



CASE STUDY

Contributed by ZeeVee



SDVoE Delivers 4K Video in High-Tech Corporate Office Space

BrandStar is a branded entertainment company that produces programs for Lifetime, Fox Business and the History Channel. Started in 1994 with eight people, Brandstar today has grown to over 135 employees. Unfortunately, their office space did not keep up with the growth. With an antiquated space, and employees scattered on four different floors, Brandstar's facility was not a very productive work environment.

Interior designer and TV personality Kalyn Rothaus took on the task of remodelling the space and creating a new high-tech work environment that would deliver greater efficiency and increased productivity within the company. There were many facets to the office retrofit, and ZeeVee was selected by Complete Integrated Technology, the technology advisors for the project, to deliver the video distribution solution.

Challenge

To deliver on a high-tech and productive work environment, the AV requirements were crucial. A solution was needed that allowed Brandstar to distribute many sources of content to many locations throughout the facility and to various types and sizes of monitors – from video walls and TV screens to computer monitors and smart boards. They also wanted the ability to distribute the same picture and message to all employees. Brandstar also needed a solution that would deliver 4K video

to their new high-profile boardroom. A huge matrix switch with remote sources and destinations was considered for this AV project, but traditional matrix switches would be too costly and difficult to install.

Solution

The ZeeVee video distribution solution for this corporate environment embraces both the ZeeVee HDbridge products as well as the ZyPer products which are based on SDVoE technology. On the IP network, applications include video distribution over fiber to digital signage devices, executive 4K conference room displays, PC desktops, Barco 4K projectors and a Planar mosaic. On the coax network, input from the cable network, digital signage and live studio feeds can be distributed to 50 HD TVs throughout the facility, including two video walls. This installation is a great example of how to blend different ZeeVee products to support multiple inputs to numerous end points throughout an entire facility over both coax and IP networks.

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Jason Gelfand
Complete Integrated Technology

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Mark Alfieri
BrandStar

“There were many goals to this complete office rebuild including delivering television, video and general information to everyone in the facility seamlessly and inexpensively,” said Mark Alfieri, Founder and CEO of BrandStar. “The new video distribution system allows us to program, create and distribute broadcast quality video throughout the building across all kinds of different media types allowing us to display customized messaging on every video board.”

“When we took on this office rebuild project, we reached out to ZeeVee to provide the video distribution solution because we have worked with their products for many years,” said Jason Gelfand, vice president, Complete Integrated Technology. “The flexibility of their product range to support just about any input device and deliver content to almost any output device or display over multiple networks irrespective of the distance, made it possible to support a wide range of technology at this facility including HD and 4K distributed throughout the facility to all of the employees,” he added.

The complete retrofit of Brandstar’s 11,000 square foot facility in Deerfield Beach, Florida was featured in an eight-part series of Office Spaces, a TV show devoted to well-designed office spaces.

Benefits of SDVoE Technology

SDVoE reaches beyond existing standards to provide benefits no other technology can claim:

- A complete ecosystem – SDVoE Alliance members are manufacturers with expertise in signal distribution, display manufacture, IT infrastructure, chip design and AV software. The integrator has dozens of partners to align with and products to choose from.
- A flexible yet simple software platform – the SDVoE API allows rapid development of highly specialized software, custom-tailored to the needs of a vast array of end users.
- A full OSI stack solution – only SDVoE offers the simplicity of a complete top to bottom solution, fully encompassing infrastructure, transport, processing, and a simple control layer.



For more information about ZeeVee's ZyPer 4K SDVoE solutions, visit www.zeevee.com

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