



digital signage



training rooms



video conferencing capabilities



## Cost, Culture, Communication

NOVUS International, Inc. is a leading developer of animal health and nutrition programs with more than 25 locations worldwide. Since 1983, NOVUS has updated and remodeled their facility to adjust to their corporate growth, but they had always separated their research and corporate offices in St. Louis. In restructuring their corporate headquarters, their main goal was to bring everyone together - in one location. According to Don Vondriska, Director of Business Development for NOVUS, "We had three principles in bringing together our corporate headquarters with our research facility. These principles were based on cost, culture, and communication. Keep the costs down, promote our culture, and foster communication within the company and abroad." In following these guiding principles, NOVUS brought in Innovative Technology Group (ITG) to design and install the technology for multiple rooms and functions in the facility.

## The Technology Build-Out

The NOVUS technology build-out included a state-of-the-art boardroom with videoconferencing capabilities, a 3x3 video wall in their main hallway, multiple small conference/training rooms, and monitors in various areas of the facility including the fitness area, employee entrance way, cafe and meeting rooms that have the look and feel of family living rooms. In keeping with their corporate culture, all of the designs focused on promoting and enhancing open communication.

## Sharing Ideas Instantly

The Boardroom is a central focal point of their new building, which means that the AV design needed to include a full range of functionality and sources that would complement the volume of work carried out in this room. It consists of a Tandberg 3000MXP Codec, a Biamp AudioFLEX

and VoIP card for audioconferencing, (10) Beyer-dynamic SHM-201A gooseneck microphones for the conference table, Extron VGA/Audio AAP plates installed into the table's Vecta tech bays, a Crestron Pro 2 central processor with TPS3000 touch panel to control the system, (2) 57" Samsung LCD monitors and a Christie LW400 projector with an electric screen.

The result? A high-tech boardroom capable of videoconferencing with offices worldwide - all at the touch of a button. Don explained, "We wanted to make videoconferencing as seamless as possible, easy for people to use without the excuse that it's too hard to work. ITG made it possible for us to have that and more." The Tandberg videoconferencing system communicates with 7 offices worldwide. NOVUS' goal to use technology to share ideas instantly was achieved with wireless internet capability and connectivity in every table for those on-the-spot meetings and presentations.

## Communication Around Every Corner

Keeping with their communication goals, digital signage is used in heavy traffic areas on the main floor. The signage in the employee entrance way displays information regarding the lunch menu, sign ups for health insurance forums, deadlines for HR activities, and of course, traffic and weather conditions for the commute home. The 3 x 3 video presents commodity and agricultural market statistics that are updated in real time. They also have weather updates streaming from all of their plant and office locations around the world (65% of NOVUS' sales are outside of the US.) According to Don, "The videowall is a great tool for communicating what's happening at NOVUS worldwide. We're able to show videos of the opening of our new plant in Brazil, the construction of our new plant in Arkansas, the opening of our office in India, and a tradeshow booth in Thailand."

## Growing Pains

But a company with an expanding facility and fast-paced growth rate can also have its share of growing pains. With the new technology in place, it became apparent that user needs changed after using the system for awhile. The Boardroom started out as a videoconferencing suite, but ended up being modified to accommodate dual presentation functionality. A projector and screen were added to the opposite end of the room from the dual monitors. NOVUS also underwent an increase in their network needs and infrastructure. As a result, in the middle of the AV installation in the boardroom, it became apparent that the best long-term solution for their teleconferencing needs would be one that interfaced with their new VoIP phone system. ITG maintained close contact with all of their vendors to meet the demands of the growing corporation. With the flexibility of the ITG installation team, they were able to adjust the rooms and systems as requested, and create technology solutions that supported NOVUS' ever-changing needs. Don concluded, "ITG has a lot of very talented people who have been extremely responsive to our needs." Would you use ITG again, Don? "Oh yes, definitely. We already have a few more projects in the pipeline."

*NOVUS International, Inc., a leader in animal health and nutrition serves more than 2000 nutritionist, producer and veterinarian customers in more than 90 countries. NOVUS is a leading developer of animal health and nutrition products and programs for the poultry, pork, beef, dairy, aquaculture and companion animal industries.*



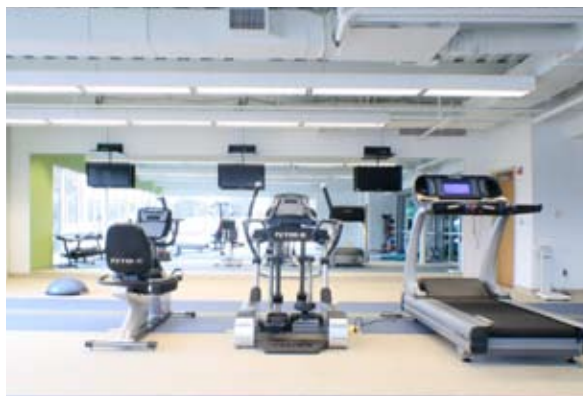
dual presentation functionality



employee entranceway



cafe



fitness area



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