



Unknowns become known in BSI Live Studio

Project Title: BSI Live Design Studio

Location: Waukesha, WI

Year: 2020

**Duration: Design: 3 weeks
Programming: 2 days
Installation: 2 days**



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The Needs

- **Interactive & collaborative space**
- **ICE & CET software sharing capabilities**

BSI and SMART SPACES needed a space that would allow customers to directly participate (physically or virtually) in the design process. The space had to have the technology capability to interface with sophisticated software such as ICE and CET. These programs allow users to view a design in multiple dimensions and make real-time changes.

Victor Hernandez, SMART SPACES' President, stated, "The BSI and SMART SPACES design teams needed a space where we could bring clients in with confidence and display the designs in 3D in a clean and seamless manner. When clients can see the design, including finishes and fabrics, in multiple dimensions and can make changes to the design and see them instantly, it takes all of the unknowns and makes them known. It really makes the process collaborative and elevates the client investment."

In addition to the software capabilities, the room also needed the flexibility to morph into other uses. Justin Gauthier, SMART SPACES' Senior Systems Engineer, explains that the same principles that apply to designing spaces for clients applied to the Live Design Studio. "With SMART SPACES it's all about getting the most from a space. Because our customers aren't here all the time, and it's one of the biggest spaces in the building, the room had to have the flexibility to serve other purposes."



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The Features

- **Acoustic Panels**
- **Microphones**
- **Cameras**
- **130" direct-lit display**
- **98" displays**
- **DIRTT wall**
- **Flexible hook-ups**

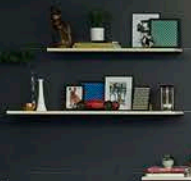
The BSI Live Design Studio incorporates a multitude of solutions typically used in SMART SPACES' designs. Because the room was designed with in-room and outside-room participants in mind, audio quality was very important. Acoustic panels and multiple array microphones were placed strategically around the room creating outstanding audio quality. Similarly, the room contains multiple cameras so no matter where someone is standing or sitting that person can be viewed prominently onscreen.

And speaking of screens, that is another "Wow factor" of the Live Design Studio. For client presentations, the room features a 138" direct-lit display along with two-98" displays. These displays ensure that everyone participating has a clear, unobstructed view. The room comes together with the integration of DIRTT Wall, a personalized, prefab solution. DIRTT Wall is designed, manufactured and installed as a complete solution, storing all technology within the wall itself. The final product is a seamless, flush mounted, elegant display that allows for quick updates as your needs change.

The Live Design Center was also engineered to foster collaboration and team presentation. The space includes multiple flexible hook-ups should a presenter want to present from their own device. The technology allows users to seamlessly present from multiple sources separately or at once. And because SMART SPACES emphasizes standardization of control and simplicity, the interface is the same as all other areas in the building and was built for easy, intuitive use.



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The Benefits

- **Efficiency**
- **Improvement of speed to market**
- **Flexibility to accommodate future updates**

The SMART SPACES Live Design Center has been deemed an incredible success. According to Hernandez, “It really is a room people can be proud of.” He elaborates that the room is truly fulfilling its purpose because in it, clients really get to know exactly what their future space will look like. “When they leave, they literally have no questions,” he says. “And that is an extremely efficient and smart use of a client’s time.”

And as far as flexibility goes, Roger Harteau, SMART SPACES’ AV Technician, who worked on the Live Design Studio installation, vouches that the room is really impressive. “The space can accommodate it all. It really can be reconfigured on the fly.” He states that should there be any future changes to software or technology, it is so much easier to change the space than conventional construction. “It’s all built right in, so updates are easy. That’s an extreme advantage to a smart space.