

Case Study: NOAA Conference Room Modernization



BACKGROUND

The National Oceanic and Atmospheric Administration (NOAA) relies on its conference rooms for high-stakes collaboration, including use as communication hubs during satellite launches. However, outdated technology limited presentation effectiveness and undermined the agency's ability to communicate with authority on a global stage.

OBJECTIVE

Create a reliable, easy-to-use conferencing environment that delivers:

- Seamless in-person and hybrid collaboration
- Clear, room-wide audio and high-quality video
- Simple, intuitive operation for all users
- Long-term performance with minimal maintenance and obsolescence

SOLUTION

Productive AV delivered standardized, future-ready conference rooms designed for performance and ease of use:

- **Intuitive Collaboration Tools:** Interactive displays and wireless content sharing eliminate setup time and enable fast, seamless presentations
- **Clear, Consistent Audio:** Ceiling microphone arrays capture voices across the room—removing the need for speakerphones, cables, and clutter
- **Reliable Video & Conferencing:** High-quality cameras and integrated systems ensure every participant is clearly seen and heard
- **Centralized Control:** Custom touchscreen interfaces simplify room operation, allowing meetings to start quickly and run smoothly
- **Future-Proofed Systems:** Remote updates and preventive maintenance reduce downtime, extend system life, and minimize ongoing support needs

The result is a set of modern conference rooms that support confident communication, streamline collaboration, and remain reliable during both everyday meetings and mission-critical events



"Our favorite part of the solution... is the elimination of speaker phones and associated cables."

Ian Yankosky.
FMB Branch Chief

TECHNOLOGY-AT-A-GLANCE

- **Panasonic** UHD Displays
- **Promethean** ActivPanel Interactive Displays
- **Barco** ClickShare Wireless Presentation
- **Crestron** Control Systems
- **Vaddio** RoboSHOT Cameras
- **Shure** Ceiling Microphone Array & Wireless Systems
- Custom Branded Acoustic Panels the Enhance Clarity and Aesthetics
- **Preventive** Maintenance & Support

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Conference Room Overview

Modernized spaces support seamless collaboration—whether coordinating internal teams or leading high-visibility discussions.



Interactive Display

Real-time annotation and content sharing improve engagement and collaboration across in-person and remote participants.

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Control Interface

Centralized, intuitive controls eliminate technical friction—so meetings start on time and stay focused.