

Comcast Center

Philadelphia, Pennsylvania

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Comcast Center, a 58-story, 975 feet commercial tower located in Center City, Philadelphia, Pennsylvania is, is the tallest building in Philadelphia and the fifteenth tallest building in the United States. The building is named after its lead tenant, cable company Comcast, which makes the skyscraper its corporate headquarters. Leasing 1,094,212 square feet, Comcast occupies 89 percent of the building. The building features retail and restaurant space and a connection to the nearby Suburban Station. The lobby features the Comcast Experience, which is a 2,000 square feet high-definition LED screen powered by a Crestron DVPHD, which has become a tourist attraction. Designed as a “green” building, Comcast Center is the tallest LEED certified building in the United States, and features Crestron Green Light™ environmental management systems.

When Comcast designed and implemented the most technologically advanced and energy efficient commercial operation, it turned to Crestron. Only Crestron provides a complete single platform, intelligent building management solution.

Crestron AV and commercial lighting control products are integral to the building management solution. Crestron RoomView® enterprise management software enables facility-wide monitoring and control of all lighting, network technology, multimedia distribution and presentation systems on a single, fully integrated platform.

All devices and systems are connected by Crestron on the IP network, and centrally managed using Crestron RoomView software. There are 560 individual lighting circuits and numerous audio, video and conferencing systems installed throughout the company headquarters, which includes the main lobby, central dining room, 24 video conferencing rooms, 110 conference rooms and six executive offices.

Lighting control consists of dimming and automatically controlling interior electrical lights combined with shade control to provide intelligent daylight harvesting, which is part of the Green Light LEED solution. Crestron iLux® integrated lighting and shade control systems are installed in each of the various executive offices and meeting rooms. Built-in occupancy sensors monitor room usage, so when these spaces are vacant, lights, shades the room AV devices automatically revert to default settings. Crestron control



systems feature an integrated astronomical to track the position of the sun based on season and time of year, and adjust shade and lighting levels accordingly to maximize energy efficiency and ensure comfortable room conditions.

Each of the executive offices features an MPS-200 multimedia presentation system, which is controlled by a TPMC-4XG WiFi handheld touchpanel. Similarly, all the conference rooms include an MPS-200, which is controlled from a Crestron FlipTop touchpanel flush mounted in the conference table and a TPMC-8X WiFi touchpanel. Presenters can instantly connect a personal laptop into the FlipTop using the cables provided to display documents, spreadsheets and PowerPoints. A CEN-IDOC interface enables participants to dock a personal iPod® and integrate other audio and video content from their mobile device.

Video conferencing systems are enhanced by AMS (Adagio® Media System) digital video source switching and 7.1 surround sound processing. A Crestron iServer™, an Ethernet based server using the iPod as its dedicated internal hard drive, is a primary source into the AMS and DVPHD. The Crestron DVPHD-QUAD is a digital video processor and multi-window display. It accepts any type of video source signal and displays full 1080p video in up to four scalable video windows simultaneously. The rooms, including lights, shades and VTC system, are each controlled from a TPMC-8X touchpanel.



Full 7.1 surround sound audio is pumped into the in-ceiling speakers throughout the company dining room. The Crestron DAP8-RC provides the professional 7-channel audio processing. The centralized audio content from the iServer can be accessed and controlled from the local TPMC-4XG wireless handheld touchpanel.

RoomView remote management software is running on laptops in the central command center in the basement of the structure, where AV and IT managers can monitor every AV device, every lighting load and even every shade. The software displays precise lighting levels and shade positions in real-time; indicated what equipment is in on and which rooms are in use. Routing maintenance is scheduled through the software and reports are generated to analyze technology usage and patterns. Such information leads to better scheduling, planning and purchasing decisions, which has significantly reduced operational expenses for many organizations such as Comcast. RoomView also provides remote help desk support, increasing response times and meeting productivity.

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