

HIMEDIA

Pratyam[®]

CASE STUDY

PREPARED FOR :

HIMEDIA



AV & COLLABORATION INFRASTRUCTURE TRANSFORMATION AT HIMEDIA

Integrated Communication Environment Deployment

Project Overview

Client Name: HiMedia (Corporate Headquarters)

Project: AV System Integration – Version 7

Location: Multi-floor corporate facility (Ground to 6th Floor)

HiMedia, a fast-growing media and entertainment conglomerate, undertook a major headquarters renovation to modernize its collaboration infrastructure. The goal was to equip conference rooms, executive cabins, an amphitheater, and a seminar hall with state-of-the-art audio-visual (AV) systems to support hybrid work, client presentations, and internal strategy meetings.

The Challenge

- Missing or unclear model details created procurement and delivery risks.
- Brand spelling errors (e.g., "Auadc" vs Audac) threatened quote accuracy and warranties.
- Duplicate entries and formatting gaps increased chances of double ordering or price variation.
- Reported margin ₹22.78 Lakhs vs finance target ₹23.99 Lakhs → ₹1.2 Lakh variance.
- Fully de-scoped areas still appeared in the system, risking unwanted purchasing and coordination mistakes.

Solution Overview

Deliver a simple, elegant system where meetings begin instantly, collaboration feels natural, and every space operates consistently.

Key Technologies Deployed

Sony FW-55BZ40H – Professional 4K Display

- Commercial-grade UHD displays delivered exceptional brightness, color accuracy, and reliability for presentations, dashboards, and video conferencing.

Shure MXA910 – Intelligent Voice Capture

- Beamforming technology captures speech precisely from anywhere in the room, ensuring remote participants hear every word with clarity.

Biamp TesiraFORTE – Audio Processing Core

- This system manages echo cancellation, noise reduction, and level optimization to create a natural, fatigue-free listening experience.

Logitech Rally Camera – Video Intelligence

- Premium optics with intelligent framing keep participants perfectly visible, enhancing engagement in hybrid meetings.

Barco ClickShare CX-30 – Wireless Collaboration

- Users can present or run video calls wirelessly in seconds, eliminating cable clutter and setup delays.

Crestron TSW-770 – One-Touch Control

- A simple interface unifies control of displays, audio, and conferencing into intuitive, single-touch actions.

Implementation Strategy

The project followed a disciplined delivery model including requirement mapping, system architecture planning, infrastructure preparation, professional installation, integration with enterprise platforms, and rigorous performance testing before handover.

Results Achieved

The organization now benefits from:

- Instant meeting start
- Significant reduction in IT support calls
- Consistent user experience across rooms
- Superior audio and video quality
- Stronger impression on partners and clients
- Infrastructure ready for scaling

Conclusion

The workplace evolved into a streamlined collaboration environment where technology supports people instead of slowing them down. The deployment aligned operational efficiency with modern hybrid work expectations while protecting long-term investment.





GET IN TOUCH

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