

## Extron Collaborates with Twitch to Enable Interactive Meetings of the Mind at Twitch HQ 2.0

“We chose to work with Extron because they embody our Mission and Values here at Twitch to empower communities to create together. We know through collaborative efforts with them that Extron is a community, truly working hard to create solutions that work for us.”

Kevin Little  
AV Support Engineer at Twitch

### Challenges

Twitch provides a platform for millions of people to come together live every day to chat, interact, and make their own entertainment. The project for their new east coast headquarters, referred to as HQ 2.0, in New York, included seven meeting spaces. The executive boardroom and the All-Hands event space required similar AV capabilities, with high-performance switching and distribution with overflow support. Each Type 2, or medium-sized, conference room needed a seamless presentation system that supported wired and wireless devices. System control had to be powerful, yet easy to use. Also, Twitch required a way to monitor and manage the installation from a remote location.

### Blended Communities Result in Collaboration Perfected

Twitch AV, the company's support team, orchestrated a series of proof-of-concept solutions from many different providers. They were looking for an integrator and an AV manufacturer that embodied their values and had the right solutions. Twitch chose integration firm Diversified and Extron.

Each room includes an Extron DTP® presentation system, a sound system enhanced by the powerful DMP 128 audio processor with



The 3x3 videowall in the All-Hands event space is supported by an Extron DTP CrossPoint 108 4K 10x8 presentation matrix switcher with built-in 4K scaling capabilities.



The 3x3 videowall can be controlled using the Extron TLP Pro 1025M 10" TouchLink® Pro touchpanel mounted on the wall.



Conference rooms include an Extron OCS 100C occupancy sensor in the ceiling. It works with the control system, automating room functions such as turning on the lights and display when someone enters the room.

SF 26PT pendant speakers, and system control using Pro Series products. An Extron NAV® Pro AV over IP system facilitates overflow.

Together, the three entities created innovative and intuitive AV systems that blended with the carefully crafted HQ 2.0 environment. "Extron excels at digging into the details, and it's this commitment to our company that stands out the most," says Kevin Little.

## DTP and HC 404 Enable Enhanced Collaboration

Rooms include the company's standardized selection of sources and displays. Each space provides DTP® matrix switching or point-to-point presentation systems that work within Twitch's infrastructure and organizational requirements. The size and use of the space determined the number of sources and displays as well as the type of system installed. Systems include wired and wireless connectivity, easy collaboration using an Extron HC 404 system, session recording, superb sound reinforcement, and videoconferencing capabilities.

As an example, the All-Hands event space on the nineteenth floor includes a 3x3 videowall at the front and a confidence monitor mounted on the front-facing side of the first column. An Extron DTP CrossPoint 108 4K IP/CP MA 70 10x8 presentation matrix switcher with built-in 4K scaling facilitates AV signal switching and distribution. For convenient overflow using professional AV over IP, Extron NAV E 101

encoders and NAV SD 101 decoders support the displays installed near the north and south entries over Twitch's network. Portable HDMI devices can be connected to the system using any of the DTP T HWP 4K 331 D one-gang wallplate transmitters installed on the front and rear walls. To support Twitch's custom SDI I/O wallplates and integrated SDI sources, Diversified installed Extron SW4 12G HD-SDI four-input switchers and DSC 3G-HD A scalars to provide local switching and signal conversion to HDMI for input to the matrix switcher. DSC HD-3G A units convert output signals back to SDI for devices connected at an SDI wallplate. A locking cabinet with rack-mounted system components, such as the matrix switcher and the NAVigator system manager for the NAV® Pro AVoIP devices, is at the back of the room.

The chosen DTP CrossPoint® matrix switcher provides an integrated DSP audio processor with AEC, as well as a control processor. However, the large quantity of audio sources required the use of an Extron DMP 128 C AT DSP processor. An XPA 2001-70V audio amplifier works in concert with SF 26PT SoundField® 6.5" Two-Way Pendant Speakers to create a distributed audio system. The speaker's unique single-cable suspension design allowed them to be flush-mounted to the ceiling beams without an extraneous support system.

The executive boardroom on the twentieth floor has the same functionality as the All-Hands event space. The primary differences are





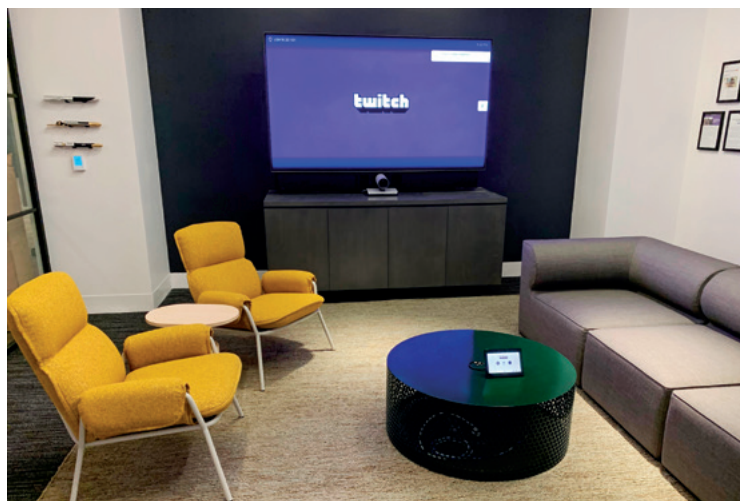
**Twitch employees can select content from computers and other video sources to show on large wall-mounted flat panel displays.**

installation of a DTP CrossPoint 86 4K IPCP MA 70 8x6 presentation matrix switcher and an Extron OCS 100C occupancy sensor, which is installed in the ceiling. It senses someone entering the meeting space and activates a series of automated functions, such as turning on the lights and powering up the display. Using both ultrasonic and passive infrared detection technologies, its integrated smart software continuously monitors the space and automatically adjusts timer settings and sensitivity. The OCS 100C system streamlines meeting setup and is maintenance-free for Twitch AV personnel.

## **TouchLink Pro & GVE Empower the Twitch Community**

A custom interface on the Extron TouchLink® Pro touchpanels makes it easy for any user to start, join, and end a meeting or event. Commands range from simply selecting a source to activating the videoconferencing system and controlling sound levels. In the event space, a TLP Pro 1025M 10" touchpanel is wall-mounted near the main display. To provide similar functionality in the boardroom and conference rooms, a TLP Pro 725T 7" tabletop touchpanel is located at the conference table.

After a demonstration at their San Jose office, the directors at Twitch selected Extron's GlobalViewer® Enterprise – GVE for remote system management because they appreciated the usability and functionality of this server-based resource. Twitch AV uses GVE to monitor the systems in real-time and generate reports. The metrics support usage



**An Extron NAV Pro AV over IP system extends signals to the displays in the overflow areas and will support digital signage in the future.**

of devices, including inputs, maintenance schedules, and time in use. Prior to installation of GVE, an Extron engineer worked with Twitch AV and Diversified to evaluate the server and network. He provided guidance for creation of the project files and then commissioned the application. Commissioning included software installation review, project file upload assistance, final system testing, and training Twitch AV on the use of GVE.

## **Results**

From concept to commissioning and training, the HQ 2.0 project took a little over a year to complete. Twitch's community of employees find the high-performance AV systems with intuitive control easy to use. Twitch AV appreciates the minimization in network bandwidth utilization as it relates to AV streaming. Extron met each of Twitch's requirements for an on-going working relationship with an AV manufacturer. Kevin Little of Twitch summarized it best when he said, "Extron understood and listened to our needs and our unique situation of being an affiliate of Amazon. They became part of our team, helping with room system designs and interoperability so that the devices are understandable to Twitch AV support and easy to use for our Twitch employees. Additionally, Extron partners on our values of Playing Co-Op, Working Backwards, and Moving Boldly by helping with solution standardization at a higher level. They think outside the box, so solutions fit Twitch. From their local support teams on up, Extron is an invaluable partner. Twitch AV can count on the Extron community to continue to support our strategies well into the future."

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