

# AGT CASE STUDY

Clarence Brown

## Background:

A center driven to become your venue of choice for social and business gatherings, the Clarence Brown Conference Center is ideally located between Atlanta and Chattanooga, just one mile west of Interstate 75 Exit 290, on Georgia Highway 20. The center is operated by the Cartersville-Bartow County Convention & Visitors Bureau, and houses the Georgia Regional Visitor Information Center in Cartersville. The 40,000 sq. ft. facility and 20-acre grounds were designed and constructed to adhere to the best environmental guidelines, ultimately achieving LEED® Gold certification. Sophisticated décor and advanced presentation technology combine with interior and exterior spaces to accommodate gatherings for two to 2,000.

## Case Study Facilities:

The Etowah Ballroom – 13,000 sq. ft. ballroom, which hosts up to 1,000 people in a banquet setting and 1,400+ for a reception. Includes wired and wireless connectivity, drop down projector systems and five large-format screens.

Carter Hall – a 300 fixed-seat auditorium, including built-in audio visual components, a large format screen, wired/wireless internet, dual lecterns and green room for presenters.

Stilesboro Hall – 3,000 sq. ft. hall utilized as a meeting or banquet venue for up to 300 guests, which can be divided into three separate spaces. Includes drop-down projections systems and wired podiums.

Executive Boardroom – executive level high-tech, secure meeting environment offering HD video conferencing. Executive table seats up to 20 with 10 additional seats available. Room includes data and electrical outlets.

## Industry:

Venue



## Challenge:

Established in 2010, Clarence Brown Conference Center's mission is to be the go-to choice for social and business gatherings in the state of Georgia. Due to the nature of their operations and advancements in audio visual (AV) and collaboration technologies, Clarence Brown needed to upgrade their existing Crestron-based AV systems and infrastructure in order to provide their customers the most cutting-edge and easy-to-use solutions. In this case, the organization required a seamless transition from an analog to a digital environment and due to having heavily utilized rooms, the facilities needed to be accessible during the transitional period. The collaboration spaces requiring an update included four distinct meeting spaces, including 1) a 13,000 sq. ft. ballroom with a capacity of more than 1,400 people 2) a 300 fixed-seat auditorium 3) a 3,000 sq. ft. hall that can be divided into three spaces, and 4) an executive level board room with video conferencing capabilities.

## Solution:

In 2014, AGT was briefed on Clarence Brown's challenge. The first step in AGT's A/V design and integration approach is an evaluation. During our evaluation, we assessed Clarence Brown's existing environment while identifying their goals, objectives and budget. With an existing Crestron-based, VGA-compatible system, AGT recommended leveraging the existing Crestron control system while adding Crestron DigitalMedia and AirMedia solutions to upgrade to a digital environment. This included adding high-quality master touch panels as well as end user touch panels.

Crestron DigitalMedia is an HD video distribution solution that manages and distributes digital A/V and control signals while delivering high-definition 1080p and 4K resolution to the displays throughout Clarence Brown's conference center and across multiple interior spaces. Complementing the new DigitalMedia system is Crestron AirMedia, which seamlessly connects almost any mobile device or desktop to a room display. AGT upgraded the infrastructure in several interior spaces within the facility, including the Etowah Ballroom, Carter Hall, Stilesboro Hall and the Executive Boardroom.

Control touch panels were a very important aspect of the company's upgrade. Clarence Brown requires both end user touch panels, as well as a master touch panel. For ease-of-use, AGT implemented end user controls that contain dynamically populated source selection, phone and volume controls. The master touch panel allows for Clarence Brown administrators to control the room combining in Etowah Ballroom and Stilesboro Hall, source assignments, as well as additional audio mixer settings. One particularly unique application developed for Clarence Brown included a simple multi-room audio checker to prevent audio stacking/doubling, i.e. the same source mixing into an output twice.

All in all, Crestron products installed provide auxiliary control of room lighting, 15 zones of audio, four rooms that combine into a total of eight configurations, and three rooms that combine into a total of four configurations.

## Results:

As a result of the analog to digital transition led by AGT, Clarence Brown now has a consistent and future-proof A/V environment. By advancing their facilities with cutting-edge solutions from Crestron and with AGT's programming and project management expertise, Clarence Brown was able to conduct a seamless transition while continuing to smoothly run their operations. Penny Davis, Clarence Brown's general manager, says, "In the ever-changing world of technology, working with AGT was a sound decision. We have ventured to offer the best A/V collaboration to our clients. AGT's knowledge of the Crestron systems, and their proximity to maintain our desire to accomplish this goal, made AGT a compelling choice for this transition."

In addition to managing the A/V design and install for Clarence Brown, AGT manages and maintains the organization's upgrade with around-the-clock service and support from our dedicated Help Desk and certified Client Care team.

"AGT is excited to add Clarence Brown Conference Center to our audio visual portfolio," says Mark Cray, CEO of AGT. "We were able to elevate their audio visual environments with the latest technology, a goal we consistently strive to achieve for our customers. The Clarence Brown Conference Center fosters excellent collaboration."

# THE EXPERT AV INTEGRATORS