



Simplify Technology and Extend Your Reach.

MINNEAPOLIS



# Seeing The Big Picture

REAL ESTATE EXPERTS COMMUNICATE WITH MSPACE

What began as a small northern Minnesota lumber company, Ryan Companies US, Inc., has now become a leading national commercial real estate firm providing integrated design-build and development and real estate management services to customers in more than 150 cities around the nation.

Central to Ryan's business are the core values of integrity, honesty and service. Whether developing, building or managing a customer's space, Ryan is dedicated to creating the big picture, offering ideas and options for long-term solutions which sustain valued business relationships. Ryan wanted to be continuously in touch with and accessible to their internal team as well as their customers, involving them in the ongoing changes of the company. **MSpace created a variety of solutions to help Ryan accomplish these goals.**

## The Situation

Ryan continuously collaborates as a team coming together from multiple remote offices nationwide. They wanted to incorporate an effective integration system that streamlined communication and sharing of information while still working with the existing infrastructure of their boardroom.

In addition to upgrading an already existing boardroom, Ryan had another challenge: informatively reaching their internal team as well as their client base. Ryan initially envisioned having an interactive display with a touch interface that visitors and clients could personally interact with to learn more about Ryan while waiting in the lobby area of their headquarter office in Minneapolis, Minnesota. What was perceived to be a marketing tool for (CONTINUES ON REVERSE)

**“We were looking for something impactful and current; we wanted to achieve the New Age of technology in our workplace, and MSpace helped us achieve just that. What MSpace helped us do was remarkably received by our management.”**

Bob Parr, Director of Development, Ryan Companies US, Inc.



*MSpace helped Ryan Companies US, Inc. to create a new technology-integrated boardroom (top) and a video wall in their lobby (above) which continually communicates their ongoing story to employees and visiting customers.*

**“Right from the beginning, MSpace took the time to attentively listen to our technical ideas. They were able to adapt to our requests and allowed for modifications at any point in the design and engineering process to ensure that we were pleased with the end solution.”** Jarod Werbick, Network Engineer, Ryan Companies US, Inc.

clients to explore interactively only proved to be ineffective. Clients found the technology to be intimidating and exemplified hesitation of initiating interaction with the plasma display.

Jim Ryan, President of Ryan Companies US, Inc., stated, **“We clearly need to do better in reaching our people, sharing with them our ongoing story.”** Ryan realized that they needed to better showcase their company making it more personable along with conducive as to how their customers receive information. They wanted to reach their clients with something more influential making Ryan more accessible and informative to the viewer in the lobby.

## The Solution

To address Ryan's first need of upgrading their boardroom, MSpace integrated a complete Tandberg videoconferencing solution which enhanced the quality of communication exchange between remote offices. Ryan is now able to do multi-site collaboration and share content while in a videoconference. Also, MSpace incorporated the network services provided by Glowpoint, making Ryan operable over IP rather than ISDN, giving them more bandwidth for ensured quality calls.

Secondly, Ryan wanted to incorporate a technology piece that would be an effective marketing tool presenting real-time information that highlights the company to the viewer, whether it be company management, an employee, a

visitor or customer. MSpace designed an effective technology solution that enveloped all the ideas of what Ryan wanted to achieve.

## The Technology



### Main Boardroom:

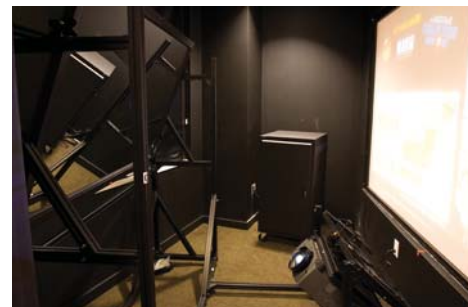
- Their original 16:9 screen for rear screen projection with a 4:3 projector was upgraded to a new wide-screen Mitsubishi projector and Da-Lite cradle mirror system to optimize the 16:9 screen filling it in full.
- Ryan was initially using a roll-about solution for a large boardroom, not using the projector screen at all, except for local presentations. MSpace upgraded their videoconferencing capabilities by integrating a new Tandberg 880 MXP Codec with the natural presenter package and Multi-site for their multiple locations.
- Their control system was upgraded to control video and audio conferencing, DVD/VCR, computer inputs, and TV.
- Microphones were incorporated in the boardroom table without any damage. MSpace installed the new Revo Labs solo executive wireless microphones with a Biamp processor to be more conducive to the mobility of participants in a meeting. This feature has

drastically improved the audio quality in their videoconferencing calls.

## The finished lobby display

allows for continuous real-time communication with clients as well as with internal management and employees. This has been accomplished with the following integrated equipment:

- An attention-grabbing video signage application utilizing a Da-Lite rear projection screen and Christie Digital projector in a 133" HD display, which has become the purposeful focal-point of the lobby.



- An Extron MGP 464 multi-window processor which allows up to four HD sources to be displayed on the screen simultaneously. Ryan wanted to highlight a variety of information using the display wall for company updates, recognition and awards, and personal welcomes to visiting customers.
- Beyond the lobby display, Ryan wanted to integrate existing displays around their office to allow internal management and employees to be aware of updates and news within the company.
- A Crestron control system was installed to allow for scheduling and monitoring of the main lobby display.

**“Ryan is a great example of a company leveraging today's technologies to better advance their communication. They do this through multiple avenues: basic presentation rooms, integrated video conferencing and large scale video signage. They are users of a majority of the solutions we offer.”**

Adam Minnich,  
Sales Representative, MSpace

Where's Your



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