

BrandStar – People, Brands, Life!

Creating the office of the future, today

Barco provides a critical piece of the puzzle in designing today's modern work environments

Kalyn Rothaus,
Project designer and Host,
Office Spaces™ television series



Barco solutions:

- ClickShare CSC-1 and CSM-1
- OverView EVD-4621 video wall
- F50 and F85 series venue projectors
- X20 real-time visual communications platform

Key benefits:

- Cutting-edge, yet easy-to-use technology fuels collaboration
- Video walls create visual energy and provide important information

A well-designed office space stimulates employee productivity and promotes efficiency, which can ultimately contribute to fueling company growth and workplace satisfaction. Not only can a great workspace serve as a strategic tool to convey creativity and innovation to the industry, but it can boost employee morale by encouraging teamwork. So when global media and marketing company BrandStar decided to build a new corporate headquarters, creating a collaborative work environment was a top goal. The solution? Barco, of course!

BARCO

Visibly yours



BrandStar is an integrated marketing agency that ignites growth and drives sales by weaving brands into the fabric of people's lives. When it decided to transform an outdated warehouse into a modern high-tech office space for its new home, the company decided to document and share the process on *Office Spaces*, a new commercial design reality show. The series follows the step-by-step renovations, from design to installation, of the new building – utilizing a wide array of Barco's corporate AV solutions designed to boost collaboration and working efficiency

No matter how great the technology, it's only valuable if people can easily use it – Barco really delivers a simplified user experience

Adam Brown,
IT Director, BrandStar



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Connecting people and information across the enterprise

A connected workplace is essential to achieving success in a global economy. This is where Barco shines, offering a wide array of innovative visual collaboration tools and presentation solutions that improve the way employees share information, knowledge and ideas. "I had some big ideas about how to make spaces more collaborative and I knew technology existed to activate them and display video messages throughout the facility," comments Kalyn Rothaus, designer of BrandStar's new headquarters and host of the *Office Spaces* television series.

Barco business projectors and LCD displays create versatile canvases for dynamic visuals and company messaging in numerous locations within the building. Barco X20 provides the powerful real-time content management system that drives the content. "X20 creates a platform that allows us to take the content we've created and distribute it everywhere throughout the office – from our lobby, to our conference rooms, to our private office spaces – to deliver messaging to both employees and visitors," comments Adam Brown, IT Director for BrandStar.

Fueling real-time collaboration, simply

Another important aspect of successful technology adoption is ease of use. Brown explains, "No matter how much great technology you have in the office, if no one knows how to use it, it's worthless." Barco solutions are designed with simplicity and user-friendliness in mind. No product better embodies these principles than ClickShare, Barco's one-click wireless presentation system.

"I was blown away by ClickShare – you can literally plug in the button or activate an app on your smartphone, laptop or tablet, and share instantly with an entire meeting room," comments Rothaus.

With a growing focus on collaboration and a bring-your-own-device (BYOD) office culture, ClickShare is the ideal solution to quickly and easily facilitate content sharing. Barco has continually expanded the product line to offer a model for every size meeting room, from executive boardrooms to informal huddle spaces.

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