management, ensuring that cables don't pinch or disconnect as the surface moves forward and backwards, which makes integration more challenging.



*Middle Atlantic's L7 lectern reflects form and functionality demands from classroom customers as well as ADA.*

These were all driving factors in engineering Middle Atlantic Products' L7 Series lectern. It's true to the ADA standard; provides everyone with the same level of access to controls, outlets, and storage whether seated or standing; and enables system reliability. Height-adjustable, it enables users to effectively engage with the technology in the space — no matter the stature of the individual or whether they are standing or seated. Beyond being ADA compliant, it's an elegant addition to the classroom in an age where spaces are evolving to reflect more modern, active learning aesthetics.

Creating an amazing AV experience is about leveraging technology to drive collaboration and innovation. As integrators are tasked with truly transforming the spaces where their customers work and live, ADA compliance will become more influential in your customers' mind. The needs analysis of every commercial and classroom project should dive deep to understand how the space will be used and any special needs of those users. Integrators should leverage the tools that are publicly available (such as the ADA guidelines) and industry training to stay abreast of the requirements and codes that impact the spaces they design. This investment in their expertise stands to be a solid addition to any integrators' service value proposition.

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›› *@middleatlantic, #ADA, #FlexView*

# #DIGITAL SIGNAGE

## Peerless-AV Mounts Prove Smart Video Wall Solution for Sprinklr

AS THE SOCIAL MEDIA management system for many of the world's largest brands, Sprinklr's New York City headquarters is a busy place with both employee and client foot traffic every day. Like many office buildings, the lobby is the first place clients arrive when visiting Sprinklr's office. To truly evoke the innovative nature of Sprinklr, and to feature one of its flagship products, Sprinklr Display, the company sought to create a wow factor from the moment someone steps into its office.

In addition to developing a strong visual impression, Sprinklr stakeholders also wanted a solution to best showcase its products and work. As visitors stepped into the office, Sprinklr sought to first grab their attention, then get them thinking about how they could use the company's services and products. An idea evolved from a vision to incorporate a seamless grid of TV monitors to make the most of the real estate in the office and to highlight its Sprinklr Display product.



*Ideacage took advantage of the installation-friendly features of the DS-VW775 SmartMounts used in tandem with 55-inch NEC displays.*

A year ago, Sprinklr turned to one of its partners, Ideacage, a cloud-based content management and display control solutions company. Having worked together for multiple years, Ideacage understood Sprinklr's needs and created various design options, resulting in a 2x4 data visualization wall showcasing Sprinklr Display.

Relying on Ideacage's experience, Sprinklr utilized all recommended vendors, including Peerless-AV and its SmartMount Supreme Full-Service Video Wall Mounts (DS-VW775). "We always like to work with Peerless-AV when it comes to integration projects," says Stephen Loeckle, chief technology officer, Ideacage. "From the moment we place an order, to the final distribution and installation, the support team is always there to help."

Designed with such integrators in mind, Peerless-AV's SmartMounts feature:

›  **Tool-less micro-adjustments** both vertically and laterally allow for simple fine-tune adjustments
›  **Reusable display-dedicated wall plate spacers** can be used for both portrait and landscape applications, resulting in faster installation time and lower costs
›  **Convenient pop-out serviceability** is 25 percent lighter than previous models, making the displays easier to hang and service later on
›  **Enhanced cable management** features new tabs on the scissor arms that control cables so they can effortlessly travel in and out with the display
›  **Peerless-AV's Video Wall Locator app** eliminates the tedious calculations and onsite guesswork, reducing the time required for installation.

For the Sprinklr video wall Ideacage utilized eight SmartMounts and eight 55-inch NEC monitors.

"I really like the slim design of the DS-VW775 over previous generations," adds Loeckle. "With more space allocated between monitors, we are able to utilize Ideacage media players behind the mounts so there is no need for an entire tech closet with additional equipment. And thanks to the micro-adjustments of the wall mounts, the monitors are able to lay completely flat, even on uneven walls."

The final product — a 16-foot-wide video wall — was completely finished in just two days. Sprinklr now showcases its own solution plus company-wide activities, including graphs depicting social media streams and employee sentiment, as well as videos and images highlighting company events.

Moreover, based on the success of this installation, Sprinklr has implemented a second video wall in its Portland, Ore., office.

›› *@PeerlessAV, #mounts, @sprinklr* CI