



A simple conversation.

Sometimes web conferencing with a mob of employees gathered around a laptop doesn't cut it in the business world. Theatrical advertising company LCA Partners faced this inconvenience and requested the services of Profound Technologies. Profound's CTO Brett Fisher oversaw the project and now describes this specific situation: "LCA creates advertising videos for Broadway shows and they needed to find a fluid way of bringing customers in and showing what they are capable of doing for them. They wanted a professional web conferencing solution to demonstrate their creations."

Before Profound stepped in, LCA hadn't settled on the exact approach for their video conferencing solution. IT Infrastructure Manager Josh Bower is excited about the relationship they have with Profound: "Our parent company CMP (Comm Media Partners) has happily worked with Profound in the past and trusts them with critical projects. Because of Profound's previous success, CMP referred them to us. I do not regret that decision."

LCA was right to trust Profound with their new web conferencing project. Brett explains why: "Other companies look at a singular approach to solving a problem and try to merely satisfy the requirements. Their technology will often times have a subpar performance and will eventually fail. We keep in mind the comprehensive room experience and integrate all of the different systems -- the microphones, speakers, television, camera, you name it! When they are all united together the result will be a room working exactly the way you need it to."

This is exactly what happened.

Profound came in and integrated a multitude of technologies in one larger conference room. Brett says that they "provided LCA with everything they needed." He explains further:

"The touch panel is essential to conference rooms; it turns on display, controls the pan-tilt-zoom of the high-end camera and is extremely easy to use. We installed a high-quality sound system with mics built into the tables with precision pickup as well as high-end speakers. The DSP (digital signal processor) provided allows them to tune mics and speakers so that there isn't any feedback or echo. We are experienced at programming the Crestron control system and touch panel to meet the desired functions, so these conference rooms were exactly what LCA needed."

Josh couldn't agree more. He is very excited about the new updates: "Everything looks nice and neat because we don't have a mess of wires anymore. The equipment looks fantastic too! All of my employees couldn't stop raving about how incredible the user interface is. Profound's system is reliable, high-quality, easy to use, and will be manageable in the future. We couldn't have asked for anything better." He recalls the most remarkable part: "My favorite component of the project is the video wall they installed. We are all about big first impressions, so it is amazing to have this

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CTO

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huge 14'x4' screen full of visuals wowing our clients as they walk in our office.”

It is clear that Josh is not the only one happy with the project. Brett admits that the technology is fantastic, but he also focuses on the effectiveness and timeliness of their work: “It is important to make sure that when our projects are done, everything works perfectly, the rooms look nice, and we are on time. We attempt to take deadlines more seriously than our customers do and don’t want to disappoint our clients. Now that this project is completed, we want to make sure our services are available to support any potential issues that could arise.”

This project between LCA and ProFound may be finished, but this advertising business is constantly using their new conference rooms. “We aren’t able to add any more rooms in the current space because we already updated every room,” Brett explains the unique situation further. “However, every single room is used daily and that video wall we installed will be another constant reminder of their successful deal with ProFound Technologies.”

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