



Audio Visual Technology for a Higher Functioning Laboratory

CLIENT

Time Warner is a multinational media corporation headquartered in New York City. Their divisions include HBO, Turner Broadcasting, Warner Bros, and Time Inc. The Time Warner Medialab is a state of the art observation facility that allows Time Warner and its partners to improve their products by studying and better understanding consumer behaviors.

CHALLENGE

Presentation Products Inc. (PPI) was approached by West Coast partner, Compview, about building Time Warner's interactive research facility. The idea was to integrate cutting edge technology into a variety of real life settings to study consumer engagement across multiple platforms. The challenge to Presentation Products was to install an AV system for the facility that allowed Time Warner to observe, monitor and better understand consumer routines, media habits, and industry trends in action.

OUR SOLUTION

After comprehensive discussions with Time Warner's AV consultant about the end use of each space, Presentation Products CTS certified technicians installed AV monitoring and observation systems into the lab. The technology is controllable both locally from individual rooms, and from a centralized equipment hub built with global command and management capability. The full project includes a 47 seat Theatre, a Media Usability Lab, a Mock Retail Checkout Area, an Eye Tracking Room, two observation rooms, and an In-Home Simulation room. Two major aspects of the AV design/build were:

Dedicated Observation Rooms

A total of 23 ceiling mounted cameras and even more microphones were installed throughout the Medialab. Each "hands on" testing station has an attached Observation Room where the cameras focused on station participants are fed to large screen displays for review. This system allows the lab operators to more closely study and document participant behaviors in a variety of settings.

Eye-Tracking Technology

Eye-tracking systems monitor the gaze of a subject and pinpoint where a subject is looking. The technology installed by PPI allows Time Warner to document patterns of gaze shifts as a study participant spends time looking at a monitor/interface. Time Warner's eye-tracking room provide real time data on a consumer's visual behavior for lab operators to review.

RESULTS

Time Warner's Medialab was a unique project that Presentation Products is proud to have been a part of. Since its opening in 2012, the lab has been successfully used for more than 70 interactive studies including a published analysis of the effect of using dual computer monitors, and a partnership with Ball State University to research television engagement in contemporary viewing environments.



AT A GLANCE

- Project Type: New Observation Laboratory
- Space Size: 9,600 sq. feet
- Timeline: 4 months
- Contract Value: \$1M+
- Consultant: Compview
- Architect: Rockwell Group
- Completed: Spring 2012

KEY TECHNOLOGY

- Crestron Control System
- Polycom Soundstructure
- RGB Spectrum Video Processor
- Christie Projector
- Multiple 32x32 Crestron Digital Media Matrix Switches
- Tobii X60 Eye Tracker

"The breadth of the medialab's research capabilities will give our businesses and ad partners an unmatched ability to look inside the mind of the consumer as we develop even more engaging content."

Jeff Bewkes
CEO, Time Warner

