

## Optimizing meetings with HDBaseT

End Customer: Microsoft

Vertical: Corporate Enterprise

### About the End Customer

Founded in 1975, Microsoft is a multinational leader in software, services, and computer devices. The company's headquarter, located in Redmond, WA, is a 275,000 sq.ft. (25,500 sq.m) building with almost 40 conference rooms in all sizes.

### The Challenge

The company's Real Estate and Facilities (RE&F) team's challenge was to manage the booking and scheduling of meetings in the large building, while coping with double-booked rooms, cancelled meetings, unscheduled rooms and more. Microsoft RE&F needed to implement a networked room scheduling system, ensure efficient use of both rooms and devices, and have informational resources to evaluate results, while providing efficient AV system to cater to the needs of attendees.

### The Solution

Microsoft deployed an advanced Hallway Display and Remote Device Management (RDM), which allows users to choose the meeting type (discussion, presentation, audio conference, videoconference or multipoint) and automatically have the associated AV systems and lighting configured. Crestron deployed the HDBaseT-enabled DigitalMedia™ (DM-TX-300 CAT Transmitter) to manage and distribute HDMI with HDCP with legacy analog support, all in a cost-effective, single cable solution. For control, Crestron deployed Touchpanel Media Centers (TPMC-8L), for unprecedented touch functionalities and capabilities, including built-in web browsers, support for streaming wireless media, annotation capabilities, and on-screen viewing of standard MS-Office applications.

### About HDBaseT

HDBaseT technology, powered by the Valens chipset, enables all-in-one connectivity between ultra-HD video sources and remote displays through a single 100m/328ft CAT6 cable or fiber, delivering uncompressed high definition 4k video, audio, USB, Ethernet, control signals and up to 100 watts of power.

Presentations are controlled through Crestron's MPC Media Presentation Controller™ (MPC-M10), a 3-gang wall mount.

### Results

Fusion RV-generated reports showed that, based on usage patterns, Microsoft needed more small rooms, rather than medium- to large-sized ones, as 71% of actual meetings hosted eight people or less. This data helped the team increase efficiency and gain substantial cost savings. Because the HDBaseT-enabled DM-TX-300 supports multiple signal types, it replaced three traditionally separate pieces of equipment – the analog video, digital video and USB extenders. In addition, Microsoft and Crestron closely integrated Fusion RV® (SW-FUSION-RV), for AV and technology management of resources.

