



Case Study

West Brandywine Township

West Brandywine Township faced the challenge of modernizing their Town Hall Room to serve as a versatile hybrid meeting space for planning sessions, board meetings, and various gatherings. This transformation needed to harmoniously integrate advanced audio visual technology while preserving the room's aesthetic appeal. The primary objective was to create a tailored, user-friendly meeting control system that would empower anyone to effortlessly initiate and manage meetings. In this exploration, we delve into the collaborative endeavors between West Brandywine and Profound Technologies to bring about an innovative meeting space solution.

Recognizing the need for specialized expertise in audio visual technology, West Brandywine established a partnership with Profound Technologies, renowned for its proficiency in AV integration and unwavering commitment to client satisfaction. This partnership was built on a foundation of trust, with West Brandywine entrusting Profound's technical expertise to bring their vision of a versatile and user-friendly meeting environment to life.

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Profound Technologies proposed a comprehensive solution that seamlessly integrated advanced audio visual technology into the Town Hall Room. This encompassed several key components, including the installation of three strategically placed displays—an 80" 4K display mounted on a rolling cart with the equipment rack, a 98" display wall mounted on the side wall, and a 65" display on a mobile cart for added viewing flexibility. The audio enhancement consisted of eight wired microphones and one wireless handheld microphone to support local presentations and video web conferencing. Eight ceiling wall-mounted speakers were integrated to ensure proper room amplification for an immersive audio experience.

For content sharing, users were equipped with the ability to connect via HDMI for seamless content distribution to the system. Furthermore, they could effortlessly share wirelessly using the Zoom App, Zoom URL, and Apple Airplay, catering to various meeting platforms, including Zoom, Microsoft Teams, and others. The video conferencing setup featured three PTZ cameras placed strategically to capture the live audience, the board, and documents, facilitating dynamic video/web conferencing experiences. To streamline control, the room featured a simplified experience



through a single-touch interface hardwired to the equipment rack, complemented by an iPad that mirrored the room controller, offering wireless control for added convenience. Lastly, four Low Profile Confidence Monitors were evenly positioned across the board table to enhance visibility for all meeting participants.

The collaboration between West Brandywine and Profound Technologies resulted in a successful transformation of the Town Hall Room into a cutting-edge hybrid meeting space. The installation of advanced audio visual technology, combined with an intuitive control system, has empowered West Brandywine to conduct planning meetings, board meetings, and other events seamlessly and efficiently. Client stated, "As West Brandywine Township expresses its satisfaction with the choice of Profound as its A/V partner, this project underscores Profound Technologies' dedication to delivering innovative AV solutions that meet the evolving needs of their clients. As we continue to grow and adapt, the potential for future collaboration with Profound Technologies remains, ensuring that their AV infrastructure remains at the forefront of technology."