



## Case Study | Greenheck Fan Corporation

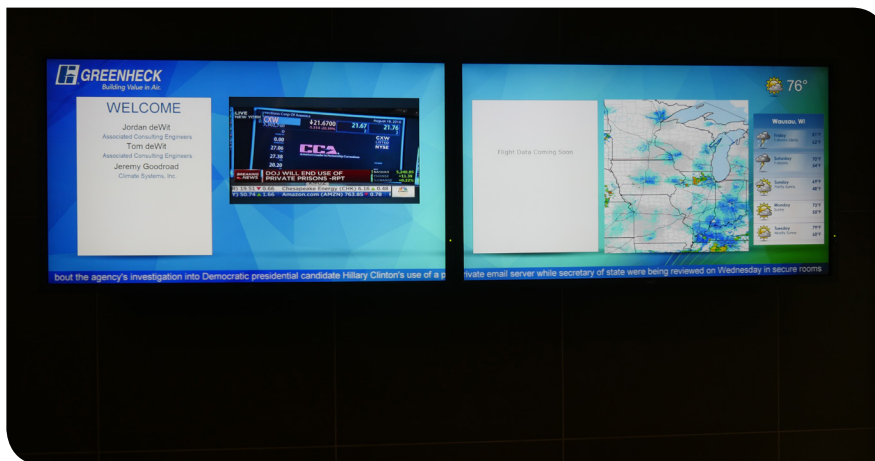
# TECHNOLOGY BLOWING AWAY THE COMPETITION





## CHALLENGE

Greenheck Fan Corporation is a worldwide leading manufacture of air-movement and control equipment. The functionality of Greenheck's products is to move air in, out and around a building. Many of their products can typically be found behind walls, in ductwork or on the roofs of hospitals, office buildings, hotels, shopping malls, restaurants, schools, industrial plants and other commercial buildings.



Since Greenheck has a wide breath of products, they needed a space that would truly showcase the capabilities their products have. Their Education Center was the perfect place to do this, but it needed to be revamped. Eric Pond, technical services manager of Greenheck, enlisted the help of AVI Systems' Shannon O'Reilly, regional sales manager, and David Elfers, DMG design engineer to help make this project a reality.

## EDUCATION CENTER - MAIN PAGE







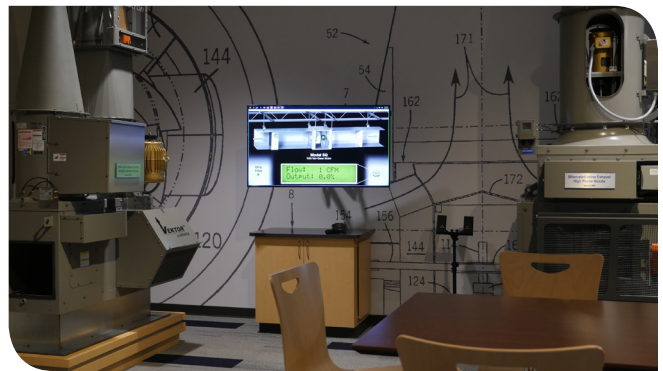
There was one major requirement that Elfers and O'Reilly had to meet, "make the technology seamless – we wanted the space to be about Greenheck and the product – not the technology. Easy-to-use technology and a similar interface for the multiple presenters and never have the system to be a crutch to those using it," says Pond. With that in mind, the AVI team was up for the challenge.

## SOLUTION

Prior to the Education Center remodel, "we had to tour our customers through multiple buildings to show specific things. Now have one specific building that is designed to show product and has the amenities customers expect and we can bring our experts in from different areas on campus to talk about the product," explained Pond.



Eric and his team took the remodel as an opportunity to give each product a dedicated space to highlight their capabilities as if they were installed into their natural environment.



The Education Center is used for Greenheck's staff to give tours, product demonstrations, and trainings for distributors, dealers, customers, and potential customers. One of the main requirements for this space was that it needed to provide a "wow" factor, showcasing that Greenheck is much more than just a fan company. That's where the technology came into play.

There were five product call-out spaces: The KVS (Kitchen Ventilation System) area, the Tap World area, Fan World area, Damper World, and the Louver World. Each call-out space had varying technology needs depending on the product type. Call out spaces were equipped with three to five 55-inch Samsung wall-mounted displays and a dedicated PC (or Wireless adapters.)



Each space has real-time data and information pertaining to the product being shown on the space's display. There were a total of 25 Scala Enterprise Content Manager Systems installed throughout the Education Center. With AVI's custom programing and Scala's content managers, Greenheck is able to monitor, update and control what content is being shared on the displays.



Presenters are able to walk around to each call-out station and use Microsoft Surface Tablets to control and present PowerPoint slides, videos or any other pertinent electronic information.

In addition to the call-out areas, O'Reilly and Pond worked on the History Center. When clients enter into this room they are greeted with an 80-inch LCD Sharp display and two JBL speakers.

Through a movie theater experience, viewers are able to watch a video timeline of 69 years of success from Greenheck. With Crestron's CNX control panel the presenters are to power on and off the display, select sources and adjust room volume.

“We were fortunate enough to find AVI – a company with the experience to make this real and build the system we needed.”

“We were fortunate enough to find AVI – a company with the experience to make this real and build the system we needed – plus the employees are great to work with; very dedicated people. They came in and installed everything on schedule and on budget,” says Pond.

