



Teatrx Orchestrates User Experience to Enhance Employee Engagement

The multiyear project brought all sorts of stakeholders together and managed to effectively incorporate multiple rooms under simplified controls.

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Find extended coverage of this project and more photos on the [Commercial Integrator.com](https://www.commercialintegrator.com) version of this article.

CALGARY, ALBERTA-BASED Bellatrix Exploration was expanding its operations and required seven floors of meeting rooms and two field offices tied into an easy-to-use solution. The company sought a clean, simplified and properly integrated solution for its business. It wanted a uniform interface layer so that every meeting room experience was the same to operate even though equipment could be different.

Plans Involve Connecting End User with Other Clients

Local integration firm Teatrx talked with Bellatrix about the use cases for each type of meeting room, boardroom, emergency response room, town hall room and field location rooms.

It even connected Bellatrix with other Teatrx clients and allowed the company to collaborate and speak about the experience dealing with Teatrx. This allowed Bellatrix decision-makers to see working solutions and how Teatrx integrates multiple manufacturer products into a unique Teatrx solution.

As some of the technology was new and couldn't be shown, Teatrx came up with a plan to fly to manufacturer facilities to see and speak with engineers from various manufacturers.

Using the combined experiences, Teatrx was able to start with a solution design and go forward with a plan. The idea was to keep it simple, and make sure everything related to this project elevated the user experience.

Several Types of Stakeholders Collaborate

The project started with seven office floors and many types of meeting rooms. Obstacles included getting various trades, engineers, clients and interior designers to buy into the technology design. People involved simply had not seen an AV footprint of this size and magnitude, so building central rack rooms on each floor was a challenge, for instance.

Overall the project was executed over a multiyear timeline and required many stakeholders to come together: Mechanical engineer, structural engineer, electrical engineer, interior designer, IT department, HR department, operations, client senior leadership, furniture provider, and many manufacturers. Once everyone bought into the concept, it proved to be an excellent collaborative experience for all parties in a joint team effort, the integrator reports.

The Teatrx solution encompassed the following:

1. Infrastructure procurement and installation
2. Solution design
3. Uniform interface for a consistent user experience across all spaces

The following spaces comprised the solution:

- › Cafeteria - 200 person
- › Small boardroom - 8 person
- › Training room - 15 person
- › Mid-size meeting room - 18 person
- › Large executive meeting room - 28 person
- › Field safety location - 50 person
- › Field meeting room - 8 person

Integrated with Crestron DigitalMedia in centralized rack spaces, the office solution brings together room booking panels, lighting, motorized blinds, in-table spring loaded omnidirectional microphones, additional wireless microphones, in-table retractable input cable access, ceiling speakers zoned for optimal sound distribution dependent on input and space, in-room PCs and other media sources, video conferencing and SIP telephony integrated into corporate unified communications. The Crestron touchpanels delivered easy operation with an elegant graphic interface while tying in corporate branding.

Planar commercial displays were used as a standard for display and video walls.



Proficient speakers with Clockaudio and Revolabs microphones in tandem with Biamp DSP create the backbone for sound tied into the corporate Cisco unified communications infrastructure.

Teatrx IP employed a state-of-the-art user interface that is uniform across the spaces, creating an exceptional user experience that takes little to no training to operate. The integrator notes that centralizing infrastructure into climate-controlled rack rooms will increase the life expectancy of equipment, meets the client's stringent security requirements and offers streamlined access for maintenance and support.

Solution Lauded for Ease of Use

The solution has been received extremely well in the company and has turned heads in the industry, Teatrx reports. The client use of the installation is high, and Bellatrix consistently praises the ease of use.

Often the client tells Teatrx about vendors coming in to present, how easy the experience was and how surprised they are that things work properly. The company feels the installation lends to improved employee engagement and satisfaction levels while supporting digital workflows in its collaboration spaces. **CI**

EQUIPMENT HIGHLIGHTS

Planar Clarity Matrix ■ Crestron Control ■ Clockaudio Microphones ■ Revolabs Microphones ■ Biamp DSP ■ Lutron Lighting ■ Cisco Hardware ■ Vaddio Cameras

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A Crestron DigitalMedia backed system ties together room booking panels, lighting, motorized shades, various microphones, ceiling speakers, in-room PCs and other sources, video conferencing and SIP telephony. Planar displays were deployed for standard monitors and video walls.