



## [Going Green](#)

# 'Green' AV & Teleconferencing Installed at Packard Foundation

LEED Platinum Certification also means AV and teleconferencing to reduce business travel.

By [L.A. Chung](#) | [Email the author](#) | April 6, 2013

On track to become one of California's greenest office buildings, the David and Lucile Packard Foundation's new headquarters recently saw the installation of "green" audio video and teleconferencing systems to help the building reduce its energy load and cut its carbon footprint.

Audio Video specialist [Integrated Communication Systems \(ICS\)](#) blended the AV systems to interact in a planned and efficient way, said ICS CEO [Aaron Colton](#).

The Packard Foundation [recently received LEED Platinum Certification](#), and has been designed as a NetZero Energy facility. The building is a showcase that embodies the Foundation's long-term commitment to reduce greenhouse gas emissions around the world.

"A lot of thought and intent went into [the Packard Foundation headquarters' design](#), including the AV and teleconferencing systems," said Amelia Hayter, communications assistant for the Packard Foundation.

The systems were chosen because they are energy efficient and provide staff with an alternative channel to connect with partners and grantees, Hayter wrote in an e-mail.

"It is our hope that by use of these high quality AV systems, we may be able to reduce a portion of our carbon footprint historically associated with our business travel."

For a behind-the-scenes look at just how far Packard went to get a "green" AV system and teleconferencing systems, Colton provided the breakdown:

*"The equipment we installed and the design we used at the David and Lucile Packard Foundation goes beyond the traditional role of a systems integrator working with an integrated control system in a corporate presentation environment," Colton said.*



PHOTOS (2)



*ICS worked with Redwood Electric Group to install video conferencing systems in six of the building's nine conference rooms, with audio conferencing installed in the other three conference rooms.*

*ICS also installed energy-saving AV systems, including a control system integrated with multiple disciplines to maximize the building's usability and minimize its energy use. The control system program was structured to efficiently manage devices that consume electrical power. The control systems automatically turn off AV systems and lighting when the systems are not in use. Automated lights are integrated with window shade controls.*

*The teleconferencing rooms use Cisco/Tandberg C50 video conferencing systems and Crestron DigitalMedia™ for signal routing. No matter what laptop or program you are using, DigitalMedia™ takes all of the signals, whether they are digital or analog, and turns them into HDMI. To improve the acoustics in the largest conference room, which holds about 100 people, ICS used a BSS Audio Soundweb™ London conferencing system, which provides superior quality.*

*ICS installed wireless wall mounted touch panels from Crestron throughout the space, which provide the users an ability to launch presentations and adapt systems to extend AV coverage into overflow spaces or to change a room set up when the space needs to be divided.*

*ICS installed Crestron's room scheduling system, Roomview®, which makes it easy for users to view scheduled meetings or reserve rooms using Outlook. Each conference room is equipped with a wall-mounted touch screen that details the committed room schedule or usage. Staffers can use the touch screen to view the room's schedule or make a reservation. ICS also installed Crestron's Fusion RV™ software, which reports what is going on in each room and tracks room usage statistics.*

ICS is an audio video and fire alarm systems contractor and integrator in Silicon Valley.

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