Telefónica World Headquarters

Madrid, Spain

Founded in 1924, Telefonica is one of the largest international telecommunications providers in the world, providing communications, information and entertainment solutions to over 250 million subscribers in 25 countries throughout Europe and Latin America.

Building on its corporate vision of "enhancing the lives of people and businesses by delivering innovative services based on information and communications technology," Telefonica recently completed a major renovation of its corporate headquarters, located in a landmark four-building complex in the heart of downtown Madrid.

Telefonica chose to standardize on Crestron advanced managed solutions throughout its mini-city World Headquarters complex

When a global telecommunications and technology leader like Telefonica confronted a project of this scope and magnitude, it turned to another global technology leader. Telefonica chose Crestron to provide state-of-the-art integrated AV control systems across a campus-wide setting.

The miniature modern city - known as District C - which comprises Telefonica's world headquarters, provides its employees with practically any service needed, all within walking distance. In addition to the many refreshment facilities on the site, there is also a wide range of commercial premises to meet the day-to-day needs of employees, such as a hairdresser, a chemist, a dry cleaners and clothes repair shop, an insurance company for employment related issues, a Telefónica store, a travel agent, a medical centre dealing with over 17 medical specialties, two banks, and 8 ATMs from the most widely used banks.

But that's not all. For children of employees up to three years old there is a day care center, which is next to the Health and Safety Centre, and next to that is the Wellness gym which sports all the latest exercise facilities for Telefónica employees. It is surely no exaggeration to call District C a mini-city.

Ultimately, the managed solutions designed and installed by the top flight engineering team at Telefonica Servicios Audiovisuales (TSA) went far beyond the simple control of AV devices to include centralized network management and lighting control.

To effectively integrate and manage Telefonica's unique and demanding distributed AV requirements, TSA designed a solution integrating Crestron QuickMedia® technology and RoomView® software to enable real-time monitoring of every device on the system, via Ethernet. RoomView delivers facility-wide network control of AV resources, providing IT administrators an "at-a-glance" view to manage and control every room from any internet-connected PC or Crestron touchpanel.

A major challenge confronting the TSA integrators was in selecting the ideal location for a central command center from which to control and manage the 120 plasma displays mounted throughout the campus. Using RoomView to communicate over the LAN with QMI-RMC allows Telefonica support staff seamless and total centralized control of all plasmas via RS232 or IR, insuring compatibility with any plasma model. By providing real-time troubleshooting, on/offline status alerts and fault detection of each display from anywhere, this solution delivers a streamlined and cost-effective support function for IT, facility and media managers campus-wide.

The Crestron control system is connected to the LAN of the main building, sharing a server connection that feeds the digital display content. The centralized Crestron CP2E processor manages communications between processors and each network display while RoomView monitors and verifies proper operation of the plasmas and controls.

To achieve unparalleled audio and video performance system-wide, the QM-RMCRX-BA and the QM-MD5X1 were integrated together. The QM-RMCRX-BA controls all audio and video devices with an integrated 20-watt audio amplifier that simultaneously serves as the QuickMedia signal receiver. Meanwhile, the QM-MD5X1 accepts and switches all types of audio and analog video including composite, S-Video, component and RGBHV, as well as QuickMedia signals.

The revolutionary QuickMedia transport technology proved ideal for the multi-use rooms spread across the campus and also provided additional valuable benefits such as:

- Ease of Installation
- Cost Savings
- Superior Image Quality
- Simplified Programming

An additional QuickMedia configuration utilizes the MPS-300 which provides a compact 8x7 mixed matrix solution (composite, S-Video, component, RGBHV and QuickMedia) with an integrated power amplifier and 2-series controls in a single platform.

This configuration enables the use of analog outputs for the main display and provides expanded access to a greater number of viewers with additional QuickMedia distribution throughout the room. QM-RX enables video and RGB signals over standard Cat5e cable, eliminating significant material and labor costs that would have been incurred otherwise.

For lighting control and automation, the European module CH-HREL8-D6 is a Cresnet network unit allowing for DIN-Rail mounting with eight separate single-throw relays rated at 230VAC/16A – making interfacing with other electrical equipment possible. Customized digital input sensors and modules bridge any potential “communication gaps,” ensuring a seamless coexistence with other networked systems such as EIB, LonWorks, DMX, B&O and DynaLite.

Standardizing on Crestron allows Telefonica to stay true to its corporate mission of utilizing the best technology available to serve its customers. Management and employees can focus on developing technological innovations, while providing its customers with the world-class telecommunications services that have made it an industry leader.