



PHOTO BY JIMTHELEMAN

Executive Briefing Conference Room within the Executive Briefing Center with a 110-inch, pixel-pitch, direct view LED wall by Planar

ICS Installs AV In Over 120 Rooms For Two LinkedIn Office Locations

ICS-Integrated Communication Systems programmed and installed a video wall and several large AV displays in two LinkedIn office locations, one in San Francisco and the other in Sunnyvale. These AV projects included Cisco video conferencing, touch-sensitive wayfinding and multiple meeting room type systems.

At the San Francisco LinkedIn office, ICS installed AV in 39 rooms, including a 1.2 Pixel itch 110-inch diagonal Planar direct view LED video wall in LinkedIn's executive briefing center on the 26th floor. The San Francisco facility is located at 222 Second Street, a 370-ft office skyscraper in the South of Market District.

ICS also installed Cisco Solutions video conferencing in all of the rooms in San Francisco, including the Executive Briefing Center. The briefing center also included multiple large conference rooms fully integrated with ceiling-mounted, beamforming microphones, DSP utilizing a Cisco Touch 10 as a touch panel interface with a Crestron backend.

There are two points of control for the video conferencing in the executive briefing center. One is a wall mounted Cisco Touch Ten panel; the second point of control is an iPad.

Having the Touch Ten is a most direct connection, because it provides instant access to content with just a touch of the finger. The Touch 10 is also able to control other room peripherals such as lighting, room dividers and curtains through a customizable API. Historically, Crestron would have acted as the main interface to tie everything together,

or Crestron would control the rooms, and Cisco would control the video and audio conference. However, in this instance Cisco is the main control piece, and its interface is used to operate the room.

The iPad is very useful as well, because meeting attendees don't need to be standing by the wall to control the meeting. Instead they can be sitting at the table or just walking around the room using the iPad.

Adam Bahri of ICS is the project manager, with Jason Meyer as the control programmer and Derek McAllister as the audio programmer. Javi Martinez is the main AV lead for the project. The technicians and programmers working onsite were from the International Brotherhood of Electrical Workers (IBEW) Local 332, IBEW Local 6, and IBEW Local 595.

Jason Woods, partner in BJL Technology Consultants, designed both projects in conjunction with internal AV and IT staff from LinkedIn. BJL provided both low voltage and audio-visual technology consulting and design. BJL works with LinkedIn on a national basis for their AV consulting.

Dome Construction was the general contractor for San Francisco; Devcon was the general contractor for Sunnyvale.

The Planar direct view LED video wall is made up of LED video lights that are located extremely close to each others (called a pixel's pitch). LED diodes are the light source for the image. Every single pixel is an actual LED diode, as opposed to an LED TV, which is an LCD



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Another large conference room within the Executive Briefing Center with a 98-inch LG UH3 display

diode lit up by LED technology. ICS assembled the wall from the chassis to the boards to the pixels. The LED video wall technology provides images of higher quality and longer life expectancy.

ICS also installed displays from the LG UH series in 22 small, medium and large conference rooms, huddle rooms, and phone rooms located on floors 23-25 in San Francisco. The project was scheduled on a tight 30-day time line with ICS also providing commissioning services.

At the LinkedIn office facility in Sunnyvale at 1101 Maude, ICS programmed and installed AV system equipment in over 80 rooms, including 36 phone

rooms, 24 huddle rooms, 12 conference rooms, and four team rooms.

ICS also programmed and installed the “maker’s space” in this building, which includes audio and video conferencing equipment. Employees used 3D printers or etching and engraving machine in the “maker’s space” to make unusual crafts.

ICS-Integrated Communication Systems is located in San Jose and provides AV, fire alarm, life safety and educational low-voltage services. CEO Aaron Colton can be reached at aaron.colton@ics-integration.com or 408.491.6000. www.ics-integration.com.



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ICS Integrated Communication Systems Team List LinkedIn Corporate Offices, San Francisco and Sunnyvale

CLIENT:
LinkedIn

GENERAL CONTRACTOR: (SAN FRANCISCO)
Dome Construction

GENERAL CONTRACTOR: (SUNNYVALE)
Devcon Construction

AV TECHNOLOGY CONSULTANT:
BJL Technology Consultants,
Jason Woods, RCDD, Partner
Jose Serrato, Tech

AV PROGRAMMER, INTEGRATOR, AND INSTALLER:
ICS Integrated Communication Systems,
Adam Bahri, Project Manager
Jason Meyer Control Programmer
Derek McAllister, Audio Programmer
Dave McKinnon, AV Superintendent
Jarod Fontaine, Production Superintendent

**AV INSTALLERS FROM INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS (IBEW)
LOCAL 332, SAN JOSE; LOCAL 6, SAN FRANCISCO; LOCAL 595, DUBLIN:**
Javi Martinez, Lead Foreman
Dick Tom, Technician



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Large Conference room within the Executive Briefing Center featuring a 98-inch LG UH3 display with 2 ceiling tile mics.

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