



Case Study | Capella Tower

CAPELLA TOWER TRANSFORMATION



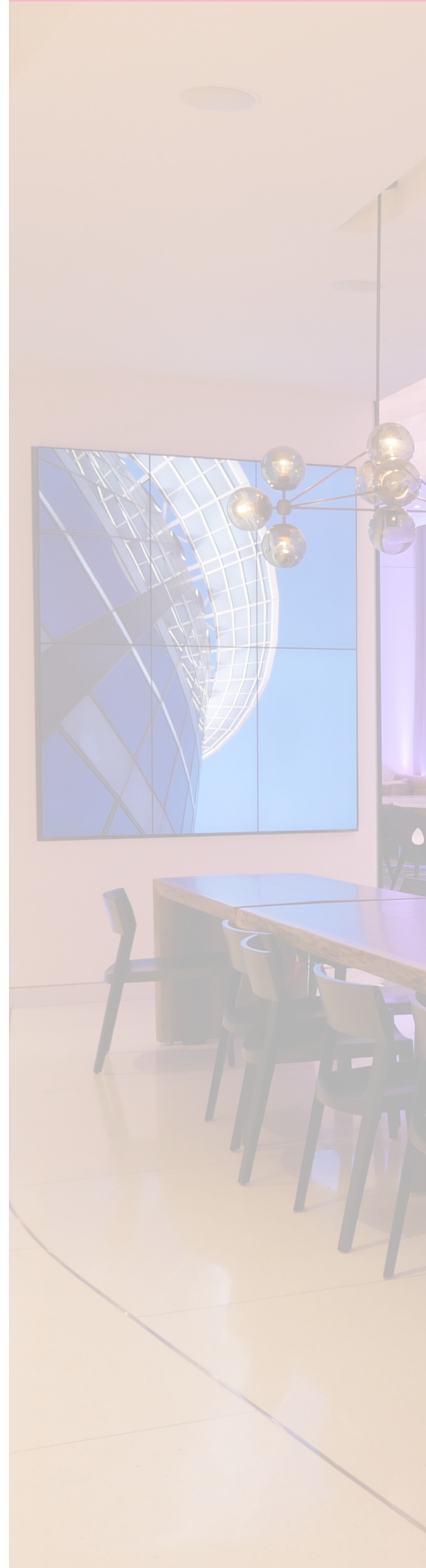


CHALLENGE

More than 20 years after its construction, the Capella Tower in downtown Minneapolis needed to reimagine the experience it provided to workers, visitors and pedestrians as they entered, exited, and used the facility's public spaces – including the principal entrances, the lounge and front porch, tech lounge, salon, group fitness room, second story public areas, network room and locker room.



Making the challenge more complicated, the tower welcomed visitors from multiple points both on street level and the second story Skyway level. In order to provide a comprehensive solution, AVI and its partners, the Ryan Company and Perkins + Will Architecture, had to look closely at each of the public spaces and all the technologies needed to deliver interactivity, way-finding, adaptable tenant managed directories, memorable branding, ad hoc presentation, background music, building events information and more.



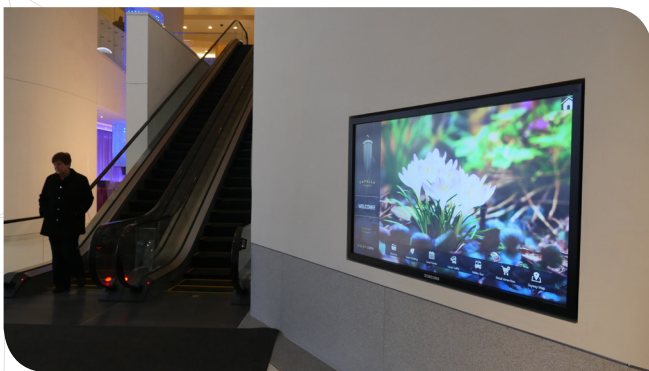


SOLUTION

AVI approached each space as a distinct, yet interconnected environment.

LOUNGE & FRONT PORCH

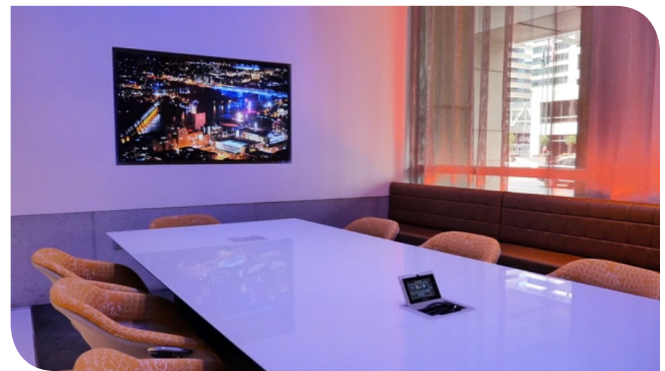
Visitors to Capella Tower are greeted by a Samsung LED Display with an interactive building directory that includes a web-based, tenant-managed interface. Additional information includes weather and local event displays, RSS feeds for traffic information, and a dynamic Metro Transit schedule. A Network Room using a Crestron Media Controller was also installed to provide network connectivity.



TECH LOUNGE

The Tech Lounge in Capella Tower is used by leasing agents, tenants, and outside users interacting with building occupants and visitors. The semi-private area allows for ad hoc meetings, simple presentations and virtual building tours. To make this room accessible

for all, a small Crestron flip-top in-table touch screen was installed to allow users to control basic system functions such as power on/off,



display source selection, volume and muting. Along with wired connectivity, AVI also enabled the Lounge to host wireless presentation capabilities. When the Tech Lounge is not in use, the 75" LED display automatically defaults to an AVI-provided DMG digital signage media player. A special function available to the building management team for tours also enables them to use their iPad to wirelessly interrupt the digital signage and present content driven from their devices.

SALON

Though a public space, the first floor Salon is also equipped with technology for ad-hoc meetings and presentations by tenants. To ensure a great experience for all, AVI installed a 75" LED display and a wireless presentation gateway for Wi-Fi and app-enabled presentations. When the system is



not in use, the display defaults to the digital signage. A wall-mounted touch panel similar to the one in the Tech Lounge provides simple intuitive control.

The Salon is also equipped with an 18-foot-long, 12-person “Harvest Table.” This system features a 3’ x 2’ NEC Ultra-Narrow Bezel LED video wall sized for two primary applications:

- The use of the entire wall – in portrait configuration – to display large-scale digital content (primarily artistic imagery) fed from a multi-channel digital network signage player
- The splitting of the wall into two displays.

In this second application, the top 3’ x 1’ display element retains its signage function (with control integration to the signage player, initiating the appropriate content now sized



for the 3’ x 1’ format). The bottom 3’ x 1’ display element becomes a local presentation display that derives content from a set of local source

“AVI approached each space as a distinct, yet interconnected environment.”

inputs below the tabletop, or from a wireless presentation gateway.

GROUP FITNESS

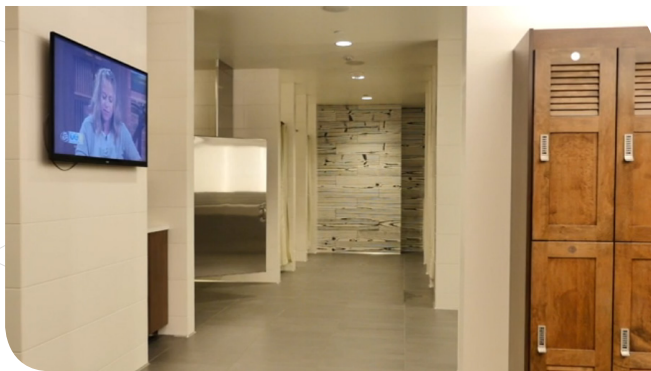
The first floor group fitness center, managed by Steele Fitness, enables tenants to participate in aerobics, Pilates classes, yoga sessions and health seminars. AVI Systems installed a complete AV solution including two large-format LED monitors for use with the non-instructor-led Fitness on Demand courses. For the instructor-led yoga and aerobic classes,



trainers are outfitted with head-worn wireless microphone systems. The audio is supported through multiple JBL Pro Control Ceiling Speakers, QSC AP High Output Program Speakers, and a Crown Audio Amplifier.

LOCKER ROOM & WEIGHT TRAINING DISPLAY:

The locker room and weight training areas received three NEC 55" LED Super-Slim Large Screen Displays - one located in the weight training area and one each in the men's and women's locker rooms.



SECOND FLOOR LOBBY

The second floor of Capella Tower is home to the main elevator lobby, and serves as the public corridor connecting the Skyway to neighboring downtown buildings. This area of Capella Tower provides access for tenants and

visitors to the upper floors of the building. Here AVI installed a 1' x 5' video wall consisting of NEC Ultra-Narrow display units that serve as an interactive branding statement with time of day and logo information. Similar to the first floor lobby installation, a Samsung LED display both welcomes visitors to the second floor and serves as an interactive directory to second floor users.



NETWORK ROOM

Located on the Lower Level of Capella Tower, the Network Room is shared with IT and provides a space for AV equipment that cannot be located behind displays or tables, as well as equipment associated with ceiling speaker systems in public areas. The Network Room is the central hub for all things Capella Towers.