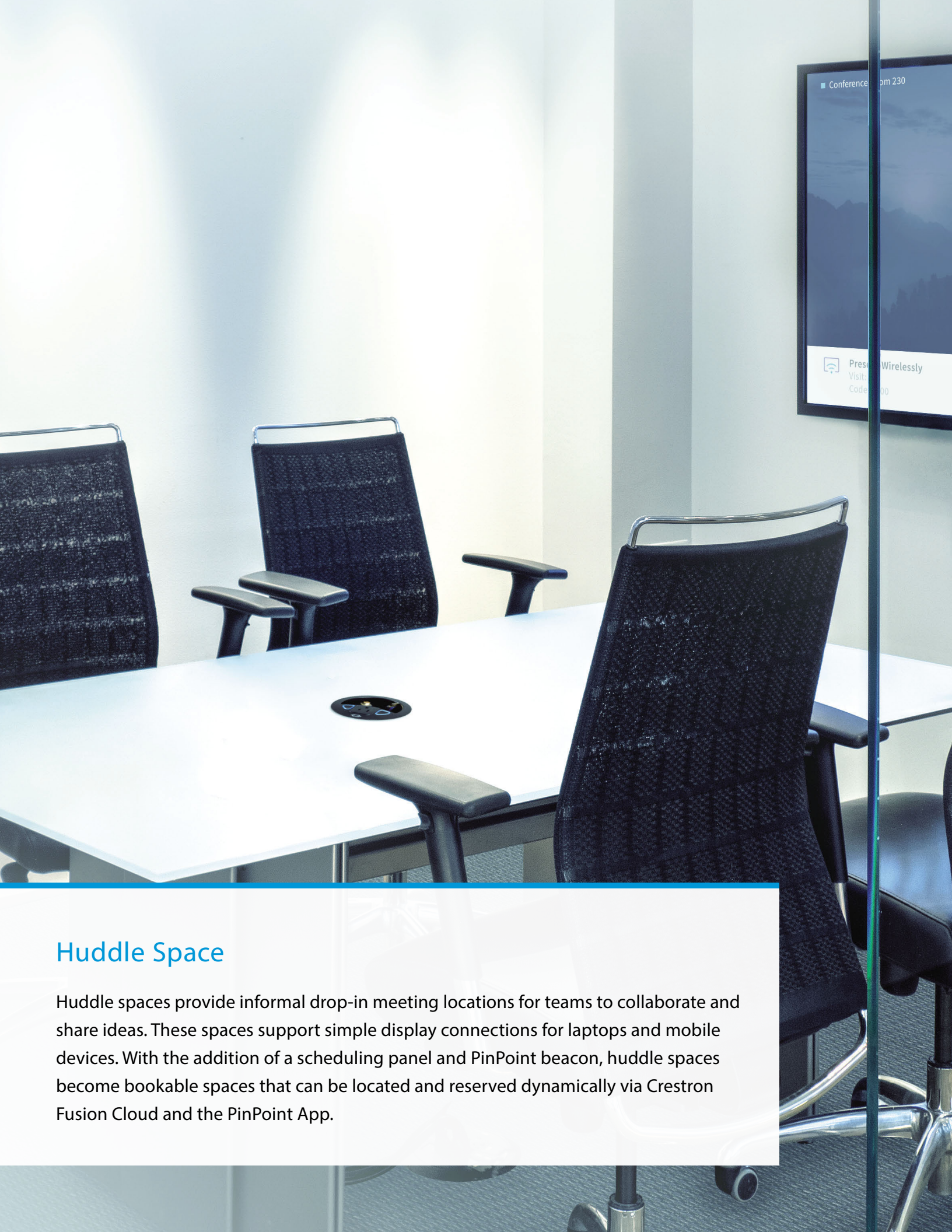
Display devices

## Featured Technologies

Crestron Fusion Cloud

AirMedia

DigitalMedia

## Huddle Space

Huddle spaces provide informal drop-in meeting locations for teams to collaborate and share ideas. These spaces support simple display connections for laptops and mobile devices. With the addition of a scheduling panel and PinPoint beacon, huddle spaces become bookable spaces that can be located and reserved dynamically via Crestron Fusion Cloud and the PinPoint App.

Friday, February 5

RESERVED FOR NEXT

01    00

HOURS    MINUTES

Project Kickoff
Stephanie Brown
9:00 PM - 10:00 PM

Present Using
Connect using cables provided:
HDMI, VGA

## Crestron Delivers

> Wired and/or wireless presentation capabilities

> Zero latency, uncompressed 4K video

> Ability to search, choose, and reserve the space

## Highlighted Crestron Equipment

Digital graphics engine
DM-DGE-200-C

AirMedia wireless gateway
AM-100

Room scheduling touch screen
TSS-752

PinPoint proximity detection beacon
PP-100

## 3rd-Party Controlled Equipment

Display devices

## Featured Technologies


Crestron Fusion Cloud


PinPoint


AirMedia


.AV Framework


DigitalMedia


4K

## Presentation Room

Presentation rooms are traditional meeting spaces where people can meet to share and present ideas from a variety of sources including laptops, mobile devices, in-room computers, cable TV, etc. They include both wired and wireless connectivity and may have multiple input and control locations. By adding Crestron scheduling panels, occupancy sensors, and PinPoint beacons, the room becomes a managed resource that is easy to find, reserve, use, and monitor.

## Crestron Delivers

› Wired or wireless presentation capabilities

› Zero latency, uncompressed 4K video

› Occupancy sensors for utilisation analysis and energy management

› Ability to search, choose, and reserve the space

## Highlighted Crestron Equipment

3-Series® DigitalMedia™ presentation system
DMPS3-4K-150-C

AirMedia wireless gateway
AM-100

FlipTops™ connectivity and cable management
FT-TS600

Crestron Connect It™ cable caddies
TT-110

PinPoint proximity detection beacon
PP-100

## 3rd-Party Controlled Equipment

Display devices

## Featured Technologies

Crestron Fusion Cloud

PinPoint

AirMedia

.AV Framework

DigitalMedia

4K

# Collaboration Room

Collaboration rooms enable groups of people to meet, present, and share ideas and quickly elevate the meeting to an audio, video, or web conferencing session. Crestron Connect It or Crestron touch screens provide a positive user experience for all.

## Crestron Delivers

- › Wired connectivity at the table for computers and mobile devices
- › Zero latency, uncompressed 4K video
- › Wired or wireless presentation capabilities
- › Ability to search, choose, and reserve the space

## Highlighted Crestron Equipment

4K scaling presentation switcher
HD-MD8X1-4K

Crestron Connect It cable caddies
TT-110

AirMedia wireless gateway
AM-100

7 inch touch screen controller
TSW-752

PinPoint proximity detection beacon
PP-100

## 3rd-Party Controlled Equipment

Display devices

## Featured Technologies

| Crestron Fusion Cloud | PinPoint | AirMedia |
| --- | --- | --- |
| .AV Framework | DigitalMedia | 4K |

# Skype for Business Room System

Crestron delivers a complete group collaboration system based on Crestron hardware combined with Skype for Business software, the popular and powerful server-based application that many companies already use on a daily basis.

This system enables real-time group collaboration on conference room displays, rather than on personal laptops. It incorporates video, voice, interactive content sharing, presence, and chat from one touch screen interface.

## Crestron Delivers

> Integration with unified communication platform and control of local support devices, such as cameras, microphones, and speakers

> Wired or wireless presentation capabilities

> Occupancy sensors for utilisation analysis and energy management

> Ability to search, choose, and reserve the space

## Highlighted Crestron Equipment

3-Series DigitalMedia presentation system with acoustic echo cancellation
DMPS3-300-C-AEC

Crestron RL 2 group collaboration solution
Codec and 10 inch touch screen

## 3rd-Party Controlled Equipment

Dual displays

## Featured Technologies

Crestron Fusion Cloud

PinPoint

DigitalMedia

Crestron RL 2

## Video Conferencing Room

Video conferencing rooms are designed to provide people with a very rich audio and video experience, so they can meet to share ideas and concepts while effectively removing the barrier of distance. These rooms feature full-screen, high-definition video and high-quality audio. Crestron removes the complexity and simplifies the experience of launching video calls so people can focus on the work at hand rather than the technology in the room.

## Crestron Delivers

- › Integration with the video conferencing codec and control of support devices, such as cameras, microphones, and audio
- › Zero latency, uncompressed 4K video
- › Wired or wireless presentation capabilities
- › Occupancy sensors for utilisation analysis and energy management

## Highlighted Crestron Equipment

3-Series DigitalMedia presentation system with acoustic echo cancellation
DMPS3-300-C-AEC

Digital graphics engine
DM-DGE-200-C

10 inch touch screen
TSW-1052

8 inch 2-way in-ceiling speaker
Saros_IC8T

PinPoint proximity detection beacon
PP-100

## 3rd-Party Controlled Equipment

Dual displays, video codec, cameras, and microphone

## Featured Technologies

Crestron Fusion Cloud

PinPoint

AirMedia

.AV Framework

DigitalMedia

4K

# Boardroom

Crestron provides dynamic solutions that support your most premium spaces, such as boardrooms, giving you the flexibility you require. Configurable signal switching and routing solutions provide support for multiple input locations and multiple displays. A variety of control options and locations ensures your meeting runs seamlessly.

## Crestron Delivers

> Flexible input and output configurations

> Zero latency, uncompressed 4K video

> Wired or wireless presentation capabilities

> Operator stations with source preview to allow for professional staff meeting management

## Highlighted Crestron Equipment

Digital graphics engine
DGE-100

10 inch touch screens
TSW-1052

FlipTops connectivity and cable management
FT-600

DigitalMedia matrix switcher
DM-MD16x16

## 3rd-Party Controlled Equipment

Multiple displays, unified conferencing codec, audio conferencing codec, and DSP

## Featured Technologies

| Crestron Fusion Cloud | PinPoint | AirMedia |
| --- | --- | --- |

| DigitalMedia | 4K |
| --- | --- |

# Training Room

There are many capabilities that need to be implemented in the modern training room, including wired and wireless presentation, and remote presentation via streaming and videoconferencing. Crestron brings it all together with ease with a managed, secure, and scalable end-to-end solution that supports lecture and content capture, and signal distribution.

## Crestron Delivers

> Wired presentation capabilities for local or remote sources as required

> Zero latency, uncompressed 4K video

> Streaming video to and from the network

> Wireless presentation capabilities

> Lecture capture with Crestron Capture HD®

## Highlighted Crestron Equipment

3-Series DigitalMedia presentation system
DMPS3-300-C

AirMedia wireless gateway
AM-100

8 inch 2-way in-ceiling speaker
Saros_IC8T

HD streaming transmitter/receiver
DM-TXRX-100-STR

## 3rd-Party Controlled Equipment

Audience displays

## Featured Technologies

Crestron Fusion Cloud

PinPoint

AirMedia

DigitalMedia

4K

Streaming

# Town Hall

Crestron provides the ability to create a town hall space within your facility that allows for state-of-the-company or all-hands presentations. Through use of Crestron streaming technologies, the presentation can even be sent to remote locations over the network.

## Crestron Delivers

> Multiple displays

> Zero latency, uncompressed 4K video

> Streaming video to and from the network

> Remote streaming capabilities

## Highlighted Crestron Equipment

HD streaming receiver and room controller
DM-RMC-100-STR

HD streaming transmitter/receiver
DM-TXRX-100-STR

DigitalMedia matrix switcher
DM-MD8x8

## 3rd-Party Controlled Equipment

Audience displays

## Featured Technologies

Crestron Fusion Cloud

PinPoint

DigitalMedia

4K

Streaming

# Crestron Simplifying
# the Real World

## Deploy

From out-of-the-box functionality to complex AV/IT ecosystems, deploying Crestron's .AV Framework with DigitalMedia provides a simple, scalable solution for any infrastructure.

## Manage

Manage and control your entire enterprise, locally or remotely. Crestron Fusion Cloud and gives you total control of your environment.

## Experience

Give stakeholders a better experience. Crestron PinPoint technology lets you adapt your environment to your requirements.

Take a look at our Case Studies to see our solutions in action.

# Twitter
San Francisco, CA



## Challenge

Provide an enticing space for relaxation, team-building, and informal meetings at a major social networking company's world headquarters

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## Solution

An advanced video entertainment and video conferencing system based on Crestron technology

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"We tried to design systems that would serve the very interesting and eclectic nooks that the Lodge consists of … we're leveraging the technology to provide an entertaining atmosphere and help make communications more fun."

— Andrew Jones
Thresher Communications

At the Twitter headquarters in San Francisco, the Lodge offers frazzled engineers and programmers a chance to take a break in a different environment. Set up like a rustic coffee shop or sports bar with two century-old log cabins, the Lodge provides semi-private spaces to hold a workgroup meeting. There, a video conferencing system can extend those meetings to team members in any of Twitter's 30+ offices worldwide.

Still, the theme is relaxation, not work; connection, not production. For that reason, the front section of the room includes a nine-screen video wall normally showing live TV, and each cabin includes four couches facing four flat-panel, mounted TVs. A Crestron DigitalMedia™ network keeps video and audio quality at its highest, and Crestron control keeps operations simple. The video wall and the other TVs are fed by a DM® 32X32 switcher, which allows users to send any source to any combination of displays. The Lodge also includes a superb sound system, divided into three zones, which send music, TV audio, and/or sound from two wireless mic systems to 30 ceiling speakers. The TVs in the cabins and coffee bar most often stay muted with closed captioning displayed.

Sources include 18 DIRECTV® receivers, the video conferencing system, and two Crestron wall plates with inputs for digital and analog laptops. Twitter's IT Manager, Alex Stillings, expects to connect the switcher to a larger DigitalMedia network as the company grows, allowing the Lodge to serve as an overflow space for company-wide, all-hands meetings originating on the ninth floor.

"Our main design goal was to keep everything simple," Stillings says, "so we installed a 10-inch Crestron touch screen on a credenza near the video wall. Users can simply grab a source from a list on the touch screen and drag it to an image of the display or audio zone they want." Twitter also has a password-protected technician's screen, providing in-depth control of all of the systems.

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