

SYSTEMS INTEGRATOR: EXPERIENCE CENTRE

Solutions India Systems Pvt. Ltd. (SISPL) exclusively shares this case study with AV-ICN Expo Magazine, highlighting the design and integration of a high-performance Experience Centre for an Australian engineering and professional services company with expertise in energy, chemicals, resources, and complex process industries. Executed at the client's Mumbai headquarters, the project showcases how thoughtfully integrated pro AV can elevate collaboration, technical storytelling, and decision-making for complex, process-driven industries.



GLOBAL DESIGN INTENT, LOCAL EXECUTION: SISPL'S PRO AV INTEGRATION FOR A GLOBAL ENERGY & PROCESS ORGANISATION IN INDIA

Solutions India Systems Pvt. Ltd. (SISPL) was engaged by an Australian engineering and professional services company with a global footprint, known for delivering consulting and project execution expertise to the energy, chemicals, resources, and complex process industries. The organisation wanted to develop a premium

Experience Centre at its corporate headquarters in Mumbai, aligned with their Navi Mumbai office at GigaPlex. The space was designed to serve both visiting clients and global internal teams including the Advanced Design Lab (ADL), R&D, Corporate Communications, PR, and leadership stakeholders for collaboration, trainings, presentations, and design reviews.

UNDERSTANDING THE CLIENT'S BRIEF

The Experience Centre was required to support high-precision technical presentations, cross-department collaboration, training sessions with reinforcement displays, Teams/Zoom video conferencing, seamless wired and wireless presentations, and tools for annotation and whiteboard-



SISPL delivers a future-ready platform supporting multi-content matrix display, seamless wired and wireless collaboration, and enterprise-grade video conferencing at the company's Mumbai headquarters

was two-way integration between the Experience Center and the adjacent ADL, enabling seamless content sharing across both spaces.

KEY COMPONENTS INSTALLED

The solution was delivered using globally trusted enterprise technologies – LG for the Active LED display, Crestron for wireless presentation, Teams integration and control, and the HARMAN ecosystem for audio infrastructure.

Key components:

- Crestron AM3-111-I KIT
- Crestron CP4
- Crestron UC-C100-T
- Audio-Technica ATDM DSP
- Lumens VC-TR40 auto-tracking camera
- DIN-4DIMFLV4 dimmer module
- DIN-8SW8-I relay control for motorised blinds
- Reinforcement displays
- Ceiling subwoofers
- Wireless microphones

CLIENT FEEDBACK

Post handover, the client shared positive feedback via email, highlighting the Experience Centre's usability across departments, integration quality, and SISPL's ability to deliver a global-standard solution within the approved commercial and timeline framework.

UNIQUE HIGHLIGHTS OF THE PROJECT

This project stands out as one of the earliest high-value Experience Centre deployments of its kind in India for such a specialised global consulting organisation. The final outcome delivered a future-ready platform supporting multi-content matrix display, seamless wired and wireless collaboration, enterprise-grade video conferencing, two-way ADL integration, and audio performance suited for both speech and music.

CONCLUSION

Through detailed site audits, cross-functional requirement reviews, and a globally aligned AV design, SISPL delivered a premium Experience Centre that meets global standards, supports multiple use cases seamlessly, and was executed successfully within site compliance, budget, and timeline requirements.

ing. The audio system had to be optimised for speech clarity while also being capable of music playback, and the overall solution needed to align with global brand standards within an approved commercial budget.

SITE RECCE, AUDIT & FEASIBILITY ASSESSMENT

SISPL conducted multiple site surveys and stakeholder brief reviews to capture requirements and validate feasibility. Since the project was executed in an existing facility, a detailed audit was carried out to ensure all proposed elements were physically installable. SEZ compliance and municipal restrictions limited modifications to ceilings, walls, and flooring, making careful integration essential.

CHALLENGES FACED & HOW THEY WERE SOLVED

A key challenge was achieving premium performance within the

constraints of a retrofit site. The client required a distortion-free LED display experience for high-detail vectors and technical visuals, making pixel mapping and resolution alignment critical. They also needed a consistent workflow across hardwired presentations, wireless sharing, and video conferencing, which SISPL delivered through unified switching, routing, and scaling. Since ceiling microphones were not feasible, SISPL implemented a flexible microphone strategy using head-worn, lapel, and handheld microphones.

AV DESIGN OVERVIEW

The Experience Center was built around a 162" Active LED Display with 1.2mm pixel pitch, supported by a multi-window processor capable of displaying up to four sources simultaneously. The system included four wireless presentation systems, reinforcement displays, enterprise-grade Teams and Zoom readiness, and a professional auto-tracking camera. A key feature



The Experience Centre supports high-precision technical presentations, collaborations, training sessions, and more