

Standard Insurance Company

BACKGROUND

Standard Insurance Company ("The Standard"), based in downtown Portland, Oregon, regularly hosts corporate presentations and high-level meetings in its showpiece Signature Room. This 35 x 15' conference space, located on the 14th floor of the 27-floor Standard Insurance Center building, had an AV system that was 12 years old and out of date. In particular, the Signature Room's projector was noisy and needed to be replaced.

Not only was the technology in the room outmoded, it was overly complicated for room users to manage, says Alison Daily, Second Vice President of Clinical and Vocational Services at The Standard. Because it was complicated to operate and unreliable, even seasoned users of the room would set it up for a presentation the day before in order to safeguard for malfunctions with the projector, lights, audio, window treatments, and computer connections. "The technology that a company utilizes in its presentations should represent the technology used for services to customers," Daily remarks. In this case, it was not an accurate representation.

DESIGN GOAL

The space needed an updated AV system that would be reliable and easy to operate with centralized control. Additionally, it needed to be integrated and even hidden in the room's wood work, which was also getting a facelift.



SOLUTION

Thanks to Artek Architectural Millwork company and the AV team at CompView, The Standard's Signature Room is now a modernized, sleek, and beautiful space that is attractive to everyone who uses the conference room. In 2010, the Signature Room was transformed into a quieter, more attractive, and state-of-the-art space. The new AV system includes a Polycom HDX 8002 videoconferencing system, Panasonic TH-85PF12U 85" flat screen plasma display, and theater-

“CompView assessed and delivered a solution that was accurate, on time, and within budget.”

Alison Daily
Second Vice President of Clinical and Vocational Services



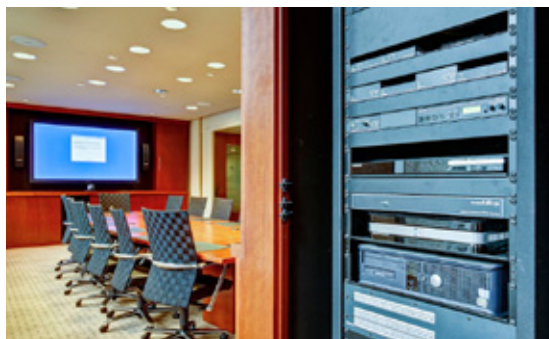
quality Bose speakers—all integrated into refurbished cherry wood cabinetry. The entire system, including volume, lighting, window shades, and flat screen display, are easily controlled with an iPad tablet, which CompView reprogrammed to serve as the universal control system.

The revamped system also includes USB jacks in the table for local computer control, an Extron HDMI (high-definition multimedia interface) switching matrix, and a Blu-Ray player (which replaced a VCR). Analog signals are now digital and routed digitally. The previous projection surface was a fixed screen on the front wall—and the new flat panel is brighter, quieter, and higher resolution.

The new system is intuitive and flexible for different types of presentations. “Because the previous system was difficult to use, we did request a training on the new system,” recalls Daily, “but because it is so user-friendly, it only lasted about a half hour.”

Now, managing difficult technology is not at the forefront of the room-user’s mind, Daily says, so presenters can focus on content and not the mechanics behind it. “New users of the room can get quick instruction from peers. It used to be that we had tech people on standby—now we can focus on our customers. The room is now a support, rather than an obstacle.”

Fulfilling an important part of the design goal, the AV system is seamlessly integrated into the room’s refinished wood work. For example, microphones hidden in the conference table pop up as needed for videoconferencing, and the flat screen display is hidden in the front wall’s cherry cabinetry. The room’s lighting control has been streamlined and hidden, as well. Previously, the lighting was controlled via twelve switches, which were located in different places throughout the room. Now, control resides neatly on the iPad tablet.



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