Shure
Case Study – Enterprise

Combining leading audio and central control technologies

Challenge

Implement a system that brings Shure's audio solutions into full play and empowers meeting efficiency at the first Shure Experience Center in Hong Kong.

Solution

Deliver a tailored one-stop control solution, using Crestron technologies, in a simplistic manner.

Demand for AV conferencing as major business communication tool has fostered as a result of more multinational corporations scaling up their presence in Asia, which has given rise to growing opportunities in the integrated audio systems market. As globally leading manufacturer of microphones and audio electronics, Shure strives to improve the meeting experience and productivity in audio/video conferences by supporting their customers with customized, high quality audio solutions that best meet their needs. The opening of its first Shure Experience Center (SEC) in Hong Kong further reinforces such commitment, providing its customers with a true experience of the company's audio solutions in a real-life workspace.

Simplicity is the essence of design

While each of the three meeting venues at the SEC – boardroom, huddle room, and large multi-purpose room – offers a diverse range of demonstration capabilities for the company's product portfolio, an overall smooth and effective execution plays a vital role in capturing customers' attention and make the brand's solution stand out from others. Shure was looking for a simple, standardized control system that could integrate with its audio solution presented at the SEC. Eventually, the company reached out to Crestron and incorporated its new facilities with a customized Crestron built-in solution, including Crestron touch screens accompanied with Crestron Fusion® Enterprise Management software.

The deployment of Crestron Fusion provides users with full control over AV, lighting and HVAC. Through integrating with the company's microphone and AV conferencing solutions, the technology offers users great accessibility to modify audio source, volume control or even microphone settings in accordance to users' needs. All of these can be handled with just a single touch on a touch-screen panel.

The panel is also linked to the company's VoIP systems, where calls can be made directly on the touch-screen interface without the physical presence of a traditional conference phone.

"This is our first time to install a central control system and Crestron truly delivers what we need." said Andy Wan, Director of Integrated Systems & Enterprise Sales for Shure in Asia. "From AV, lighting, HVAC to our own product configurations, everything can be managed seamlessly under a custom programmed Crestron touch-screen panel with ease. The tailored user interface provides a very user-friendly experience for us to arrange demonstrations, and also utilize the equipment in our day-to-day operations. All these help convey our message of creating a simplified, effective corporate environment to every visitor of the Shure Experience Center."

Optimize room usage
to avoid potential clash

To the company, the SEC is more than just an external demonstration facility. Just as often, it is being used for internal meeting and training purposes.

To tackle potential room clash issues, the Crestron solution makes room scheduling more organized and easier to manage in a real time manner. Users can simply arrange a meeting via Microsoft Outlook, and all required attendees will receive a confirmation on email, with meeting details automatically added to their email calendars. Crestron room scheduling displays will indicate availability and meeting details simultaneously at the door of each meeting room, giving full visibility to non-meeting attendees on room occupancy and meeting duration.

"As any company, we also have a lot of internal meetings and often need to find meeting rooms especially for ad hoc discussions. In the past, we were not able to check room availability on site, which made it painful trying to find a meeting venue during times of room clash. Thankfully with Crestron room scheduling system, colleagues have a better picture of current room usage schedule. This helps them plan ahead for their meetings, and eventually, improve room usage efficiency," Wan added.

Flexible presentation settings tailored for meeting purposes

In the event of sharing presentations and other content during meetings, the presenter will be opted with different wired and wireless connectivity options allowing to seamlessly connect their devices, such as a laptop, a smartphone or a tablet, to the room's AV equipment. Via the Crestron touch screen the user can select their preferred input mode. Remote presentation is also available as an option and meeting participants can share their display content under multi-window mode, allowing every attendee to make instant collaboration which benefits the entire meeting progress.

"By selecting the most convenient option in connecting our devices to the AV equipment, the presentation can start right away without further delay, regardless if it's a local in-house meeting or a conference with remote offices around the world. The presenter can also allow multiple participants to share their screens simultaneously, which is particular helpful in ideas exchange or real-time material comparison to enhance work efficiency," Wan continued.

Intelligent lighting control with energy saving capability

With the implementation of Crestron Green Light® photosensor, which helps measure the amount of incoming daylight through a window, lighting will automatically dim or switch off when sufficient daylight is detected within the meeting space, reducing unnecessary energy consumption in benefit of daylight harvesting. Users can also manually handle lighting via Crestron touch screen and make adjustment at an appropriate level they see fit.

Future Impact

"Simplicity plays a key role in influencing our end customers' decision making process. To us, Crestron solution not only brings operating efficiency, but also puts Shure's solution in full play and drives real business impact." said Wan.

Key Equipment List

• DigitalMedia 8G+® Transmitter 201

• 4K DigitalMedia 8G+ Receiver & Room Controller w/Scaler

• 7" Room Scheduling Touch Screen

• Dual-Technology Ceiling Mount Occupancy Sensor

• 16x16 DigitalMedia™ Switcher