



Simplify Technology and Extend Your Reach.

CHICAGO



Delivering Real Value

MSPACE SOLUTIONS IN CORPORATE COMMUNICATIONS

➤ Jones Lang LaSalle is an industry leader in commercial real estate services. They provide a wide range of integrated real estate and investment management expertise on local, regional and global levels to property owners, occupiers and investor clients. MSpace and Jones Lang LaSalle are strong partners in audiovisual business support and installation. Jones Lang LaSalle has worked with MSpace President Ryan Heining since 1999 when he was employed by Acoustic Communication Systems. When Ryan left ACS in 2002 to establish his own company, Jones Lang LaSalle made the decision to continue working with Ryan and chose MSpace as their dedicated audiovisual integrator. They are now one of MSpace's longest standing partners.

In January of 2008, MSpace announced the opening of their office in Chicago, Illinois. Ross Denne took on the leadership role of managing the regional sales and operations in MSpace Chicago. This opportunity to expand MSpace into the Chicago marketplace strengthened the partnership with Jones Lang LaSalle's corporate office in downtown Chicago. *Ross and the MSpace team continue to focus on delivering a consistent and comprehensive range of fully integrated solutions on a national level to support this ever-growing and expanding company.*

The Situation

Jones Lang LaSalle's fast paced market growth required MSpace to offer pre-defined, integrated solutions to allow them to maintain streamlined communication for their national offices. Knowing MSpace's audiovisual expertise, Jones Lang LaSalle was confident MSpace would ensure exceptional communication and presentation solutions that would be tailored to each office's needs.

The Solution

In an effort to meet Jones Lang LaSalle's integration requirements, MSpace created a range of template standards to include a *(continues)*



"The Pointe" at Jones Lang LaSalle's Chicago corporate offices (above and top) is a flexible, integrated meeting and training space that allows the company to reach employees in all of their offices throughout the Americas. Video and audio signals captured in the main meeting space are broadcast on plasma displays for larger audiences, and pushed to digital signage locations in remote offices.

"Working with MSpace over the last two years on the Jones Lang LaSalle Corporate projects is a pleasure. I am always assured that the team will work through any challenges and that the end result will be of the highest quality. MSpace is a valued vendor partner."

Lynne Marrs
Senior Project Manager
Jones Lang LaSalle

“Jones Lang LaSalle looks to us to provide a comprehensive suite of integration services. The trust that they put into us is that of a loyal client and we strive to exceed their expectations.”

Ross Denne, Regional Manager, MSpace Inc.

variety of integrated solutions tailored to the required functionality of each room type. This “template approach” allows Jones Lang LaSalle to devise a budget yet take into account each room’s distinct characteristics. Using this method, MSpace is able to customize each room according to design, functionality and ease of use while maintaining its individuality.

The Technology



Many of the main **client-focused boardrooms** (above) are equipped with completely integrated videoconferencing systems and multimedia presentation capabilities. These are incorporated into the design of the room in order to maximize communication capabilities. All functionality of the room can be managed remotely with a custom-programmed Crestron control system.

The **company training rooms** include integrated audio conferencing, audio reinforcement, multimedia presentation capabilities, and matrix switching. Many of these rooms are partitioned by a room combine/divide system which makes the room adaptable and capable of hosting a range of meeting sizes. With this flexible design philosophy, the acoustics and visual

angles of the room can be adjusted to match the size of the audience.

In many of these training rooms, there is a “presenter camera” focused on the podium allowing the meeting to be recorded and/or archived. Recorded content can also be integrated into digital signage. The digital signage can then be selected, filtered and transmitted to all national Jones Lang LaSalle offices. It has become an effective marketing tool to reach out to company employees and keep them informed of industry trends, company decisions, changes, and successes.



Team rooms (above) have been designed to support a more intimate communication environment for employees and customers to collaborate. These rooms are typically equipped with an LCD display, presentation capabilities, two dedicated PC/laptops with connectivity, and a Polycom speaker/phone system.



Digital signage displays (above) were placed in the “Pantry Rooms” or break areas of the national Jones Lang LaSalle offices. Digital signage content

creation takes place at Jones Lang LaSalle headquarters in Chicago and is then broadcasted through their LAN/WAN and distributed to national locations. Additionally, Jones Lang LaSalle has the ability to customize the digital signage message so that specifically tailored information can be pushed out to some national locations and not to others. This way, Jones Lang LaSalle can be sure that their signage is always relevant at any of their national locations.

The Future Technology of Jones Lang LaSalle

Jones Lang LaSalle recognizes the value of incorporating videoconferencing solutions as their medium of communication. It promotes time efficiency and decreases the amount of travel time needed to achieve the same interaction.

Jones Lang LaSalle is working with MSpace to develop an Enterprise-wide videoconferencing plan. After seeing the cost savings of their current systems, they recognize the value in establishing a high definition, easily accessible videoconferencing standard and the infrastructure to support it.

As Jones Lang LaSalle’s momentum of growth and expansion continues, they have chosen MSpace as their partner in creating this standard of infrastructure to be implemented company wide. With innovative integration and dedicated project management MSpace provides the quality product Jones Lang LaSalle expects.

