



Case Study | ICL Performance Products

AVI HELPS ICL ACHIEVE GLOBAL CONNECTIVITY





CHALLENGE

Once ICL Performance Products decided it was time to expand its Food Specialties Center, the global manufacturer realized it was going to need a technology update as well.

ICL is a manufacturer of functional ingredients for the food industry, as well as a wide variety of industrial and fire safety products. The company is a global leader in phosphate-based engineering and production.

The company's reach extends around the world with manufacturing sites, sales centers, and additional spaces. This made it even more crucial to have audiovisual (AV) solutions working in a way that's going to meet contemporary demands and expectations.

Before expanding, ICL's center boasted a basic AV setup – a pull-down screen and a ceiling-mounted structure – which left them lagging behind.

ICL wanted responsive support on AV matters. The company needed a more interactive solution to engage its clients and create an environment of seamless communication. And at the same time, the solutions needed to be easy to use so employees could adopt them without hassle.

“Having the technology to being too cumbersome for people to use, and not use it, that was a big fear,” said Vince Machen, facilities coordinator at ICL.

Among ICL's goals for the new space was to have rooms for customer demos, featuring technology that left a lasting impression. To do this, Machen needed to find AV solutions that were going to hit the mark and bring this manufacturer up to speed.

This project was going to overhaul a great deal of the new center's space, including the lobby, conference and huddle

HIGHLIGHTS

- **A GLOBAL MANUFACTURER NEEDED CONTEMPORARY TECHNOLOGY SOLUTIONS THAT ARE FLEXIBLE ENOUGH FOR LARGE-SCALE COLLABORATION AND IMPROMPTU MEETINGS.**
- **ICL WANTED TO HOST DEMOS FOR CUSTOMERS IN A MODERN SPACE, WITH ADVANCED TECHNOLOGY SOLUTIONS.**
- **NEEDED: EASY-TO-USE TECHNOLOGY FOR SEAMLESS EMPLOYEE ADOPTION.**





rooms, and a test kitchen. Machen looked to AVI Systems as the ideal technology integrator.

SOLUTION

Alex Thompson, project developer at AVI Systems, took the initiative on getting this overhaul started.

After multiple discussions with ICL, Thompson determined that a Pro Design agreement – the second step in [AVI's Proven Process](#) – would be fitting for the company's needs and wants.

Thompson provided ICL with detailed floor plans, featuring drawings and visual renderings from AVI's engineers, including CAD (computer-aided design) elevations and signal flows. From there, milestones and long-term goals were set, helping the project take off smoothly while preparing for an easy landing.



The Food Specialty Center is divisible, breaking into two rooms – a bigger and a smaller.

One of the main driving forces behind the overhaul was for a customer to walk into the building and navigate it with ease.

AVI's solution was to create and implement a digital signage strategy that would help guide customers to where they needed to go. A 60-inch display was installed, so that when entering the reception area, customers could pull up a map of the building. ICL can also update this content at any time.

Moving along, the construction included a large divisible space, two additional conference rooms, and two huddle rooms.

The divisible space – which can be broken into one large conference room, a huddle space and a test kitchen – needed to be outfitted as a versatile meeting space, with wireless and content sharing capabilities. The entire space is controlled by a master controller, which users can use to select from different commands to adapt the room to their desired function – like a video conference, executive meeting or client presentation.



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The divisible space combines to facilitate larger scale collaboration at the Food Specialty Center.

Of the divisible spaces, the large conference room was given a 90-inch display, so that presenters could share content in a clear way. To complement this, Barco's ClickShare device was installed for wireless connectivity.

A similar setup was installed in the huddle space. A 70-inch display was put in, paired with another ClickShare.

Both rooms featured the same audio installation and now operate using an 8-inch display. AVI put in four ceiling microphones, with eight ceiling speakers for clear, level and uniform audio throughout the space.

What's important about these features is how easily adopted they are by ICL employees. Technology isn't supposed to drag meetings out or delay them because of difficulties getting it started and keeping it going.

"With the way things were implemented, utilizing touch screens and [the] easy-to-use Barco ClickShare, I've had no complaints from

anyone in my building," Machen said. The same mentality went into the rest of the building.

AVI installed 60-inch displays in the smaller conference rooms, sporting LED displays from Sharp. Huddle spaces, meant for flash meetings and impromptu standups, were given 50-inch, 4K Ultra SmartTVs, and were also set up with a ClickShare.

After finishing installations in the conference and huddle room areas, the test kitchen was still on the checklist.

The kitchen is used as a demonstration lab, where customers and employees alike enter the space and use it to showcase product applications. This makes the multifaceted space different than the rest of the collaboration areas. Vaddio's RoboSHOT cameras - which can pan, tilt and zoom - allow lab technicians to record and share their lab work with others, including via video conferencing.



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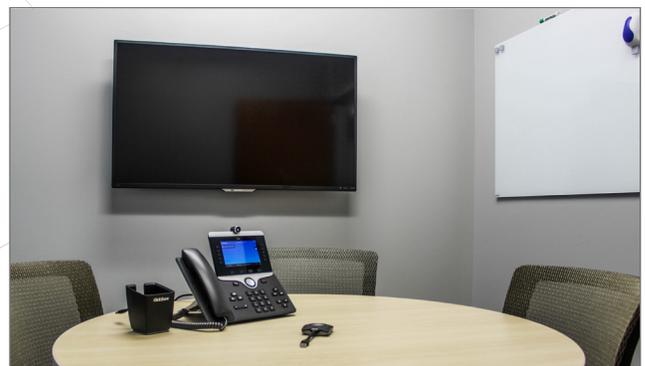
The Food Specialty Center includes a test kitchen, where ICL employees can record and broadcast their lab session via video conferencing, and more.

Two ceiling microphones and six speakers were put in, and the kitchen operated using the same system as the conference rooms, with a slightly smaller display at just under 6 inches.

After these installations were put in place, this overhaul made international video conferencing and clear communication not only a possibility, but an easy experience for each employee who works in these spaces on a daily basis - something that a manufacturer of this size needs in order to continue sustaining its presence and impact on the world.



The Food Specialty Center's divisible space operates using Creston Control Systems.



A breakout space was designated for impromptu, small-scale meetings.