FREQUENCY AUDIO-VISUAL SERVICES CASE STUDY

FORTUNE 500 COMPANY

CLIENT

Groupon, Inc.

PROJECT

Groupon Global Expansion

LOCATION

600 Chicago Ave.
Chicago, IL 60654

INDUSTRY

E-Commerce

SCOPE

38+ Audio-Visual Integrated Spaces

PROJECT DESCRIPTION

Design and integrate audio visual equipment and services for a global corporate expansion of both new and existing facilities including:

• 22 Meeting Rooms
• 12 Video Conferencing Enabled Meeting Rooms
• 3 Video Conferencing Enabled Senior Executive Board Rooms
• 2 Video Conferencing Enabled Senior Executive Offices
• 1 Multi-Display Recreation Area
• 1 Dual Space, Video Conferencing Enabled
   Multi-Purpose Room
• 1 Training Room
• 1 Video Conferencing Enabled Training Room
• 1 Video Conferencing Enabled Observation Lounge
• 1 Nine-Panel Digital Signage Wall
• 1 Global Production Center
• 6-Location "All Point" Help Desk Static Video Meeting System
• 1 Video Conferencing Enabled Cafeteria & Expansion Space

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AUDIO VISUAL

UNIQUE CHALLENGES

The AV project was given a 4 week project window from engagement to completion without any AV engineering documents at the onset of the project. The client required a system design that employed a "standard for deployment" which would be repeatable on a worldwide implementation scale with a highly restricted budget and a technology user base ranging from novice to highly proficient. 95% of the client's operational culture is MacBook based with every generation of the series represented in the order of thousands of units.

OUR SOLUTION

Frequency Audio-Visual Services worked closely with Groupon's helpdesk to identify key implementation challenges. We developed a core video distribution assembly which included automatic switching between both current digital and legacy analog devices in a lockable pre-built enclosure. This allowed for an extremely rapid in- field installation process and provides for easy and repeatable troubleshooting where required. Frequency then built the client's individual room requirements on top of the core distribution and standardized distribution and control across the existing and expanded IT infrastructure.

KEY EQUIPMENT USED

• Sharp Televisions

• Cisco and Polycom Video Conferencing Endpoints

• Niles Audio and Atlas Sound Speaker Systems

• Lab Gruppen and Radio Design Lab Amplifiers

• Polycom Digital Audio Signal Processors and VoIP Cards

• Clear One Ceiling Mics

• Atlona Legacy Up-Conversion and HDMI Switching Products

• Elementz and Binary HDMI Distribution Cabling

• RTI Control Systems

• Wyrestorm Switching and Video Distribution

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AUDIO VISUAL