

The Variable



SUMMARY

• LOCATION

Winston-Salem, NC

• FACILITY SCOPE

Two-story office space

• OBJECTIVES

The Variable wanted to ensure its new office setup would avoid technology issues that staff had struggled with in the past, while also setting employees up for success with remote working.

• BIAMP SOLUTIONS

- Tesira™ Digital Signal Processors
- Desono™ Loudspeakers
- Parlé™ Microphones

• OUTCOME

Thanks to implementing Biamp's conferencing ecosystem throughout its meeting rooms, The Variable is fully equipped with user-friendly solutions optimized for the company's needs.

• EQUIPMENT

- Tesira AMP-450BP
- Tesira EX-UBT
- Tesira SERVER-IO
- TesiraXEL 1200.1
- Desono C-IC6
- Parlé TTM-X
- Parlé TCM-XA

Named by *Fast Company* as one of the “Best Workplaces for Innovators,” The Variable is an advertising agency based in Winston-Salem, North Carolina. Due to the company's success and need to accommodate its rapidly growing staff, operations moved from a one-story office to a two-story building located in the city's burgeoning downtown area.

Having relocated multiple times in the recent past, Keith Vest, founder and chairman of The Variable and Kate Fenstermacher, the company's associate director of operations, were eager for the new office to be the company's last for the foreseeable future. A pain point for Variable staff in previous spaces was technology that was frustrating to use, leading to under-utilized conference rooms. The increased importance of remote working also made teleconferencing high on the list of must-haves as the business headed into its next chapter.



SOLUTION

The Variable chose KONTEK Systems as the integrator for the new office project. Based on the client's requirements, KONTEK determined that Biamp conferencing solutions would be an essential element of the new headquarters. "We focused on making the AV technology intuitive and easy for all users with minimum instruction or need for training," said Brian Delk, Account Manager at KONTEK. "We wanted it to support their needs and expectations for years to come."

Designed to work together to provide enhanced results, Biamp devices provided the unparalleled technical capabilities The Variable needed without sacrificing user-friendly functionality. Tesira digital signal processors were implemented throughout the space. Parlé microphones, designed with Beamtracking™ technology for 360 degree coverage, were added to all meeting rooms to ensure remote participants on the call could hear clearly. Additionally, low-profile Desono C-IC6 loudspeakers, optimized for speech reproduction, were installed. Now anyone within the company could sit in any of the office's meeting rooms and experience world-class conferencing in a matter of seconds.



CONCLUSION

Thanks to the efforts of KONTEK, The Variable is now equipped with conference rooms sporting top-of-the-line audiovisual technology. With superior equipment in place throughout the new building's meeting rooms, Fenstermacher was pleased that remote participants, whether employees or clients, could now enjoy teleconferencing that ensures everyone is on the same page. "The new technology has allowed us to run our teleconferences more seamlessly," she said. "It's a much cleaner set up than it was before."

ABOUT BIAMP

Biamp® is a leading provider of innovative, networked media systems that power the world's most sophisticated audiovisual installations.

Recognized worldwide for delivering high-quality products and backing each one with a commitment to exceptional customer service, Biamp's mission is connecting people through extraordinary audiovisual experiences.

Founded in 1976, Biamp is headquartered in Beaverton, Oregon, with offices and manufacturing facilities located around the world.

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