

A wide-angle photograph of a modern conference room. The room features a large, dark wood conference table arranged in a U-shape. Several black ergonomic office chairs with brown leather seats are positioned around the table. The ceiling is a white grid with recessed fluorescent lights and square acoustic panels. A Bose Professional logo is visible in the top right corner. The room has white walls and a glass door in the background.

**BOSE**

PROFESSIONAL

## CASE STUDY - WORKPLACE | CONFERENCING





## ONE OF CANADA'S LEADERS IN REAL ESTATE LOOKS TO ENHANCE ITS OWN SPACE

Triovest is a fully integrated commercial real estate advisory and capital firm. With eight corporate offices across Canada and a team of almost 600 people, they manage 430 properties across the country equating to 41 million square feet. Recently, the company completed building the Triovest River Landing East Tower office building in Saskatoon, Saskatchewan, Canada.

The 13-story, 180,000-square foot East Tower project started with a primary goal that would allow clients to seamlessly connect and present using their own devices (laptops, smartphones) within the custom-designed meeting rooms.

To ensure this became a reality, Triovest engaged Calgary-based integrator Teatrx to design, integrate and maintain three conference center meeting rooms in Saskatchewan's most significant mixed-use project: River Landing.

## BRINGING NEW EFFICIENCIES AND FLEXIBILITY TO THE MEETING SPACES WHERE THE MAGIC HAPPENS

The goal of the project was to design and create multiple meeting rooms where clients could effectively integrate their own hardware devices. Management of the rooms also needed to be streamlined and efficient.

"Triovest was building the new office tower in Saskatoon, in Saskatchewan, Canada. What they wanted was to create conference rooms that tenants could use for multiple purposes — from presentations to video conferences to telephone calls," shared Scott Muhlbeier, CEO for Teatrx, Inc. "Teatrx collaborated with all the stakeholders — from development and operations to IT and interior designers and contractors — and designed an easy, collaborative conferencing solution in each of the three rooms."

One of the most unique aspects of the project was the need for flexibility within the spaces. Triovest didn't want to limit the room occupants to using a narrow selection of technology but wanted to offer the greatest technological flexibility that was also simple to use and manage. This meant accommodating people and their preferred laptops.

"We designed the space so tenants could bring their own devices and use the software they had on these computers for video conferences, while integrating with all the equipment located in the rooms," Muhlbeier adds. "We focused on the flexibility of bringing your own device."





Designing the ideal system was only part of the solution. Implementing the installation and ensuring its ease-of-use and management took coordination and clear communications with all the contributing parties involved.

The rooms incorporated a variety of intuitive technology so people can walk in with a laptop and connect simply and easily. Each room was automated with a custom-designed user interface specifically designed for the TrioVest rooms, making conferencing activities easy to navigate.

Walk into the rooms to either present, hold a videoconference call or make a telephone call, and the user experience is simple and straightforward. The room technology is both readily available yet designed with unobtrusive under-table boxes and accessible through a variety of retractables, including USB, HDMI and Ethernet connectors. Teatrx made sure to incorporate mini-display ports and USB-C so, if users need to convert from an HDMI signal to one of these ports, they can use one of the in-room adaptors — eliminating the need for people to carry a variety of contingency adaptors with them.

The USB cable is also retractable, keeping the tabletop real estate clear for collaboration and not a source for distraction. So, whether users are plugging in a Microsoft Surface Pro or want to use one of the USB/USB-C connectors to charge a device, the room provides the little conveniences that increase people's efficiency.

Teatrx emphasizes that the connector variety allows users to connect quickly and share content, but also charge mobile devices or laptops while using the room without hunting for outlets, dongles or jockeying for priority. Users simply come in, focus on what needs to be accomplished, then simply leave when the meeting ends. There are no complicated steps to resetting the room equipment or logging out.

## POWERFUL AUDIO JOINS A CHORUS OF IMPRESSIVE AND EMPOWERING MEETING ROOM SOLUTIONS

Teatrx had been following Bose and the product development across their conferencing product lines. After seeing the technology inside the products and the advantage Bose brought to the corporate space, Muhlbeier reached out, which resulted in Teatrx partnering with Bose. The Teatrx team incorporated the Bose solution consisting of the EdgeMax loudspeakers, ControlSpace digital signal processors, PowerShare power amplifier as well as the ControlSpace EX-UH USB to Dante™ under-table box within the meeting spaces.

“Teatrx selected the Bose EdgeMax loudspeakers because they provide superior sound with fewer products. For the large executive meeting room, five loudspeakers were needed to provide excellent coverage throughout the entire room. Traditionally, a room of this size would require 10-12 loudspeakers. EdgeMax delivers amazing sound and coverage, is more aesthetically pleasing and reduces installation time and costs—all while providing the newest in sound technology available,” Muhlbeier elaborated.





Teatrx also recognized the importance of the Bose focus on soft codex for video conferencing, specifically Microsoft Teams, Zoom and Google Meet, to name a few. As the trend towards videoconferencing began to take greater hold, Teatrx understood this would become more commonplace with companies' increased adoption of cloud service providers. After collaborating with Bose, Teatrx was able to capture the best solution for sound quality and coverage within the rooms. Integrating with third-party microphones was key for farend participants and the Bose digital signal processing to ensure proper inbound and outbound sound quality.

Utilizing Bose PowerShare amplifiers, Teatrx delivered an audio solution that provided the functionality envisioned for each of the meeting rooms. "We really liked the footprint of the PowerShare amps. We also liked the cost and that we could easily integrate it into the whole solution," states Muhlbeier. "We centralized all the hardware into a rack, and with our technology, the amount of space needed was significantly less than their competitors' products and older solutions that have been in the market."

## EASY-TO-USE, INTUITIVE AND AGILE SPACES READY TO POWER INSPIRATION FOR YEARS TO COME

The resulting solutions for each of the conferencing spaces was an easy-to-use, intuitive design that provided top-notch technology with flexible options. Both Triovest and their tenants have responded with positive feedback. The best sign that the solutions were on target to the needs of a variety of tenants is that Teatrx rarely has to train anyone on how to use the rooms. Users were directed to go into the room and plug in their laptops and interact with the technology. The results were that non-technical people were just plugging in an HDMI cable and the system would automatically turn on and work.

"Working with Bose was amazing. If I had to use just one word, it would be just amazing,"

— Scott Muhlbeier  
CEO for Teatrx, Inc.

"Bose had the sales rep and the pre-sales engineer both on site to help us and make sure we commissioned the system properly. I think that that's the way that the world should be. I think customer service has been forgotten in some industries and the client was impressed Bose came out to the project site—it illustrated their commitment and confidence in their products." ■



## SYSTEM COMPONENTS

**EdgeMax EM180** loudspeaker

**ControlSpace EX-1280C** conferencing signal processor

**ControlSpace EX-440C** conferencing signal processor

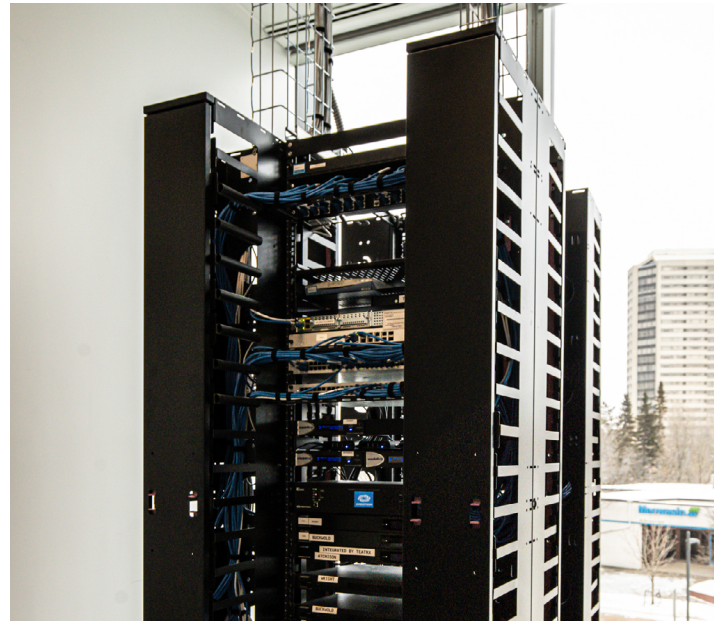
**ControlSpace EX-UH** Dante™ endpoint

**PowerShare PS604A** adaptable power amplifier



### **EdgeMax EM180**

Bose Professional EdgeMax EM180 is a premium in-ceiling loudspeakers with proprietary Bose PhaseGuide technology. Combined with high-frequency compression drivers, the innovative phase guide creates a new category of loudspeaker that combines the room-filling coverage patterns typical of larger surface-mount speakers with the architect-preferred aesthetics of in-ceiling models. Designed to mount near wall-ceiling boundaries, EdgeMax loudspeakers provide improved audio quality and coverage, while reducing the number of required units, compared to conventional dome-tweeter ceiling speakers



PARTNER: **TEATRX INC.**

**TEATRX INC.**

At Teatrx Inc. we believe that life and business are about three things: Experience, Accountability, and Integrity.

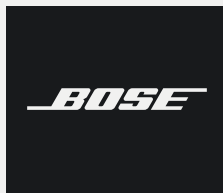
Life is about making life better for others. Our goal is that we can integrate solutions that help your day to day business operations work better, getting you home to your families a bit quicker than a day without Teatrx solutions.





Bose Professional serves many different markets, delivering great sound in venues all around the world — performing arts centers, theaters, places of worship, stadiums, restaurants, schools, retail stores, hotels, and corporate buildings.

We know that our pro audio customers depend on us in a unique way. This is your business, your reputation, your livelihood — not just an amp, not just a loudspeaker. So, when you buy a Bose Professional product, you get the full weight of the global Bose Professional team behind you — our time, support, and attention. We see every purchase as the beginning of a partnership.



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