

PROJECT PROFILE

Consulting * Design/Build * Installation * Project Management

Coldwater Creek

BACKGROUND

Coldwater Creek is a leading retailer of distinctive women's apparel, jewelry, gift items and home accessories. The company sells its merchandise through direct-mail catalogs, on their website, and through a growing number of retail stores across the country. In 2004 Coldwater Creek announced plans to increase its original 2005 retail store expansion plans by 20%. To help support this strategic shift towards a retail store business model, Coldwater Creek wanted to make sure they had the tools and resources to adequately prepare and train employees to manage these new stores. The creation of a new multi-use training room was a crucial undertaking.

DESIGN GOAL

Coldwater Creek took part of an existing building on their 20-acre campus and began the construction of a new room. Coldwater Creek wanted a state-of-the-art facility with multi-media capability in which to host various presentations, trainings and meetings. CompView worked with Coldwater to understand the types of presentations that would be made and came up with a design that would meet current needs as well as prepare for future expansion and added capabilities.

REGISTERED AND BONDED

- Oregon CCB#134110, 34-514CLE
- Washington COMPVI*O15DT, COMPVI961CD
- California C-7#778555
- Minnesota TS00701



FUNCTIONALITY HIGHLIGHTS

- World class audio system
- Videoconferencing capability via ISDN or IP
- Full room control system
- Three position options for Instructor's lectern



Audio-Visual System Integration Services



SOLUTION

CompView designed the room to be a sophisticated high-tech multimedia room with a control system that end users could easily operate. Upon entering the room one sees the two massive 15 foot by 11 foot fixed screens at the front of the room. The large screens ensure that everyone seated in the room can easily view the information presented. Images are displayed on the screens through the use of two NEC projectors mounted on motorized lifts that retract flush into the ceiling when not in use. The lifts are easily controlled via a touchpanel installed in the lectern located at the front of the room. The lifts are programmed so that they can be lowered to a show position and a service position. The service position allows easy access to perform routine projector maintenance by lowering the projector to within approximately 5 feet of the floor.

At the front of the room is a custom-made lectern from which one can control all of the systems running in the room. The lectern is on casters and can be positioned in three locations at the front of the room made possible by the use of floor boxes that have quick disconnect "umbilical" connections for the electronics housed in the lectern. The lectern houses equipment including: a dedicated computer, VCR recorder/player, DVD player, document camera, microphone and a guest laptop input connection. Installed into the lectern are a fixed flat panel 17" computer monitor and a 17" LCD touchpanel control system. The touchpanel has multiple functions. It can display any video source, serve as a system control panel or provide an annotation overlay for a computer application; all of which can be displayed on any display device in the system.

To aid in presentations, two 30" LCD monitors were placed on the face of the first row of seating, facing the presenter, and serve as

confidence monitors. This allows the presenter to see what is being displayed on the large screens behind them without having to turn around.

Adding to the sophisticated functionality of the room are a videoconferencing system and world class audio system. Coldwater Creek can conduct videoconferences via ISDN or IP with vendors and personnel from their other locations throughout the country. This capability provides a cost-effective way to conduct meetings and trainings without incurring travel costs and lost work time. Working with the videoconferencing system are four pan-tilt-zoom cameras located throughout the room that provide complete room coverage.

Wireless lavalier and wireless handheld microphones provide speech reinforcement and near-end audio. Audio from all program sources and microphones are routed to mixers which feature automatic gain control and echo canceling to optimize far end clarity for both audio and video conferencing. A high-fidelity, high-power multi-channel sound system provides surround sound playback of program sources through ceiling speakers that are anchored in the wall above the screens.

The clean, equipment free look of the room is made possible with all the necessary signal processing, switching, distribution and mixing equipment housed in equipment racks in a mezzanine area located above and on the other side of a wall from the training room. The necessary cabling was run to allow for this set-up.

The finished room is integrated for optimum functionality and provides Coldwater Creek with world class audio-visual capabilities to match their world class training goals.



800.448.8439

www.compview.com

PORTLAND • SEATTLE • SAN FRANCISCO • LOS ANGELES • SAN DIEGO • SALT LAKE CITY • MINNEAPOLIS