A Video Collaboration Space Showcases Enterprise Solutions

For the Avaya Video Exchange, AVI-SPL integrated video collaboration tools that allow it to double as a working demo facility and video conferencing space for staff.

Create a Live Demo Space

With the creation of its Video Exchange facility at Research Triangle Park, N.C., Avaya wanted to wow guests with its latest video collaboration solutions – and hopefully turn them into customers.

"We needed it to be a global demo facility for our video products," says Matt Sumner, program manager for Avaya.

The Exchange consists of four main spaces – a large conference room, a video product exposition area, a smaller collaboration space and a combination video conference/ production studio.

Success of the space was important not just for its ability to demo solutions, but because it would also serve as a template for similar areas at Avaya's other regional offices.

A Cooperative Work Process

For each of the four spaces, AVI-SPL integrated Radvision solutions, including a telepresence system that consists of three screens for face-to-face collaboration and one for sharing documents. The conference and collaboration areas function as traditional video conferencing spaces, with the conference room also featuring audio and projection systems.

The exposition space uses Radvision desktop video conferencing and large displays for interactive sales demos. For the studio space, AVI-SPL integrated the cameras, codecs, audio, staging and lighting.

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Impressive Sound – And Centralized Management

The Video Exchange is now a hub-and-spoke model where other offices can call in and Avaya can demo its versatility.

"It's not a contrived demo that cannot possibly go wrong," Sumner explains. "We could call any of our other offices."

Since the Video Exchange opened end-of-summer 2012, Avaya can show guests how easy it is to use Radvision solutions like Scopia Telepresence to connect with desktops and mobile endpoints, and work with solutions by Polycom, Tandberg and LifeSize.

"Any device they come in with, I can bring into the video call," says Sumner. "They just have to download the Scopia app and dial in."

Because the facility is on one Crestron control system that controls the physical environment – turning on lights, monitors and projectors – Avaya staff can give tours using an iPad loaded with a Crestron app.

The Collaboration Conference Room functions as a video conference room and staging area where clients are first introduced to Avaya solutions. From the Video Exchange, Avaya can call a number of its regional offices, including the headquarters in New Jersey, and locations in Santa Clara, Hong Kong, Mumbai, Frankfurt and Singapore.

The studio area is primarily for internal use, including "fireside chats" from the CEO that are sent company-wide via a Radvision codec and bridge. Staff can also record promotional pieces and training sessions in this area.

The telepresence system can go into a virtual room that can be joined by any of 12 separate endpoints. Two Executive Office Suites, each with a single screen, are also ready for instant video collaboration.

"One thing guests say the most is, 'This solution is so easy,'" says Sumner. "The freedom of our solutions is what blows them out of the water."

At A Glance

Company
Avaya

Location
Research Triangle Park, N.C.

Market
Enterprise, Technology

Solutions
Radvision telepresence system, desktop video conferencing, large video displays, audio and projection systems.

Services
AVI-SPL integrated multiple Radvision video collaboration solutions in the Avaya Video Exchange.

Technology Involved
Radvision video collaboration
Crestron control

About AVI-SPL

At AVI-SPL, we know that the right connections make doing business easier. As the world's leading video communications partner, AVI-SPL designs, builds and supports the systems and environments that enable communication and collaboration.

With highly-trained and certified system engineers in offices across North America, Europe and the Middle East, and an international network of solution providers, we've built the infrastructure and partnerships to help any business realize and meet its communication goals.

About Radvision

Radvision, an Avaya company, is a leading provider of video conferencing and telepresence technologies over IP and wireless networks. We offer end-to-end visual communications that help businesses collaborate more efficiently. Together, Radvision and Avaya are propelling the unified communications evolution forward with unique technologies that harness the power of video, voice, and data over any network.

Featured Partner

![RADVISION - an Avaya company]

Images

Fig 1.1
Conference system pods like these allow guests to experience Avaya's video collaboration.

Fig 1.2
Avaya can show guests how easy it is to use Radvision solutions like Scopia Telepresence to connect with desktops and mobile endpoints, and work with solutions by Polycom, Tandberg and LifeSize.

Fig 1.3
The Collaboration Conference Room accommodates video conferencing and introduces guests to Avaya solutions.

Fig 1.4
Once guests download the Scopia app to their device, Avaya can bring them into a video call.

Fig 1.5
The Avaya Video Exchange functions as a global demo facility for its video products.