

actis
re-imagine possibilities

54
YEARS



re-imagining meetings



पूर्णतः सहकारी स्वामित्व
Wholly owned by Cooperatives

Leveraging new technologies to improve key
organisational meeting infrastructure

Actis was engaged by one of India's largest agricultural sector organisations to help upgrade their meeting infrastructure for better communication within the organisation and with external stakeholders

The Challenge

IFFCO Ltd (Indian Farmers Fertiliser Cooperative Limited) is one of India's most influential agricultural sector organisations, and plays a key role in our food production through the manufacture and sale of fertilisers. In addition, it is a collection of over 36,000 Indian Cooperatives with diversified business interests ranging from General Insurance to Rural Telecom. Starting in 1967 with 57 member cooperatives, it has grown into one of the largest cooperatives in the world with 5 Plants and 20+ regional offices.

The organisation felt that it needed to upgrade the technology in the meeting facilities at its corporate headquarters in New Delhi, to improve the meeting experiences for both in-person and virtual interactions.

We designed and installed a set of solutions that were difference-makers in a tangible way, improving the experience during in-person, virtual and hybrid meetings. Our team was able to execute this project smoothly despite difficult conditions — due to strong COVID restrictions, very tight timelines and high-humidity caused by the monsoon season.

Enhancing meeting experiences for the Enterprise

The Solution



A 110" 4K Active LED video-wall improves content visibility in the CMD's Boardroom

We decided to focus on improving the audio and video clarity, given their impact on the meeting experience. The scope of the project included the CMD's Board Room, 3 Committee Rooms, a Conference Room and an Auditorium. Support for Soft VC was a priority along with improving the communication experience in hardware codec based video calls.

In the 30-seater CMD's BoardRoom we set up a 110" 4K UHD Active LED video wall. The display is powered by a controller to make any combination of PIP/PAP/Single Window/Multi Window possible for better visibility even at the back of the room. This helped overcome the constraints created by the low room ceiling in accommodating a conventional large flat screen display. Two high-end PTZ cameras with 30X optical zoom ensure crystal clear image capture and the Zoom cloud VC platform is also supported. Some legacy equipment was reused, while new technologies like DSPs, HDMI cable cubbies and a confidence monitor have been added.

A Bose DSP-powered audio system brings considerable improvements in voice clarity, especially in video calls. A wireless presentation system and control system enhance the usability of the room by providing a combination of controls and automated presets.

In the 7-seater VC Room, we used a more basic setup, but upgraded the experience by adding a large 75" Touch-Interactive display. This display is especially useful during VC calls as presenters have a more intuitive way to use digital whiteboard functionality during Zoom interactions.

IFFCO also has three **12-seater Committee Rooms** spread across various floors, which were upgraded with 100" flat screen displays with integrated VC support. Video and audio capture happen via a PTZ camera and a dual wireless microphone array respectively. Wireless presenting support was added to simplify connectivity for participants along with desktop HDMI cable cubbies.



Committee Rooms have 100" flat screens with integrated VC support

The Solution



The auditoriums primary display is a 20ft X 7ft 4K Active LED video wall

Video in the auditorium is captured via three PTZ cameras with 30X zoom capability. These can be utilised for Zoom Cloud VC calling, recording and streaming during live events which need to be accessed virtually. We also upgraded the audio system in the auditorium by installing a high-end Bose system including speakers, amplifiers and DSPs. Audio is captured with hand-held mikes and lavalier microphones for any public address scenario. A control system provides comprehensive control of room equipment via a control panel or wireless iPad.

In the 200-seater **Auditorium too**, we've installed a state-of-the-art 20ftx7ft 4K Active LED Wall display for incredible image quality and clarity. The content on this display is managed by a controller to make any combination of PIP/PAP/Single Window/Multi Window possible. Presenters can benefit from the presence of two confidence monitors (LED displays) during presentations. These displays tilt up and rest flush with the ceiling on motorised mounts when they are not required.



Dual ceiling-mounted confidence monitors are available to the presenters



Cable Cubby

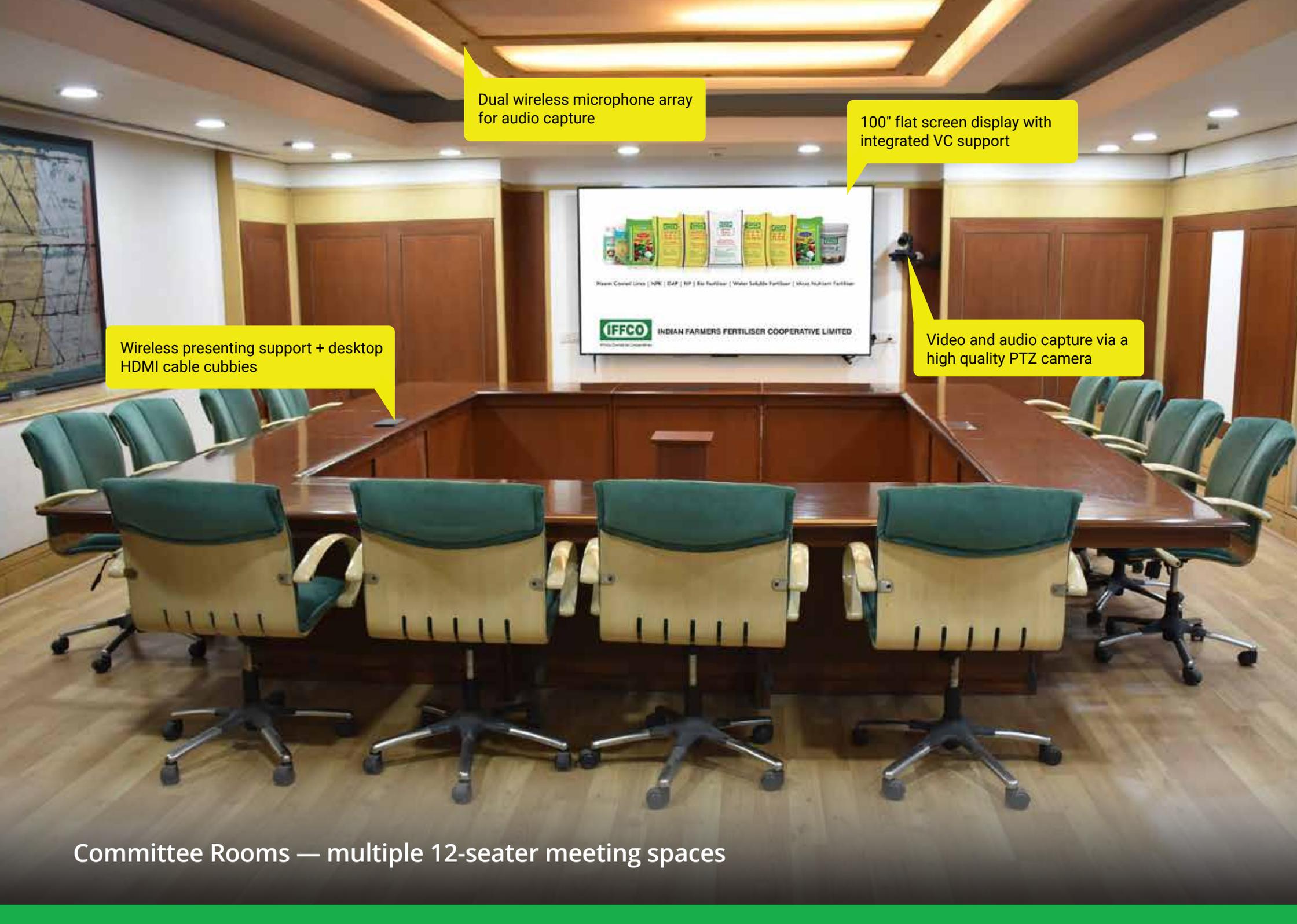
One in-table retractable confidence monitor

Table inset microphones and DSP help improve audibility considerably

Two high-end PTZ cameras with 30X zoom for better video quality and framing

110" 4K Active LED video-wall display

CMD's Boardroom — 30-seater senior executive meeting space



Dual wireless microphone array for audio capture

100" flat screen display with integrated VC support

Wireless presenting support + desktop HDMI cable cubbies

Video and audio capture via a high quality PTZ camera



Committee Rooms — multiple 12-seater meeting spaces



Two ceiling-mounted retractable confidence monitors

State-of-the-art 20ft x 7ft 4K Active LED Wall display

Three high-quality PTZ cameras with 30X zoom capability

High-end Bose sound system including speakers, amplifiers and DSPs

Hand-held mikes and lavalier microphones for voice capture

Integrated AV control system with a control touch panel/wireless iPad

Presenters podium

The 200-seat Auditorium — Equipped with a 20ft x 7ft 4K Active LED Video Wall

Ceiling Microphones for VC audio

75" Touch-Interactive display with VC soft-codec integrated

Video and audio capture via a high quality 20X zoom PTZ camera

Audio-conferencing support via standalone desktop unit

Convenient in-table connectivity interfaces with desktop cable cubby

VC Room — 7-seater compact meeting space for Zoom calls

The Final Impression

Meetings with various stakeholders are an important aspect of collaboration at the headquarters of a large, dispersed organisation like IFFCO. The upgraded meeting rooms considerably enhance the quality of interaction in meetings for their team and enables them to work productively in changing scenarios.

Significant improvements have been brought to various aspects of the experience for meeting participants — the image quality, the audio clarity and the ease-of-use of the technologies in the room. There is also greater flexibility provided to participants with new tools like wireless presenting, cloud VC support and networked AV infrastructure. The result has been smoother and more productive meetings across all the upgraded meeting spaces.



“ Thanks Team Actis for your support in giving world class Audio Video Solution. You are not only the experts in end-to-end solutions but also have very well trained resources. ”

S K Singh
Chief Manager(ITS),
IFFCO, Delhi.

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Actis Technologies Pvt. Ltd.

Head Office: Phone +91 22 3080 8000 E-mail contact@actis.co.in

www.actis.co.in

ahmedabad bangalore chennai delhi gurgaon hyderabad jaipur mumbai pune