



IBM

ONE MADISON AVE | NEW YORK | NY 10010



## IBM'S ONE MADISON HUB: A LANDMARK OF MODERN COLLABORATION ENGINEERED BY A-V SERVICES

IBM, a global leader in technology and innovation, embarked on creating a new, state-of-the-art hub at One Madison Avenue in New York City. The vision was to build a workplace that not only reflected their status as a tech pioneer but also fostered seamless collaboration and communication. To bring this vision to life, IBM partnered with A-V Services to design and implement a comprehensive, cutting-edge audiovisual ecosystem throughout the landmark location.

### A CHALLENGE OF SCALE AND SOPHISTICATION

The primary challenge was to integrate sophisticated AV technology across a wide variety of spaces, from large-scale auditoriums to executive offices and specialized innovation areas. The goal was to create a cohesive, user-friendly environment that would empower IBM's teams to connect and create without technological barriers. This required a solution that was both powerful and intuitive, capable of supporting everything from global video conferences to dynamic digital signage. A-V Services was tasked with engineering a robust infrastructure that could meet the diverse needs of a modern, hybrid workforce.

### ADVANCED AUDIOVISUAL SOLUTIONS

Working in close partnership with IBM, A-V Services delivered a tailored suite of advanced AV solutions designed to enhance functionality and elevate the user experience in every corner of the One Madison Hub.

### AUDITORIUM AND HIGH-TRAFFIC AREAS

The project involved equipping several key areas with specialized technology. The main auditorium was fitted with a ClearCom intercom system to ensure flawless communication during presentations and events. In the vestibule, large-format Planar URX85 displays were installed, creating a stunning visual welcome and a powerful medium for corporate messaging. For the menu boards, Samsung Commercial QM43C displays were selected for their clarity and reliability.





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### COLLABORATIVE AND EXECUTIVE SPACES

To power teamwork, divisible co-creation and training rooms were equipped with all-in-one Cisco Webex Board Pro 75 systems, complemented by Shure Microflex microphones for superior audio clarity. In meeting and briefing rooms, Shure ceiling array microphones and Cisco PTZ 4K cameras were discreetly installed within Vaddio in-wall enclosures, providing exceptional audio pickup and video quality while maintaining a clean aesthetic.

Executive offices received high-end Cisco VC Conferencing Bar Bundles, ensuring that leadership has access to reliable and high-quality communication tools. Even the garage was integrated into the AV ecosystem with Shure wireless microphone systems to support flexible event formats.

### SPECIALIZED INTEGRATIONS

A standout feature of the project was the technology integrated into the Innovations Area. Columns were wrapped with Planar URP65-T interactive displays, powered by Crestron DM NVX encoders and Lenovo Ultra PCs. This created immersive, touch enabled surfaces for brainstorming and data visualization. The entire network is supported by robust Cisco Catalyst 9300 switches and a purpose-built control room featuring Viewpoint Consoles, demonstrating a deep integration of hardware and infrastructure.

### RESULTS AND COMMITMENT TO EXCELLENCE

The collaboration between A-V Services and IBM has resulted in a technologically advanced workspace that is a benchmark for corporate environments. The seamless integration of diverse AV systems has empowered IBM's teams with intuitive tools that enhance productivity and foster innovation. The solutions provide crystal-clear communication in every meeting, dynamic content delivery in common areas, and powerful collaboration capabilities in specialized zones. The approval of the work by Stephanie Falco of IBM stands as a testament to the project's success and the client's satisfaction.

This project showcases A-V Services' unwavering commitment to quality and our ability to execute complex, large-scale integrations. By combining meticulous design, expert engineering, and precise implementation, we have helped transform IBM's One Madison Avenue Hub into a dynamic environment that amplifies collaboration and supports the future of work. We are proud to have partnered with IBM to bring their forward-thinking vision to reality.

