

Award-Winning & ‘Technically Perfect,’ A Revolutionary Building That Has It All

InFocus

Recipient of the prestigious Toby Award for “outstanding building of the year” from the Building Owners and Managers Association International, the KBS-owned Spear Street building in San Francisco, managed by Cushman and Wakefield, provides tenants with everything they need to work smarter and more effectively, featuring amenities such as world class video conferencing and touchscreen display-powered conference rooms.



“KBS has invested in world class amenities & systems at 201 Spear to create a productive & efficient workspace for our tenants.”

-Mike Meyer, Director of Asset Services, Cushman & Wakefield

Challenge

KBS is great at spotting potential. This multi-billion-dollar private equity real estate company has built a global business in part by identifying older buildings with great underlying structure in prime urban locations and renovating them to appeal to discriminating professional tenants. 201 Spear Street in San Francisco offered a premium location with waterfront views and access to exceptional restaurants, hotels and transit facilities. Capitalizing on its location in a technology hub, KBS targeted the building as a potential showcase facility for its new national conference room program.

Commercial building data indicates that high-end collaboration technology and meeting spaces are increasingly important to tenants and significant differentiators for building properties. KBS enlisted solutions provider infoRev MEDIA to design and deploy

tailored traditional and videoconference room technology that would serve and inspire business performance.

Engaged early in the design phase, infoRev MEDIA President David Liu guided the technology selection, advising the architects on how tenants would interact with technology and, in turn, how the technology would affect the space design. He knew this extraordinary building would require equally impressive technology. Touch-capable display screens were considered a critical element for both the lobby and conference rooms. The displays needed to be attractive, yet extremely robust and stable. They also needed to be simple enough for use by novice and occasional users, and powerful enough to support more sophisticated collaboration and video conferencing requirements.

Solution

After investigating different display and digital signage technologies, Liu chose the InFocus Mondopad for Spear Street's lobby and conference room facilities. "Mondopad offers an extremely flexible, all-in one-solution. It can be used as a Windows PC, to display a TV channel, to hold team meetings via video conferencing, serve as a white board – nearly anything a tenant would require for communication and collaboration," said Liu. Flexible and standards-based, Mondopad supports both SIP and PC-based video conferencing within a single interface as well as commonly used video conferencing systems such as Lync, Zoom, and Skype for Business. "We wanted to support tenants with systems they were already familiar with – or make it easy for them to get started."



Results

While the Toby award speaks for itself, KBS also reports that the post-renovation building is fully occupied and still fielding inquiries. The lobby and conference rooms beautifully and effectively showcase what's possible in a truly state-of-the-art facility. Liu added that trouble-free technology is extremely important to building managers, and Mondopad gets great tenant feedback from Cushman and Wakefield, who in turn report this success to KBS.

Tenants can use the shared conference facilities on an ad hoc basis or reserve time through a mobile application provided by KBS. Video conferencing through the Mondopads accommodates two to 100 people, enabling tenants to connect with other KBS building conference rooms, or to other tenant office locations. An IT team is available to assist as necessary.

KBS buildings are establishing a higher standard, attracting tenants who appreciate the differences and designed-in technology focus of these buildings. Integrating these systems into their properties provides tenants with the tools for competitive advantage.

In keeping with the building's focus, Liu's team wanted to create a sophisticated, easy to use and elegantly integrated AV system. The team installed an 80" Mondopad in the lounge and 70" Mondopads in the conference rooms, with wireless presentation units integrated for wireless connectivity and device casting using the building's dedicated Wi-Fi. The Mondopads were recessed into the wall for an elegant, seamless design, but attached to a scissor mount so they can be easily accessed as necessary. "The Mondopads were extremely easy to install. The system comes well integrated right out of the box," said Liu.



At a Glance

- *Easy to deploy, easy-to-use solution reduces cost and overhead for building managers*
- *Standards-based technology integrates with popular communication formats to ensure future-proof use*
- *All-in-one solutions provide extraordinary use and flexibility at affordable cost*
- *Elegant design is suitable for a myriad of applications, including lobby and meeting room display*

To learn more about business solutions from InFocus, call 877-388-8360 or visit www.infocus.com.