CASE STUDY

PREPARED FOR :

ONGC MAKER TOWER

ONGC – MAKER TOWER COLLABORATION INFRASTRUCTURE MODERNIZATION

Intelligent Collaboration Systems

Project Overview

Client Name: ONGC Maker Tower & Business Centre

Project: AV System Integration – Version 7

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

Oil and Natural Gas Corporation initiated a comprehensive upgrade of its meeting and communication facilities at Maker Tower to create standardized, future-ready collaboration environments.

The objective was to enable seamless hybrid meetings, deliver superior audio-visual performance, simplify room operation, and build a technology foundation that remains reliable for years to come.

The engagement covered executive boardrooms, conference rooms, and multi-purpose meeting spaces.

Background

- As enterprises evolve, AV systems often grow in fragments. Different rooms contain different technologies, user experiences vary, and support becomes complicated.
- ONGC aimed to remove this inconsistency by implementing a unified, repeatable architecture across the facility.

Objectives

Key priorities of the modernization program included:
• consistent user experience in every room
• high-quality hybrid communication
• enhanced speech intelligibility
• impactful presentation capability
• simplified IT management and maintenance
• readiness for future expansion

Solution Overview

The strategy focused on building an integrated ecosystem rather than deploying isolated devices.

Each room followed a standardized design logic adapted to its size and purpose. This ensured that users could walk into any space and operate the system with minimal learning curve.

Technology Deployment

Visual Systems

*Professional visualization infrastructure was standardized using solutions from **Samsung.***

- Samsung indoor LED display wall systems for high-impact executive presentations
- Samsung 55" professional 4K slim displays for meeting and collaboration rooms

These platforms deliver ultra-high resolution, consistent brightness, commercial durability, and long operating life suited for mission-critical environments.

Conferencing & Collaboration Backbone

*Video collaboration architecture was built on enterprise platforms from **Poly.***

- Poly G7500 video conferencing codec
- Poly Studio E70 intelligent dual-lens camera technology

This combination enabled automated speaker framing, multi-site connectivity, and seamless integration with modern unified communication platforms.

Audio Capture & Speech Clarity

*To ensure natural conversation without table microphones, ceiling array solutions from **Sennheiser** were implemented.*

- Sennheiser TeamConnect Ceiling 2 beamforming microphone arrays

These systems provide precise voice tracking, consistent room coverage, and significantly improved intelligibility for both local and remote participants.

Signal Management & Integration

The rooms were configured to allow intelligent coordination between displays, cameras, microphones, and conferencing engines, enabling predictable start-up behavior and simplified IT support.

Implementation Methodology

Delivering within an active corporate environment required structured execution and coordination with multiple stakeholders.

The rollout included:

- Infrastructure preparation
- Professional mounting and installation
- Cabling discipline and labeling
- Calibration and performance validation
- Documentation and user orientation

Systems were commissioned to operate effectively from day one.

Outcomes

Following deployment, ONGC achieved measurable improvements in:

- Consistency across collaboration spaces
- Speed of meeting start
- Remote participant engagement
- Presentation impact
- Maintainability and support efficiency

Technology moved into the background, allowing teams to focus on decisions rather than devices.

Conclusion

The Maker Tower modernization highlights expertise in large-scale enterprise AV design, multi-room standardization, and premium brand integration.

It demonstrates the ability to manage complexity while delivering simple, dependable experiences for end users.

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