ADITYA BIRLA
BIRLA CARBON

Pratyam

CASE STUDY

PREPARED FOR :

BIRLA CARBON MUMBAI

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Advanced AV Integration for Birla Carbon Mumbai Head Office

Project Overview

Birla Carbon Mumbai Head Office aimed to integrate cutting-edge audio-visual technologies in the Main Conference Hall, delivering an immersive experience through interactive displays, high-quality audio, video, and control automation for presentations and video conferencing applications.

The Challenge

The Mumbai Head Office required an advanced AV setup for its conference room, incorporating interactivity, video conferencing, and control automation to ensure a seamless and efficient user experience.

The Solution

The Audio-Visual Specialists at Pratyam meticulously designed a state-of-the-art solution, tailored to meet user expectations while ensuring an enhanced and intuitive AV experience.

1. Display & Presentation System

- Samsung Flip 2-WM85R (1 Unit)
  - 85-inch interactive display for presentations and collaboration.
  - Supports multi-touch interactivity, screen annotation, and wireless sharing.

2. Video Conferencing System

- Cisco CS-KITPRO-K9 (1 Unit)
  - All-in-one video conferencing system with a 4K camera, microphone array, and speakers.
  - Supports Cisco Webex and third-party VC platforms.
  - Ensures high-quality video & audio for remote collaboration.

3. Audio System

- Audac CIRA 524 (4 Units)
  - Ceiling speakers for even sound distribution in the room.
  - Delivers clear speech and background music.
- Yamaha Amplifier (1 Unit)
  - Audio amplifier to power the ceiling speakers.
  - Provides balanced sound output and efficient power management.

4. Control & Automation System

- Crestron AM200 (1 Unit)
  - Wireless presentation system for seamless content sharing.
  - Supports HDMI and network-based presentation inputs.
- Crestron HD-MD6X2-4K-E (1 Unit)
  - 4K HDMI matrix switcher for managing multiple video sources.
  - Ensures smooth switching between inputs.
- Crestron CP4 (1 Unit)
  - Central control processor for automating AV operations.
  - Integrates with displays, speakers, and conferencing systems.
- Crestron IRP2 (2 Units)
  - IR control devices to enable remote control of AV equipment.

5. Connectivity & Network

- EiS Cable Cubby (3 Units)
  - Tabletop connectivity boxes for easy access to power, HDMI, and network ports.
- Linksys Router (1 Unit)
  - Provides high-speed internet connectivity for the AV system and conferencing.

6. User Interface & Mobile Control

- Apple iPad (1 Unit)
  - Wireless control interface for managing AV settings.
  - Works with the Crestron control system for user-friendly operation.
- Apple Crestron Go (1 Unit)
  - Crestron app for iPad, allowing users to control AV settings remotely.
- AVSI (1 Unit)
  - Custom AV signal integration for seamless operation.

Implementation Approach

1. **Installation & Cabling** – Mounting displays, speakers, and networking equipment.
2. **System Configuration** – Setting up control processors, switchers, and network integration.
3. **Testing & Calibration** – Ensuring optimal video, audio, and automation performance.
4. **User Training & Handover** – Providing documentation and training for seamless operation.

The Result

This fully integrated AV system ensures efficient collaboration, high-quality presentations, and seamless automation, making it ideal for conference rooms, boardrooms, and corporate environments.

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