

PLAY AI TECHNOLOGIES ELEVATES WORKPLACE COLLABORATION THROUGH COMPREHENSIVE AV TRANSFORMATION

Delivering Future-Ready Solutions to One of the Leading Office Rooms in India



Play AI Technologies integrate cafeteria zones of the facility with digital signage displays, signage media players, and advanced AV signal management systems

One of the global leaders in the manufacturing sector embarked on a transformative initiative to modernise its workplace communication and collaboration infrastructure at one of

its flagship regional offices. The facility, spread across multiple high-rise floors, serves as a core hub for cross-functional operations, leadership meetings, employee training and client interactions.

Play AI Technologies, one of the leading systems integrators in India, recently accomplished an integration of corporate office rooms in India, covering its expansive halls from executive boardrooms and leadership zones, training facilities to VC-enabled meeting rooms, and cafeteria zones. Focusing on excellent AV infrastructure of the entire facility, the systems integrator took every step to ensure high-end technologies are integrated to offer end-to-end pro AV modernisation for cross-functional workplace. This AV-ICN Expo Magazine's feature shares the integration story in brief.

As hybrid work becomes the norm and employee experience takes centre stage, the organisation recognised that legacy AV infrastructure was no longer sufficient. A cutting-edge overhaul was needed — one that could deliver seamless video conferencing, intuitive room control, scalable audio-visual deployments and effortless wireless presentations across all meeting zones.

The project was envisioned not as a standalone upgrade, but as a strategic digital transformation of the workplace, aligning with the company's global standards for collaboration, connectivity and operational efficiency.

WHY WAS PLAY AI TECHNOLOGIES ENGAGED?

The client needed a deployment partner that could match their vision — an end-to-end AV integrator with the ability to deliver consistency across dozens of diverse spaces — each with different functional requirements and user groups.

The scope called for:

- Enterprise-grade AV solutions across training rooms, boardrooms, leadership suites, huddle rooms, and open collaboration zones.
- Seamless integration with wireless presentation systems to support BYOD workflows.
- Unified room control platforms for easy user interaction across rooms of varying sizes.
- High-performance audio distribution systems with ceiling speaker arrays and voice-lift microphones. Robust

AV-over-IP infrastructure for signal transmission, network security and system expansion.

What made the project unique was the sheer diversity of use cases — each space demanded a tailored solution, yet all needed to be unified under a standardised, user-friendly experience.

The deployment spanned across four strategic floors from 18th to 22nd with over 50 AV-enabled spaces, including large and small meeting rooms, BYOD-enabled VC rooms, boardrooms with advanced AV switchers and DSPs, dual training halls with full-scale AV coverage, cafeteria and arrival areas with digital signage and public display systems, executive leadership rooms with premium video conferencing and presentation tools, and reception areas enhanced with immersive holographic displays. Every room was meticulously designed and equipped with the right blend of hardware, software and user interface technologies, delivering a premium, consistent experience at every touchpoint.

TRANSFORMING THE SPACE WITH CUTTING-EDGE AV SOLUTIONS

Executive Boardrooms & Leadership Zones

These high-impact executive suites were meticulously designed to support business-critical meetings and high-stakes collaboration. Each room is equipped with ultra-large UHD displays, reaching up to 110 inches, to deliver sharp, immersive visuals that command attention. All-in-one video conferencing bars with beamform-

ing microphones and camera auto-framing ensure every voice is captured and every face is seen with clarity, creating a natural and inclusive meeting experience. Wireless casting units enable seamless, cable-free presentations, while touch-based room controllers, occupancy sensors and status indicators streamline usability and room management.

VC-Enabled Meeting & Huddle Rooms

These rooms were standardised to deliver a consistent and user-friendly meeting experience across the board. Each space features mid-sized UHD displays ranging from 42 to 65 inches, providing crisp visuals suitable for a variety of collaborative tasks. All-in-one video bars integrate microphones, speakers and cameras into a single, compact unit, ensuring high-quality audio and video with minimal clutter. Cable cubbies equipped with USB-C, HDMI and RJ45 ports offer versatile wired connectivity, while wireless display adapters enable effortless laptop casting without the need for cables.

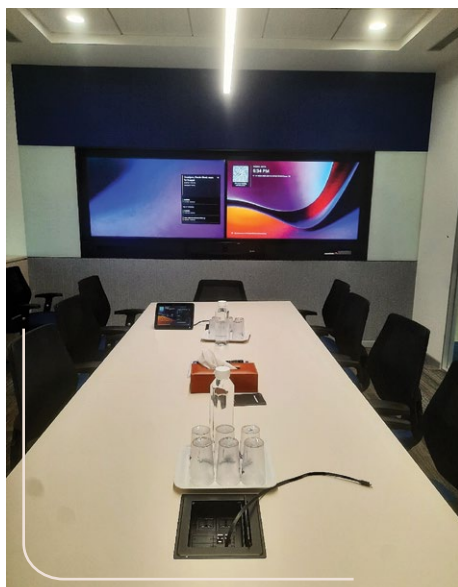
Arrival, Collaboration and Cafeteria Zones

Shared spaces throughout the facility were enhanced with digital signage displays, signage media players and advanced AV signal management systems, turning traditionally passive areas into dynamic communication zones. Public-facing zones now showcase welcome messages, company updates and real-time data, reinforcing brand presence and keeping both visitors and staff informed. In the cafeteria, digital menu boards and information screens improve the employee experience with clear, engaging content. Collaboration corners are equipped with UHD displays and wireless casting capabilities, enabling quick, impromptu team syncs without the need for formal bookings.

At reception, holographic displays add a futuristic touch, creating a bold and memorable first impression. These non-meeting spaces now serve a strategic role in internal branding, employee communication and visitor engagement, making every area of the workplace smarter and more impactful.

Training Facilities with Scalable AV

Two expansive training halls on the 19th floor have been transformed into state-of-the-art smart learning environments, perfectly suited for hosting workshops, induction programs and global



Meeting room and huddle rooms are integrated with mid-sized UHD displays ranging from 42 to 65 inches, all-in-one videobars, wall-mounted control panels, and more

training sessions. These dynamic spaces are equipped with high-lumen laser projectors paired with motorized projection screens to ensure bright, crisp visuals regardless of ambient light. Ceiling-mounted loudspeakers provide uniform audio coverage throughout the halls, while a versatile wireless microphone system — featuring handheld, lapel and gooseneck options — caters to different presentation styles.

AI-powered auto-tracking cameras always keep presenters in focus, enhancing both in-room engagement and remote viewing experiences. The integration of IP-based signal extenders and AV-over-IP encoders/decoders ensures seamless connectivity, while video recording, content casting and HDMI switching offer multi-source flexibility.

CHALLENGES FACED WITH MULTI-ZONE COMPLEXITY

Every floor, every room, and every zone had its own function, user type and design challenges. Coordinating installations across 50+ areas required agile project management and day-to-day coordination with construction, IT, and operations.

Diverse hardware and UX requirements: The solution had to be simple for first-time users, yet powerful enough to support AV professionals and leadership teams. The team needed to unify displays, cameras, microphones, control systems and wireless tools under a single, intuitive control interface.

Network load and cybersecurity: Given the number of AV-over-IP devices and wireless endpoints, a significant effort was made to secure network traffic, configure VLANs, allocate bandwidth and ensure encrypted content delivery across zones.

OVERCOMING CHALLENGES

Centralised design, local customisation: The systems integrator created a master AV architecture to ensure standardisation, then customised layouts and hardware to

INVENTORY LIST:

- LG New 50" 50UR801C0SB, 65" UHD 65UR640S 9TD, and 55" Diagonal, 4K UHD Professional Display
- Kramer Cable cubby with one USB C retractable cable
- POLY Studio R 30 and POLY X 50, TC8 New
- KORDZ 5 MTR HDMI cable
- Logitech Rally Bar – All-In-One Video Bar
- Crestron AirMedia Receiver 3200 and Airmedia Wireless Presentation Unit
- Panasonic 55" Diagonal, 4K UHD Professional Display
- Lightware VINX-110AP-HDMIDEC AV-Over-IP Scaling Multimedia Extender
- Brightsign Signage Device
- BIAMP REVMP4240T 2 Channel 240W Power Amplifier and CM60DTD 2-way 6.5" Ceiling Loudspeaker
- Sony VPL-PHZ51 5300-Lumen WUXGA Laser 3LCD Projector
- Elite DW120NXD3-E12 ARL Motorised Projection Screen 120"
- Lumens VC-TR40 AI Auto-Tracking Camera
- Inogeni SHARE2 Mix 2 HDMI/DVI cameras to USB 3.0 Converter
- Sennheiser SL Handheld 865DW Wireless Handheld Mic and TCC2 Ceiling Mounted array Microphone

suit individual room needs — ensuring both consistency and functionality.

Pre-configured, user-centric interfaces: All systems were delivered with touch-panel interfaces, auto-launch conferencing modes, plug-and-play cubbies, scheduled

meeting automation, and QR-code-based wireless casting guides.

Proactive training and documentation: Custom user manuals, in-person walk-throughs and post-deployment training sessions were conducted to empower employees to operate the systems confidently, with minimal IT support.

Network collaboration with IT: From switch configuration to static IP mapping and PoE provisioning, Play AI Technologies worked closely with IT teams to onboard every AV device securely and ensure high system uptime.

THE RESULTS

Operational efficiency: Meeting rooms are now launched and controlled in seconds, reducing meeting prep time and tech friction.

Enhanced training capabilities: Trainers now conduct interactive, multi-format sessions with clear audio, visuals, and hybrid participation.

Visitors experience uplift: Arrival zones and reception displays now reflect a modern, tech-forward workplace culture.

User empowerment: Teams no longer depend on IT for basic AV needs. Rooms run themselves.

Scalability secured: The deployment is modular — ready to add new rooms, floors or buildings with plug-and-play efficiency.

IT workload reduced: Standardised setups and training led to a major drop in IT support tickets related to AV issues.

CONCLUSION

This project stands as a benchmark for large-scale AV transformation in the modern enterprise. By aligning technology with user needs and organisational goals, Play AI Technologies didn't just install devices — the team engineered smarter collaboration, immersive learning and elevated employee engagement across every floor. This wasn't a tech upgrade. It was a reinvention of workplace communication—at scale, with style and built for the future.

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