



Global Communication from the Board Room with Video Conferencing and Presentation Technology

CLIENT

The Society for Worldwide Interbank Financial Telecommunication (SWIFT) provides a pathway for secure messaging in the financial world. More than 10,000 institutions in 212 countries trust SWIFT with sending their confidential financial messages around the globe. SWIFT has headquarters in Belgium and has offices in all of the world's major developing markets.

CHALLENGE

With dated audio visual technology and decommissioned communications systems, the SWIFT offices in Times Square were in need of AV upgrades. Presentation Products was called in to design and install a system that would improve communications both internally and with SWIFT offices around the globe. Rooms on the 47th floor provide brilliant views of the city, but also create AV challenges that require intelligently designed systems to combat difficult lighting and sound environments.

OUR SOLUTION

After advising SWIFT as to whether or not any existing technology could be integrated into the new system, PPI account managers spent the first leg of the project taking light measurements and diagnosing any potential presentation complications. The project consisted of complete audio visual integration for both the main board room and the in house training room. On-site training was provided to familiarize end users throughout different SWIFT departments with best business practices for the new technology. Two major aspects of the design/build were:

Audio Processing for Clear Voice and Video Communication

Both the board room and the training room were built with an audio processor which controls acoustic echo, gain control, and noise cancellation for pick-ups in the room. The board room table has 11 recessed button microphones and the training room is equipped with a wireless head worn mic system for presenters, and hand-held mics for audience questions. Voice lift technology is installed to amplify presenters' microphones on ceiling speakers throughout the room. The training room also has PC conferencing capabilities allowing SWIFT to share their trainings on hosting platforms such as WebEx.



Custom Programming for In-Room Touch Panels

Each room is controlled by a touch panel with a custom graphic user interface designed specifically for SWIFT. The touch panels are capable of controlling room lighting environments, motorized shades and frosted glass, along with all in-room audio visual functions including source selection, video and audio conferencing, speaker volume, and system on/off.



RESULTS

With state-of-the-art communication technology now in place, SWIFT has the ability to securely collaborate with other locations in point to point calls and open trainings. Employees were enthusiastic about the new technology and picked up its functions intuitively. The offices remain under a dedicated maintenance contract with PPI.

AT A GLANCE

- Project Type: Room Upgrade
- Office Size: 30,000 sq. feet
- Contract Value: \$175K
- Consultant: Corporate Facility Services
- Completed: Fall 2013

KEY TECHNOLOGY

- Crestron Digital Media 8x8 Matrix Switcher
- ClearOne Digital Signal Processor
- Panasonic 8,500 Lumens DLP Projector
- Cisco Video Conferencing Suite
- Vaddio ClearView HD-USB camera

