

## CASE STUDY

### PROJECTOR LIFTS

# CUSTOM LIFT RESCUES VIDEOCONFERENCING SPACE



Draper's custom motorized lift solution brings dual monitors up for videoconferencing in Banco do Brasil's Santiago, Chile offices. Installation by Control Central, Santiago, Chile. Photos by Juan Carlos Herrera.

- Banco do Brasil wanted classic, stylish meeting rooms, but they also needed advanced meeting room technology.

When Banco do Brasil decided to undertake a major renovation of its offices in Santiago, Chile, nothing was left out. Especially not technology.

“The client is fully technology oriented and wanted a meeting room with many connection capabilities, including HD video, videoconference and local presentations features,” said Juan Carlos Herrera. Herrera is the owner and project manager for Control Central, an AV contractor and automation company located in Santiago. “The original room had been set up for videoconferencing, but with a single TV monitor installed on the wall. There were cables everywhere, poor light, and no automation.”

Control Central proposed some big changes to the space, which is the main meeting room for the Banco do Brasil's Santiago operation, and the main videoconferencing hub with the bank's main office in Brazil and regional offices throughout South America.

“The room has two big windows at both sides. In one side, there is the projection screen that descends when it is needed,” Herrera explained. “On the other side, the client told us that they wanted two big monitors hanging from the ceiling with the codec/camera below one of them. That was the easiest solution, but the result would be horrible. The window and the natural light would be obscured by those big TVs, forever!”

*continued on next page*

## CASE STUDY: TITLE



Pictured during install. Control Central convinced Banco do Brasil that the monitors should be out of the way when not in use, allowing the nice view from the windows to be enjoyed when no videoconferencing is taking place.



When not in use, the two monitors are hidden away inside this piece of custom furniture, designed by the project architect to fit around the Draper custom lift. The lift utilizes an extremely quiet motor.

Control Central's proposal called for a significant technology upgrade, including HD projection and a big projection screen, as well as a new videoconferencing system. It also offered a different vision for the two TV monitors. Herrera proposed hiding the monitors when not in use, and lifting them out of a cabinet for videoconferencing.

"The main thing is that when you enter the room, nothing comes to the eye," Herrera said. "It would seem a normal meeting room with no technology at all because all the devices are hidden: projection screen, projector, videoconferencing monitors, camera and codec."

To come up with a way to bring his vision to life, Herrera turned to Draper. Although mostly known for our projection screens and window shades, we also design and provide custom motorized solutions for lifting and moving AV equipment, such as flat panels.

"What I remember most about this job is the fact that, as it was very custom, it involved a number of redraws to get it just right," recalled Nate LaMar, Draper's regional sales manager for Latin America, as well as the Middle East, Africa, and Central and South Asia. "Banco do Brasil was a very discerning customer, but in the end our custom capabilities delivered a solution that everyone was very happy with."

"When we proposed a lift, the client thought that it could be a terrible solution with a mechanism moving and making noise," Herrera said, "so our goal was to find a very reliable mechanism that would be silent and able to do the job for many years."

Herrera worked with the architect on the project to have a piece of custom furniture designed to hide the lift and allow it to fit in with the room design. He said the end result leaves the window view clean when the monitors are not in use, just as he had hoped.

"That is a big success. The room has two windows with natural light entering the room during the day. They lower the motorized blinds when using the videoconferencing equipment," he said. "It is working perfectly and is very quiet. The noise was a big concern before the lift arrived but the client is very happy with the result, and so are we."

For more information on Draper's custom motorized lift solutions, go to [draperinc.com/go/CustomLifts.htm](http://draperinc.com/go/CustomLifts.htm).

For more information about Control Central, visit [controlcentral.cl](http://controlcentral.cl).

[draperinc.com/whitepapers\\_casestudies.aspx](http://draperinc.com/whitepapers_casestudies.aspx)