

Biopharmaceutical company creates the perfect aesthetic for its executive Zoom Room.

This biopharmaceutical business focuses on the discovery, and commercialization of innovative medicines.

With almost 12,000 employees, the American company has revenues of over 22 billion.

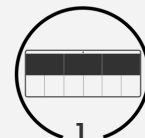
OBJECTIVES

- Create premium executive Zoom Room for global headquarters

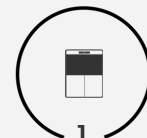
OUTCOME

- Immersive, premium triple-screen solutions
- Highly customised, stylish aesthetic branding

TECHNOLOGY



Urban 863



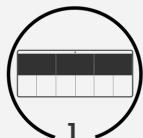
Urban 751

- Zoom Rooms video conferencing software.
- 863 featured LG 86" displays, embedded speakers, Crestron Control (including lighting control) and Aver camera. The 751 companion board featured 75' DTEN touchscreen.

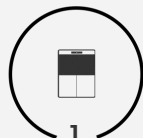
The challenge

When Zoom introduced Urben to this biopharmaceutical company, it was love at first telepresence!

This business wanted a triple-screen solution for the C-level suite that was immersive, top quality, and Zoom compatible.



Urben 863



Urben 751

The Solution

Urben designed a faceted triple-screen with 86" displays in the business's signature blue and white, for the executive suite of the company's global headquarters. As a 12-seater room, the immersive datapresence solution included a 75" touchscreen companion board which enabled greater interactivity and creativity for meetings without disrupting any of the communication and presentation experience on the triple-screen.

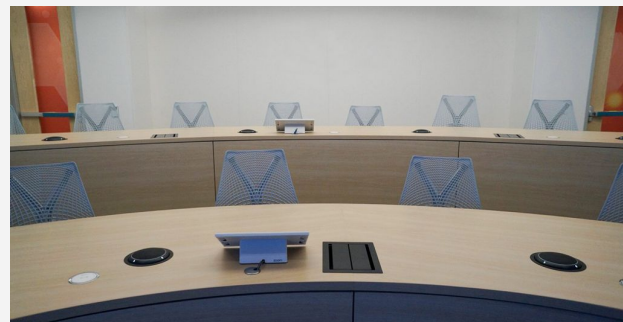
The whole solution was paired with a dual-row seating layout, so no matter the seating position any attendee had a flawless video experience.



With Urben we got exactly what was promised; a highly immersive Zoom Room, that was easy-to-use and just as easy on the eye. We're delighted!



Director of Real-Time Collaboration



Why Urben?

This company loved the customisation and aesthetics of the triple solution. With bespoke branding and style, the biopharmaceutical business was able to create the exact look and feel they wanted for their executive suite.

It didn't hurt, of course, that Urben also constituted a very safe pair of hands as the creators of the first ever triple-screen Zoom solution – commissioned by Zoom themselves!



The Outcome

The biopharmaceutical business were able to have the best of both worlds; a high-quality technical solution, with no compromise to the aesthetics they wanted.

The immersive datapresence solution enabled greater productivity through high-impact data-sharing and visuals.