



## CASE STUDY

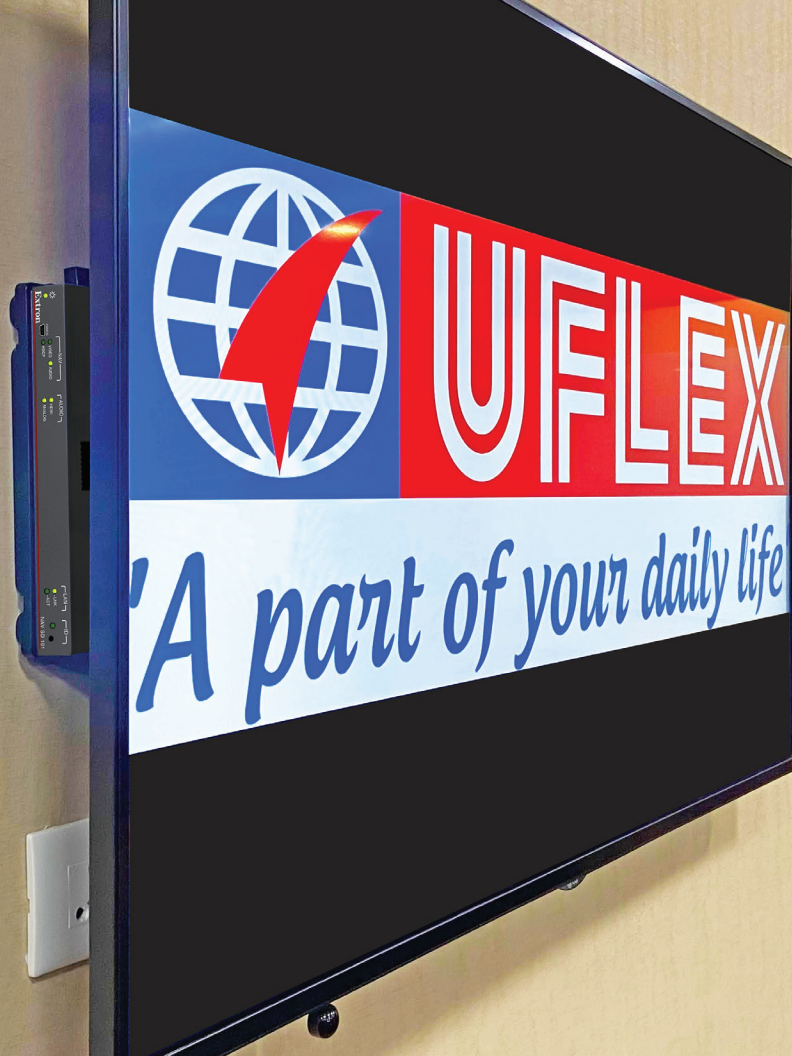
# Integrator-Friendly Extron NAV Pro AV over IP Modernizes Corporate Boardroom

UFlex, a global leader in sustainable flexible packaging and polymer sciences serving industry-leading corporate clients such as Coca-Cola®, L'Oreal®, and Mars Wrigley®, sought to modernize the corporate boardroom at its headquarters in Noida, India. The boardroom makeover would feature enhanced functionality with no visible hardware for an aesthetically pleasing look. The project schedule was very tight.

# Extron



NAV Discreetly Mounts Behind  
Display with Provided ZipClip



## CHALLENGES

The corporate boardroom is used daily, which made it difficult to find a time on the schedule to complete the installation. While the director was abroad, the team had just two weeks to complete all major installation work. The client also wanted a clean, stylish installation that was powerful, yet largely invisible to the end user. In addition, the new system had to be future-ready and incorporate user-friendly, intuitive control, reliable, seamless AV switching among multiple formats, and efficient, remote system monitoring.

## DESIGN SOLUTION

Bisht Price, a leading AV and IT sourcing consortium in India, was brought in to integrate the project. The boardroom features two professional displays along the side walls and a four-display video wall at the front of the room, Extron NAV® Pro AV over IP encoders, scaling decoders, and system manager, as well as AV switching and control systems, room automation, and sound reinforcement products.

In the boardroom table, four stylish Extron Cable Cubbies, equipped with user-friendly Show Me® cables, connect to Extron SW HD 4K switchers to provide HDMI content switching for source signals up to 4K resolution. Room control is handled with an Extron IPCP Pro 250 IP Link Pro control processor and Extron NAVigator System Manager conveniently accessed wirelessly via an Apple® iPad® running the Extron Control app.

Given the need for a discreet installation and very tight deadline, the ability to minimize cabling was critical to this project. The NAV System was an ideal solution. Using LAN cabling, the installation was done using existing raceways, which saved the time and expense associated with running new cables. The team used NAV Pro AV over IP encoders for their ability to stream ultra-low latency, high-quality video, audio, and control signals to NAV Pro AV over IP scaling decoders located by the Panasonic videoconferencing system and behind each display. DS Bisht, Director and Owner of Bischt Price stated, "Extron NAV products helped a lot to make life easier and we were able to complete the job on time."

**“Extron’s optimized system design assistance, ease of product installation, user-friendly control, and especially their great support team both on and offsite, all together helped us win this project and end on a good note.”**

DS Bisht  
Director and Owner  
Bischt Price

The compact, one-inch (2.5 cm) high, half rack width form factor of NAV enclosures was easy to conceal beneath the conference table and behind the displays for a discreet installation. NAV endpoints also accept PoE+, eliminating the need for bulky power supplies and making concealment even easier for an aesthetically appealing installation. In addition, Bischt Price was able to separate power, control, and AV while leaving space for future requirements.

## RESULTS

Bisht Price successfully completed the breakdown and installation within two weeks, meeting the client’s requirements. A week later, all configuration, programming, and fine tuning were completed. The end user reported they were delighted to find that the entire system could be monitored and managed via LAN without affecting the main network, allowing the IT person (located in another building) to monitor systems without needing to travel to UFlex’s headquarters and enter the boardroom.

## EXTRON EQUIPMENT - PARTIAL LIST

Model	Description
NAV E 101	1G Pro AV over IP HDMI Video Encoder
NAV SD 101	1G Pro AV over IP Scaling HDMI Video Decoder
NAVigator	Pro AV over IP System Manager
SW HD 4K	4K HDMI Switcher
IPCP Pro 250	IP Link Pro Control Processor
LinkLicense	LinkLicense for User Interfaces
Extron Control	Control App for TouchLink, Network Button Panels, and MediaLink

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