Giving Voice to Progress

*An Exceptional Project Team Helps an Agrisciences Leader Tell Its Story*

On the verge of renaming itself, a leading agricultural sciences firm took stock of its visitor and conference center – and found the facility wanting. The public spaces felt tired, communication technology was outdated. and the company's storytelling uninspired. Each day visitors and staff walked into an environment that felt decades behind the times. That just wouldn't do for a company that worked on the frontiers of science. "When we launched our new name," said the client's lead technical supervisor, "we wanted to bring our space into the 21st century and boldly tell our story."

That meant improving wayfinding, developing employee communication systems including room management, and installing digital signage in the lobby in the form of a large touchscreen wall that would tell the company story to visitors.

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Objectives

- Revitalize their image
- Impress visitors with engaging content and displays
- Improve visitor and employee wayfinding
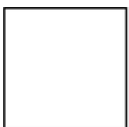
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In its search for an AV technology partner, the client had two overarching selection criteria: It needed a provider with the requisite expertise to provide a solution that could be easily supported for years to come, and it needed an integrator with a strong brand sensibility – a partner that could understand and express the new identity as impactfully as possible.

Yet no sooner had the project begun than a new and unforeseen challenge presented itself. COVID 19 brought with it a broad range of issues that affected worker safety, the supply chain, site access, and more. To grapple with a pandemic, the AV integrator would also need to marshal extraordinary project management skills, as well as the agility to adjust to constantly changing circumstances and schedules.

Normally, the key to a successful audiovisual integration is careful planning. For this project, the watchword was flexibility. COVID-19 forced numerous changes to the proposed solution and schedule. The company assessed the project management processes of different integrators, including their track record, and selected Mechdyne. To meet the evolving deadlines, Mechdyne and the client collaborated closely to ensure the right people were on site at the right time.

Collaboration and Adaptation in real time

The display monitors throughout the building were connected as part of a large AV-over-IP network using Crestron NVX, a content distribution and management system. Normally used for wayfinding purposes, the displays can also now provide up-to-date information about room bookings, upcoming meetings, and weather. The content of each individual screen can be easily changed for special events. The room signs' built-in granular functionality also enables the client to shut off monitors independently, lock their power state, and set the automatic on/off schedule.

The lobby's 6' x 3' tiled video wall includes a touchscreen that allows for six independent learning experiences about the company's history, current activities, and strategic objectives. An accompanying 3' x 3' video wall showcases colleagues from around the world as they work at their respective facilities. Said the client's AV manager: "The video wall displays are perfectly aligned with no gaps, giving a great overall appearance. I also enjoy the motorized mounts at our front desk, affording us a clean installation with no obvious access points to ruin the aesthetic. It goes from looking like an impossible service task, to one of the easiest in seconds."

While COVID-19 complicated the project, the client and Mechdyne arranged regular check-in meetings to manage the ever-changing situation. Making everything easier: Mechdyne's investment in learning every detail about the client campus and its safety guidelines. "The [installation] crew would divide and conquer multiple aspects of the project, keeping me up to speed on the progress and what was to be completed the next day," said the client's AV manager. "They followed the design of their coworkers' drawings but could change it on a dime if requested. The boots on the ground are what make an AV company, and the installation team at Mechdyne is a shining example of that.

Performance "For Years to come"

Mechdyne's main goal was to provide an intuitive solution that did exactly what the client needed it to do. A representative example of client feedback testifies to the success in this regard:

"My favorite feature is one you do not see. {The auditorium control system} was a buggy, slow, convoluted mess before Mechdyne's phenomenal {control system} programmer got his hands on it. He showed me all the ways he could simplify the code to make it faster and more reliable. He listened to all my requests,

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understood all the things the control needs to do, and built a fantastic system with some unique tools that will help out greatly. This makes ALL the difference in the world, as this allows me and the rest of the AV staff to run meetings effectively no matter how the room is being used. Since the Programmer explained everything he was doing, I have great confidence that the system will perform as expected for years to come."

Asked what separates Mechdyne from the competition, the client was quick to answer. "I think Mechdyne's biggest strength is their people. Mechdyne is filled with passionate, knowledgeable, but most importantly, personable people that want to deliver their best. Their attention to detail, no matter how small, is recorded, documented, and resolved. Their employees put you and your satisfaction as the highest priority, no matter what stage of engagement you're at. You can have all the best tools and processes but you are nothing without great people.

Those people call Mechdyne home [and] they'll do everything in their power to deliver what you want."

About Mechdyne

Mechdyne is one of the world's leading providers of innovative visual information technologies. Mechdyne bends technology to our will in ways that transform complex data into insights and ideas. To ensure our customers succeed, Mechdyne provides comprehensive, customized solutions that include consulting, software, technical services, and hardware integration.

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