



Case Study

Zoom Updates for Investment Firm

Arelllo Investments faced a significant challenge as they sought to integrate Lutron shade controls into their CEO's office Zoom Advanced Controls page. Overcoming networking and physical wiring obstacles was crucial to ensuring a flawless user experience. To tackle this complex task, the firm turned to Profound Technologies, a trusted expert in programming, physical installation, and the seamless integration of diverse technologies. Recognizing the need for a streamlined solution, the firm aimed to seamlessly connect Lutron shade controls to the Zoom Advanced Controls page while avoiding disruptions to their existing network infrastructure.

The CEO's office had specific wiring constraints that made the installation and integration process more challenging. These obstacles needed to be addressed to ensure a smooth integration of the shade controls, maintaining the office's aesthetics while providing the desired functionality. The client expressed how impressed they were with Profound's skills: "We chose Profound to tackle the integration challenge due to their proven expertise in programming and physical installation."

Profound devised a unique solution that combined their programming prowess, physical installation skills, and a specially designed hardware interface to facilitate seamless communication of the shade control command string.

To achieve seamless integration, Profound started by conducting a thorough analysis of the CEO's office layout, existing network infrastructure, and wiring specifications. This assessment helped them devise an integration plan that would address the specific challenges faced by the firm. Profound worked closely with the building facility manager to resolve the wiring issues and ensure that the integration would not disrupt the office's functionality or aesthetics. This collaboration enabled a smooth installation process and guaranteed that the solution adhered to the office's requirements.

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“Profound, according to our client, developed a customized integration solution that seamlessly combined the Lutron shade controls with the Zoom Advanced Controls page. Their team of expert programmers worked diligently to program the necessary commands and interfaces, resulting in an exceptional user experience.” The hardware interface they designed

*Pseudonyms have been given to protect the privacy of persons and organizations.



acted as a bridge between the shade controls and the Zoom platform, facilitating smooth communication.

The collaboration between Arello Investments and Profound resulted in a successful integration of Lutron shade controls into the Zoom Advanced Controls page, transforming the CEO's office into a technologically advanced and user-friendly environment. The CEO's office now features a simplified and intuitive interface with a dedicated "shades" button on the Zoom panel. This enables easy and convenient control of the shades, enhancing the user experience and adding a touch of automation to the workspace.

The industry expressed their satisfaction with Profound's services, emphasizing the quality of their technicians and their effective communication throughout the project. The successful integration exceeded their expectations, ensuring that their investment in the solution was worthwhile. The industry acknowledges the value brought by Profound's expertise and commitment to staying at the forefront of technology trends. "In light of our successful collaboration, we're eager to maintain our ongoing relationship for future endeavors. These upcoming projects involve the integration of advanced solutions from industry leaders like Poly, Neat, Logitech, and Crestron Intelligent Video systems," says Kevin Busza, COO of Profound Technologies. The collaboration aims to establish new meeting room standards that foster improved collaboration across the organization.

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