



# The Advertiser

## The Function Space Outshining the Sun

Leedall - Future Thinking helped The Advertiser transform their aging level 5 function space into a state-of-the-art experience that commands attention.

### The Project

The Advertiser is South Australia's longest running media company. For over 160 years, The Advertiser has covered the states local triumphs, tragedies, heroes and scandals.

Tasked with modernising an antiquated function space fitted with an old projector and screen, The Advertiser approached Leedall - Future Thinking to completely re-imagine what was possible. The mission: to deliver a visionary Audio-Visual solution that would breathe new life into the room.

For The Advertiser, this meant more than just having a space that catered for their own internal town hall style meetings. It meant transforming their facility into a dynamic, versatile venue suitable for hosting external events of any description and engaging Adelaide's local business community. All this meant providing a solution with some serious "WOW FACTOR".



### The Business Challenge

The Advertiser required a seamlessly integrated Audio-Visual solution which allowed for live event video conferencing, public address, state-of-the-art display technology and control from multiple locations.

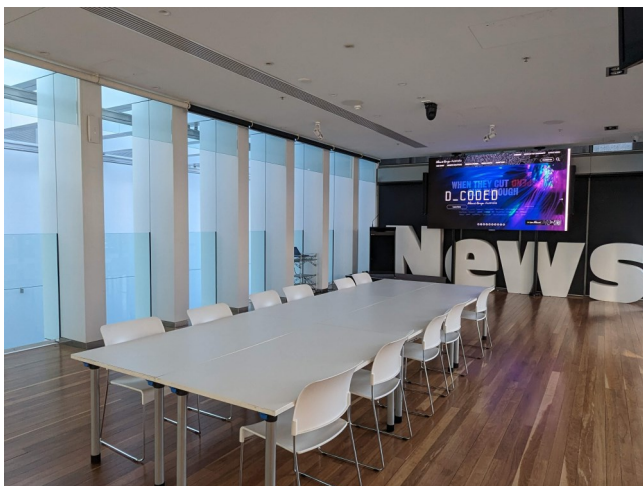
With floor to ceiling windows surrounding the entire venue. One of the major challenges presented was providing a modern display solution large enough and bright enough to outshine the sun.

Mounting any solution this big would require some outside the box thinking. With wall mounting not an option. The solution needed to be both aesthetically pleasing for the client and completely free from the inevitable cable clutter.

With a design focus, Leedall's solution required the discrete integration of external speakers, broadcast camera and presentation microphones. All while providing users flexible audio and content control from multiple locations at opposite ends of the space.

### A Future Thinking Solution

Integral to the success of the project was the solutions ability to WOW. Serving as a central showpiece, Leedall deployed LG's eye catching high bright 136" LED ensuring not even the sun could compete for attention...



## ... A Future Thinking Solution

Complementing the display solution. Vogel's architectural-ly designed floor-to-ceiling mount was deployed in the absence of a wall mount. This had the added benefit of creating an effortless floating effect and allowing for discrete cable management.

Two Bose MSA12X tower speakers were added in support of the existing ceiling speakers. Discretely mounted on the display's edges the speakers blend into overall solution design.

An Aver ceiling mounted camera was positioned at the rooms centre. Configured with a number of pre-set control positions. The camera allows presenters to be captured from their preferred position within the room .

Routed via a Crestron Core Audio control for volume and input control. Biamp TesiraForte digital signal processors manage audio inputs while existing LabGruppen amplifiers drive the speaker outputs.

Crestron NVX encoders and decoders allow Ultra High-Definition content to be routed to the LED display via Cat6 network architecture. While two Crestron touch panels provide a seamless user interface experience of audio, content and camera control from multiple locations in the room.



## The Result

From an outdated space filled with aging technology to a modern multipurpose venue experience. The Advertisers Level 5 Function Space has been entirely transformed.

Walking into the room, your eyes instantly gravitate toward content on the impressive 136" high bright LG display. The integrated Bose speakers not only providing a crystal-clear audio experience for speeches. But capable of delivering a true venue audio experience suitable for any style event - Including the end of year Christmas Party.

However, the true success of any project is measured by the client's ability to seamlessly operate the technology solution. Within a week of completion, the ultimate test had arrived. Broadcasting their first monthly townhall meeting to a remote audience of 1800. 200 in person attendees filled the space for leaving with a lasting first impressions.

Operated via a Crestron control system, the event ran seamlessly without fault. Both local and remote attendees reporting being blown away by the quality and clarity of the audio and video capabilities of the venue.



## SOLUTION PARTNERS

