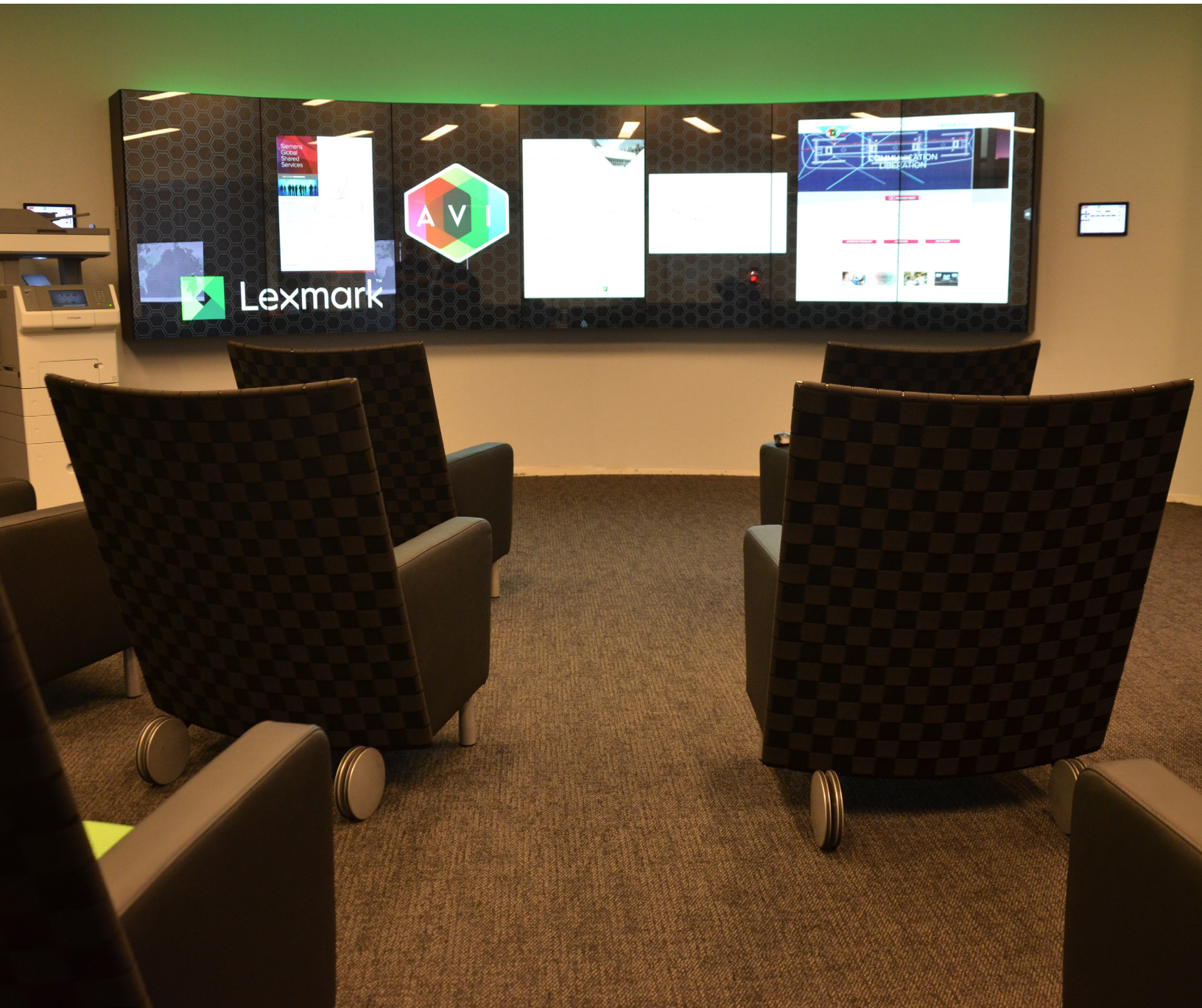




Case Study | Lexmark International

A COLLABORATIVE EXPERIENCE FOR AN IMAGING EXPERT





CHALLENGE

A provider of imaging and output solutions for customers worldwide, Lexmark operates a state-of-the-art Global Experience Center at its headquarters in Lexington, Kentucky.



In order to provide a richly visual, collaborative experience for diverse audiences, the company turned to AVI for assistance in maximizing the usability and impact of the Experience Center – particularly its Solution Lab. Here, quick and simple access to resources such as websites, PDFs and design illustration forms enables Lexmark to collaborate with groups, including remote audiences, easily and intuitively.





SOLUTION

Working closely with Lexmark and the marketing consultant for the space, The Brand Experience, AVI provided a solution for visual collaboration in which digital signage displays and platforms support the customer's message. AVI also created an attention-commanding Planar Mosaic video wall – a solution that allows Lexmark to share information in a creative and dynamic way via a Scala digital signage platform.



AVI enhanced collaboration in the Solution Lab by creating a 14-foot-long video wall made up of 7 MultiTaction displays – the only technology capable of providing full interactive capability on a curved wall. Whether the presentation involves videos, PDFs, web pages or video conferences, the presenter can easily pull up elements through video switching and distribution software.

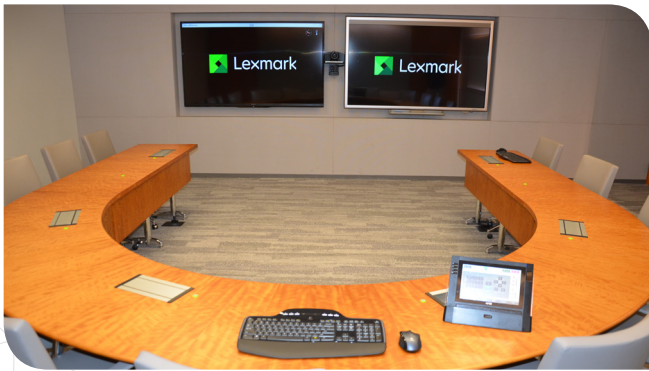


The facility also includes multiple conference rooms, each equipped with two dedicated computers mounted underneath the presentation table. One machine handles interactive communication and the other supports video conferencing, including traditional standards-based systems as well as newer platforms such as Jabber, Skype, Google Hangouts and others used by Lexmark customers around the world. Operators control all displays with a wireless keyboard and mouse.

To ensure optimal sound, six ceiling-mounted speakers and four ceiling-mounted microphones were installed in the Solutions Lab. The system also allows users to mute and unmute the microphones as needed.



Each conference room is set up based on the user preference, whether it's a circle table, long board room, or a collaborative "U-shaped" layout. Customers can easily change layout without altering the way they use the technology.



A key objective for the experience center is to enable remote participants to feel part of the conversation. To achieve this goal, Lexmark also embraced an iRobot video conferencing-enabled solution that follows the group on tours, allowing off-premises attendees to have the same experience as those who are physically present.

“The company turned to AVI for assistance in maximizing the usability and impact of the Experience Center”