HARMAN

RECEPTION AREA

Audio Visual System Solutions for Business

HARMAN Professional Solutions Brands:

AKG   AMX   BSS   crown   dbx   DigiTech   JBL PROFESSIONAL   lexicon   Martin   Soundcraft   STUDER
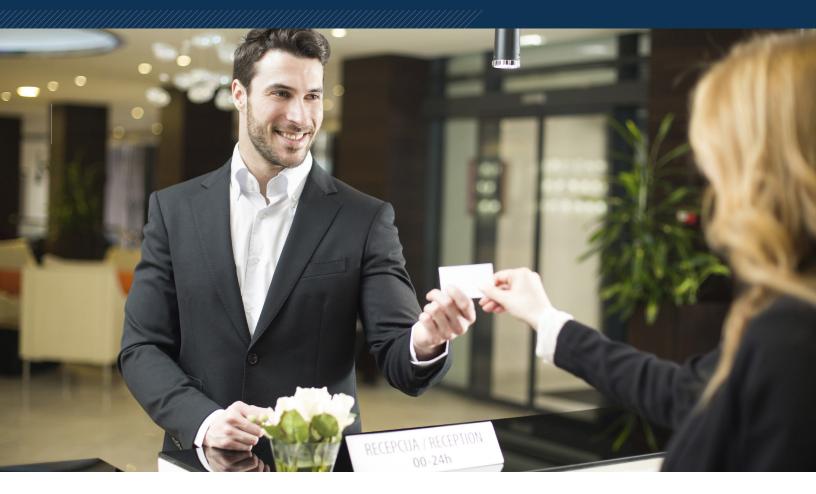
THE RECEPTION AREA

is where your company makes its first physical impression on clients, partners, and prospective employees. As such, an effective reception area should embody your company's ideals, brand, and message through all elements of the environment, from the architecture to the interior design to the technology. With attractive and informative signage, tailored greetings for your guests, and live TV for entertainment, an integrated technology solution allows you to connect with your guests and make a great first – and lasting – impression.

COMMON ACTIVITIES

The Reception Area is a medium to large 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 or services
- Welcome guests with custom messages and alert them when someone is ready for them
- 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. The marketing department puts a lot of time and effort into turning the logo, colors, fonts, etc., into a strong and identifiable brand. By using the same "look and feel" from the website and other assets for reception area TVs, the company can ensure customers have a feeling of comfort that they are in the right place, and impress them with strong professionalism and attention to detail.

Architectural atmosphere lighting in a reception area further reinforces the brand. From colored accent lighting to logo-shaped light beams, atmosphere lighting can create a lasting, professional impression.

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.
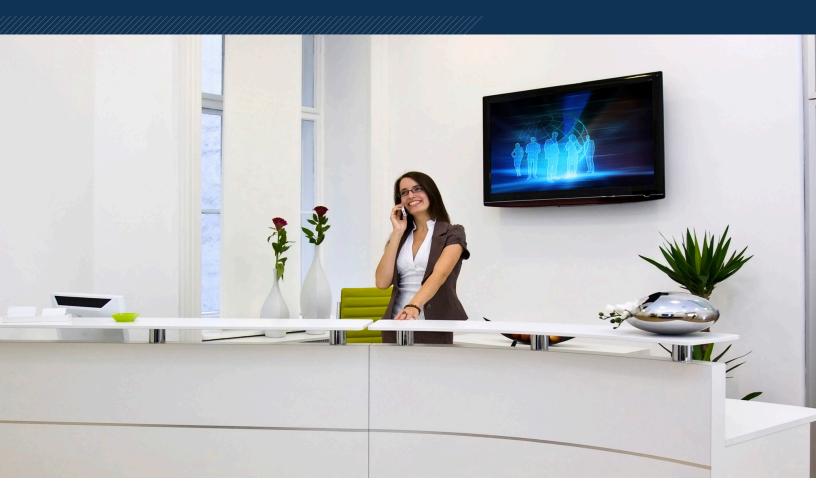
A **Martin® RUSH Gobo Projector** can shape projected light using custom-designed "gobos." These gobos can be created in nearly any shape (including a company logo), giving any reception area installation a truly custom and high-end feel.

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. By taking your product/service information and presenting it in a visually-attractive way, you can help customers discover this solution. Digital signage presents product photos, descriptions of services, and advertising videos, and then guests can 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.
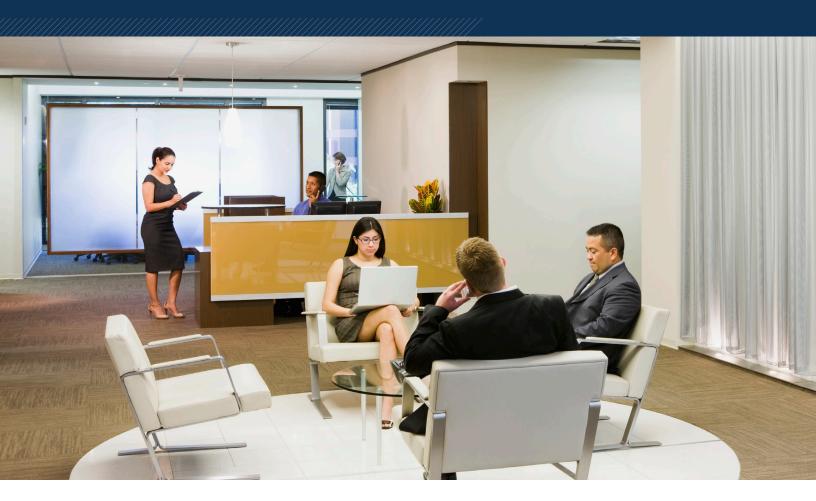
KEY HARMAN PRODUCTS

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, with multiple layouts and custom backgrounds available automatically or at the press of a button.

WELCOMING GUESTS AND PAGING VISITORS

When special guests come into the building, they should feel welcomed and important. With a HARMAN reception area infotainment solution, it is easy to add a customized welcome message that will appear on the sign. Simply type a new message right from the AMX touch panel, and then add it to the display. The same message can then propagate throughout building, appearing everywhere from hallway displays to scheduling interfaces outside of the conference rooms. Guests are welcomed and ushered along by the technology from the first step all the way to the meeting.

KEY HARMAN PRODUCTS

The **AMX Modero S Touch Panel** gives you the ability to type custom welcome messages right from the on-screen keyboard. That way, welcoming guests is as simple and intuitive as typing an email on a smartphone or tablet. You can also use the touch panel to control the microphone for simple guest paging, providing a single point of control for the entire solution.

An **AKG® Paging Microphone** allows the receptionist's voice to be heard with optimum clarify, suppressing ambient noise so that they are understood throughout the room.
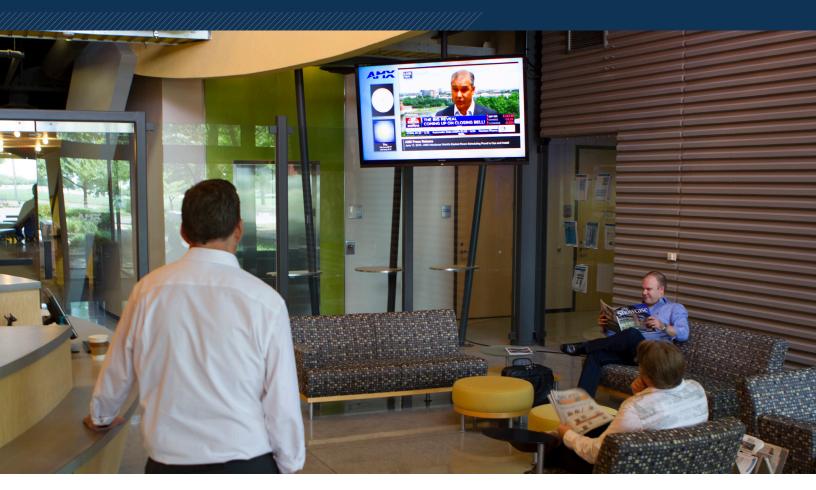
A **DBX® ZonePro Processor** provides perfect sound specifically configured for the reception area. With the ability to create specific mixes and sound adjustments for different "zones" throughout the building, the DBX ZonePro provides quality sound where you need it.

ENTERTAINING GUESTS WITH LIVE TV

The reception area 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 by providing comfortable seating, a beverage, and 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. If guests want to watch a different station, the receptionist can easily change the channel using the touch-based control panel.
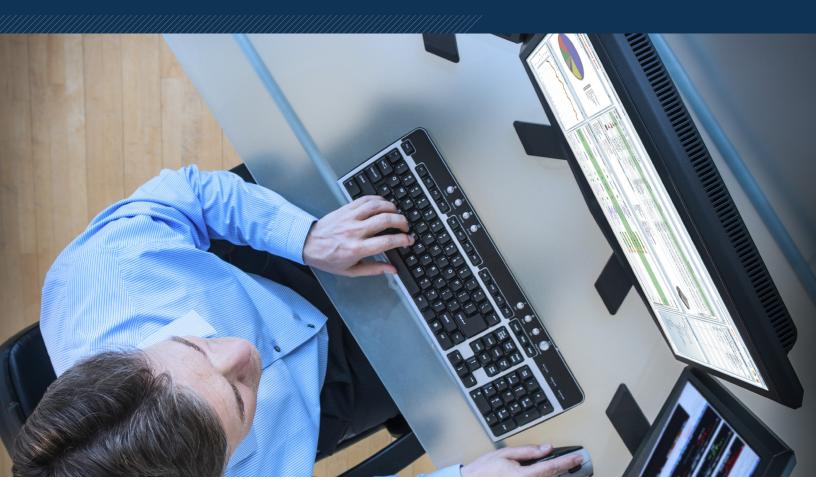

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An **AMX H.264 Encoder** allows companies stream live television using multicast to TVs throughout the facility without overwhelming the network. The video then plays on a TV in the reception area using AMX Inspired Signage.

JBL® Commercial Series Ceiling Speakers ensure that the television is heard by those who are watching, while not disturbing the conversations of others.

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 off 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 reception area display has a problem, IT can be notified by email that there is a problem.

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.