

A Company Goes Interactive for Its Guests

AVI-SPL worked with client Johnson Controls to build interactive display solutions that engage guests at its Technology Experience Center.

Transform Guests into Customers

When it began 1885, the Johnson Electric Service Company introduced a control system that would regulate temperatures in buildings and homes. In the nearly 130 years since, Johnson Controls Inc. has continued to dedicate itself to developing and integrating technologies that make buildings energy efficient.

For its Technology Experience Center in its worldwide headquarters in downtown Milwaukee, the company wanted to create an interactive experience that would convert guests into customers by showing them the full value of its solutions.

“We tried to create an environment where people can come in and collaborate,” says Sherrie Williams, director of executive visit centers for Johnson Controls.

The technology that would guide those

potential clients through demonstrations of Johnson Controls’ HVAC, automation and security solutions would not only have to be engaging for guests, but easy to manage, easy to control and customizable for the staff.

“We needed to understand the different ways the center would be used, whether for one customer or multiple customers,” says Williams. “We had to think through everything ahead of time instead of redesigning on the back end.”

That’s what Williams did – applying her technical knowledge to help map out a system that would provide a rich experience for guests while also enabling ease of control for her and the staff. What she shared with AVI-SPL gave guidance to its technicians and engineers so they could deliver the hands-on experience – largely through interactive video displays -- that would convey the depth and

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breadth of Johnson Controls' expertise.

"We were adjusting gear all the time until it went out the door so it would work exactly as the client expected," says AVI-SPL Project Engineer Adam Stanton.

Turning a Vision Into an Experience

Throughout the touring area, AVI-SPL implemented solutions such as AMX system control technology and Panasonic projectors to automate processes and empower staff while creating an interactive experience. That interactivity extends from the six-display Global Welcome Wall to the Showcase, a spacious area that invites guests at every turn to learn about Johnson Controls' solution through touch-screens.

At the Global Welcome Wall, guests view a video story that has been loaded especially for them. So that visitors hear only the audio that accompanies the video story, AVI-SPL's team installed custom speakers the width of each display directly above the listening areas.

Along the way, three paperless briefing centers empower guests to take self-guided tours, and an Orientation Theater screens a five-minute video that introduces guests to Johnson Controls' expertise. Rather than project the video on a traditional screen, AVI-SPL placed reflective paint over a recess in the wall, creating a display area that improves screen gain and allows the colors to stand out.

"One of the great things about this project was the partnership between AVI-SPL

and Johnson Controls -- from the design implementation to the integration of all the individual systems to the ability to support the systems," says Stanton.

Empowerment Through Interactivity

Through the collaboration, Johnson Controls now has the capability to wow guests and secure building automation projects. Users are in control of guiding their tour, one tailored to demonstrating solutions that improve the efficiency and cost-effectiveness of their operations.

"It's about getting stronger relationships with our customers, and having them touch and feel the technology and understand how we can impact their businesses," says Williams. The Showcase welcomes visitors with a touch-sensitive vertical display that tells the Building Efficiency story. From there, three touch tables allow users to explore themes of Leadership, Day in the Life and Lifecycle. A control system handles the lighting at the tables, and guests can see what the most popular topic is via projector.

"Our technology tables enable conversations," says Williams.

Guests can also interact with topic kiosks and interactive wall displays that share product information and Johnson Controls' experience in solutions related to energy and renewables through video, pdfs and images.

"Once you're in front of the interactive tables and kiosks, the technology kind of goes away,

"It's about getting stronger relationships with our customers, and having them touch and feel the technology and understand how we can impact their businesses."

Since its Technology Experience Center opening earlier this year, the tour center has welcomed hundreds of guests.

and you're on your own self-discovery," says Stanton.

Since its opening earlier this year, the tour center has welcomed hundreds of guests. "The reaction has been amazing," says Williams. "They ask, 'Who are your partners?' I always look at AVI-SPL as a partner, not just a vendor."

Through this collaborative effort, Williams can

control every device and display customized content from her iPad. Understanding her vision and addressing Johnson Controls' needs were key to the project's success.

"I have a great level of respect and admiration for AVI-SPL's onsite team," says Williams.

"They really took the time to listen to us and understand how the functionality needed to work."

At A Glance

Company

Johnson Controls

Location

Milwaukee, WI

Market

Enterprise

Solutions

AVI-SPL provided a personalized experience largely through interactive displays.

Services

Integration

Interactive displays and tables, projectors and projection screens.

Technology Involved

AMX control

Panasonic projectors

Mitsubishi projector

Video displays

About AVI-SPL

At AVI-SPL, we believe that the right connections empower the ideas and innovation that helps drive business forward. 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 throughout 34 offices across North America and an international network of solution providers in 30 countries, we've built the infrastructure and partnerships to help any business realize and meet its communication goals.

About Panasonic

For more than 50 years, Panasonic has provided a rich diversity of innovations for customers worldwide. Panasonic's technology products range from award-winning VIERA high-definition (HD) plasma and LCD TVs to the world's lightest 3-chip DLP based projectors for large meeting rooms, lecture halls and more.

Featured Partner

Panasonic



Images

Fig 1.1
Three touch tables allow users to explore themes of Leadership, Day in the Life and Lifecycle

Fig 1.2
Video is projected onto a recess in the wall that is covered with reflective paint

Fig 1.3
Orientation Theater screens a five-minute video that introduces guests to Johnson Controls' expertise.

Fig 1.4
Interactive wall displays share product information through video, pdfs and images

Fig 1.5
Six-display Global Welcome Wall