



SOLUTION GUIDE

LOBBY

Audio Visual System Solutions for Business



HARMAN Professional Solutions Brands:



THE LOBBY

is an open holding or waiting area where your company makes its first physical impression on clients, partners, and prospective employees. As such, an effective lobby should embody your company's ideals, brand, and message through all elements of the environment, including the technology. Since small lobby areas often don't have a receptionist, informative and attractive signage allows you to connect with your guests and make a great first – and lasting – impression.



COMMON ACTIVITIES

The lobby is a small to medium-sized area that guests encounter when they first enter a building or office suite. The technology in this room enables organizations to:

- Reinforce the brand by using corporate logos, colors, and more
- Display information about the company and its products
- Entertain and inform guests with live TV
- Monitor, manage, and automatically power-down TVs from a central location

REINFORCING THE BRAND AND MAKING AN IMPRESSION

When guests walk into an office, they should get a clear sense of the corporate identity. With the right technology, the company can ensure customers have a feeling of comfort that they are in the right place, while being impressed with the strong professionalism and attention to detail that the company exudes. Digital signage in the lobby can use the same "look and feel" from the website and other assets for TVs, and video walls display corporate branding that makes a statement.



KEY HARMAN PRODUCTS



AMX® Inspired XPert Digital Signage lets each company retain their distinctive look. With enterprise-grade signage creation software, users can use the colors, fonts, layout choices, and logos that the marketing department defines, ensuring a consistent look between their online and in-building presence.



AMX SVSI Encoders and Decoders make a big impact, integrating together for large 4K video walls. With video windowing and live TV integration, the possibilities are endless.

DISPLAYING INFO ABOUT THE COMPANY AND ITS PRODUCTS

When customers and partners meet sales professionals in an office, they come hoping for an inspiring solution that solves their problems. Presenting the products and service solutions in a visually-attractive way can help customers discover this solution. Digital signage and video walls present product photos, descriptions of services, and advertising videos. Guests can then scan a QR code to learn more from a simple, mobile-friendly web page. That way, while customers are waiting, they are also getting excited about the company and its products.



KEY HARMAN PRODUCTS



AMX Inspired XPert Management Suite allows users to create and maintain digital signage content, with the ability to tap into feeds from online resources or their own databases. With tiered, active directory-based permissions, employees can add or update specific content from a web interface without affecting other content or the look and feel of the signage.



AMX SVSI Windowing Processors combine multiple video signals together for unique and dynamic installations.

ENTERTAINING GUESTS WITH LIVE TV AND BACKGROUND MUSIC

The lobby is the perfect place for guests to know that a company cares about them and their time. Companies strive to make the guests' experience relaxed and inviting, providing live television to entertain them while they wait. With a lobby infotainment solution, guests can enjoy catching up on news or sports while learning about the company and its products at the same time. It's also easy to add background music in these spaces, giving a distinctive impression for guests, whether they are waiting or passing through.



KEY HARMAN PRODUCTS



An **AMX H.264 Encoder** allows companies to stream live television using multicast to TVs throughout the facility without overwhelming the network. The video then plays on a TV in the lobby using AMX Inspired Signage.



A **DBX® ZonePro Processor** provides perfect sound by creating specific mixes and sound adjustments for different "zones" throughout the building, the dbx ZonePro provides quality sound where you need it.



JBL® Commercial Series Ceiling Speakers ensure that the television or background music is heard clearly without disturbing conversations or guests passing through the space.

REAL-TIME MONITORING WITH AUTOMATIC TV SHUTDOWN

The perfect first impression requires that everything be perfect, including the technology. With AMX's Resource Management Suite (RMS), IT managers can stay on top of how the AV system is functioning and proactively respond to even the smallest issue. Facilities managers also have the ability to turn the TV automatically. Simply select the time of day and the TV will shut off all by itself, saving energy and extending the life of the equipment.



KEY HARMAN PRODUCTS



AMX's Resource Management Suite (RMS) is AMX's enterprise on-premises or cloud-based software solution that allows AV or IT technicians to centrally monitor AV technology problems right from the IT support desk. When the lobby display has a problem, IT can be notified by email.

FOR MORE INFORMATION

Email us: solutions.advisor@harman.com

To see more HARMAN business solutions, visit: <http://www.amx.com/automate/plan/>



About HARMAN Professional Solutions

HARMAN Professional Solutions is the world's largest professional audio, video, lighting, and control products and systems company. We serve the entertainment and enterprise markets with comprehensive systems, including enterprise automation and complete IT solutions for a broad range of applications. Our brands comprise AKG Acoustics®, AMX®, BSS Audio®, Crown International®, dbx Professional®, DigiTech®, JBL Professional®, Lexicon Pro®, Martin®, Soundcraft® and Studer®. These best-in-class products are designed, manufactured and delivered to a variety of customers, including tour, cinema and retail as well as corporate, government, education, large venue and hospitality. In addition, our world-class product development team continues to innovate and deliver groundbreaking technologies to meet our customers' growing needs. For scalable, high-impact communication and entertainment systems, HARMAN Professional Solutions is your single point of contact.

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