en the ADAC shifted its Munich headquarters it took the opportunity to design completely new office ces to support and encourage flexible working, presentation and collaboration. Anna Mitchell takes a look.

Driving flexibility

I n 2012 the ADAC, Europe's largest automobile association, welcomed its 18 millionth member and officially opened its new Munich headquarters dubbed the "Star of Sendling". The site was built to amalgamate seven disparate locations spread across the German city and replace former headquarters that the ADAC had outgrown. It now houses 2,400 employees.

It was built upon principles of energy-efficiency smart working, employee wellbeing and future-proofing; using cutting-edge technologies.

At the building's inauguration, Peter Meyer, president of the ADAC, said: "From the outset, we wanted to create a building that would make its mark on the Munich skyline and host an innovative and state-of-the-art work environment"

The most striking part of the building, designed by Berlin's Sauerbruch Hutton, is a tower that rises 93 metres above a five-story base. It is capped by executive offices and a number of conference rooms and boardrooms that boast stunning views over the city and, on a clear day, offer a glimpse of the Alps.

German consultants, hartmann+mathias Partnerschaft worked with the ADAC to specify and

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> — Peter Meyer, president of the ADAC

co-ordinate a €2.5 million AV integration project. Integration was handled by Mainz headquartered AV/media technology contractor, BFE.

The culture of flexible working is promoted by supplying each employee with a laptop and a wheeled unit in which to store possessions, work files and the laptop.

Desks, furnished with docking stations and monitors, have to be cleared each night with employees encouraged to move around the office depending on the task they are working on and the team they are working within.

Sofas are distributed around the light, open-plan spaces to create smaller, "snug" areas. Standing meeting spaces are furnished with Unicol mounted, 55" mobile NEC LCDs. A number of the LCDs have integrated Prime Touch multitouch overlays.

Collaboration, presentation and discussion are promoted by a number of meeting and training rooms, which all boast wide options for connectivity and, in many, cases touch technologies. The building even incorporates a lecture and event hall for 350 people.

According to Detlef Hartman, a partner in hartmann+mathias, the AV integration was embarked on after most of the building was completed.

"The IT infrastructure was complete and the

rooms, where [the ADAC] wanted to install media technology were allocated," he explained.

"AV runs off the IT infrastructure and the building has its own WLAN and a dedicated fibre network serves meeting and training rooms. Signal management and distribution is handled by Crestron's DigitalMedia."

Visitors to the ADAC are greeted by a 47" Panasonic display in the large open reception area. Information can be managed and updated using Komma Tec editing and playback software.

A number of small meeting rooms contain largely similar AV equipment including a mixture of fixed and portable NEC 55" LCD displays and Unicol mounts. Crestron equipment was installed to handle signal transmission, scaling and room control.

Thirteen larger meeting rooms have a more sophisticated set-up, including 85" Panasonic plasma units, again mounted using Unicol products, while a further seven training rooms offer touch functionality using Prime Touch multitouch overlays on the Panasonic units.

Audio systems in the majority of the rooms throughout the ADAC building employ Fohhn active loudspeakers and Symetrix DSP units.

Crestron equipment handles AV signal processing with local matrixes and video scaling units as well as control functions, which are accessed via 6" touchpanels.

Middle Atlantic racks house the local AV processing and control equipment.

Bachmann Coni units are integrated into tables to provide meeting participants with local power sources and connectivity options including HDMI and VGA.

> ❝ *The IT infrastructure was complete and the rooms, where [the ADAC] wanted to install media technology were allocated.* ❞
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> *- Detlef Hartman, hartmann+mathias*

Blackbox USB matrixes and Extron USB extenders are provided in certain training rooms to allow switching from four USB peripherals between eight workstations.

An NEC 55" LCD display, with Prime Touch multitouch overlay, was mounted on a Unicol trolley and can be shared between meeting rooms. A Loewe sound bar was positioned below the NEC panel.

A series of three meeting rooms on the ground floor of the building can be amalgamated or split using movable partitions.

Various display options are accommodated in each of the three rooms including a 55" NEC display, two 85" Panasonic displays (one with a Prime Touch overlay) and a 9 x 55" eyevis videowall.

Displays are mounted with a combination of Unicol and custom-made solutions.

A further two 55" NEC displays are mounted on Unicol trolleys for use in any of the rooms and one display boasts the Prime Touch overlay and Loewe sound bar.

Sound reinforcement is handled by two Fohhn mini-line array units, mounted either side of the videowall. Audio processing and control is managed by QSC.

Sennheiser wireless microphones can be used throughout the space and a Beyerdynamic table microphone was also supplied.

Bachmann table units are integrated into the desks to allow meeting participants connectivity and power options.

Each room houses a Panasonic Blu-ray player and Wolfvision visualiser and sources and control equipment are housed in Middle Atlantic racks.

Control and signal processing comes down to Crestron equipment, which is centred on two 16x16 matrixes. Extron USB extenders were also supplied.

Various room set-ups are pre-set to allow easy configuration of the AV equipment in the differing room configurations and are accessed via Crestron 9" touch panels.

A large first floor training room is configured in much the same way and boasts a two by two Eyevis videowall flanked by Fohhn line array units. This is supported by a touch enabled, 55" NEC LCD.

A dedicated videoconferencing room was designed and installed for use by up to six people. Videoconferening runs on a Cisco C40 codec and calls are viewed on two NEC 55" LCDs.

A Bose speaker system and Symetrix audio processing handle sound reinforcement and a Panasonic Blu-ray player was also provided.

Here, local signal processing is managed with an Extron eight by four HDMI matrix switcher.

A café and restaurant are also located on the ground floor. Daily menu choices in the restaurant are displayed on five 42" Panasonic IP66 rated monitors, which are mounted on Unicol brackets and managed using the Komma Tec software.

Two first floor classrooms employ two 85"

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Panasonic units and one Prime Touch multitouch overlay per room along with the Bachmann table units, Panasonic Blu-rays, Wolfvision visualisers and Middle Atlantic racks.

The Fohhn, Symetrix and QSC sound system set up is replicated here, as is Crestron control and processing (this time using local eight by eight matrixes) and USB extension by Extron

The 350 seat lecture and event hall is dominated by a huge videowall constructed from 18 60" Eyevis LCD panels and mounted on a custom made frame constructed by BFE.

The wall appears almost seamless thanks to the narrow bezel of the displays that creates a gap of 6.5mm between units and can be used as one enormous screen or split to accommodate up to eight separate video feeds. An eight by eight Christie Spyder unit handles video processing.

Presenters are provided with a desk directly below the screen and can sit facing the audience. Screen content can be replicated on four Arthur Holm retractable monitors integrated into the desk.

Eight Beyerdynamic desktop microphones are also integrated into the table alongside four Bachmann Coni input boxes.

The main soundsystem uses two Fohhn line array units and QSC's Q-Sys platform handles audio processing control and management.

Presentations can also be delivered from a lectern position that is furnished with a Shure microphone and the room was also supplied with a Sennheiser wireless microphone system.

From the lectern position, presenters can access a Wolfvision visualizer. Other sources include a Panasonic Blu-ray player.

A control room, situated at the back of the lecture hall, was furnished with Dynaudio monitor speakers.

Operators are provided with a monitor, constructed from four Samsung 23" LCD units, mounted with BFE custom made brackets, and a Crestron touchpanel.

This control room also houses the Crestron 32x32 matrix that forms the heart of the DigitalMedia platform. HDMI signals from the Crestron DigitalMedia system can be converted to HD-SDI using a TVOne unit and sent to the in-house broadcast studio.

This equipment is accommodated in a Middle Atlantic rack that also holds a Denon Blu-ray player and Comm-Tec TV tuner.

The top floors of the ADAC tower house executive offices and boardrooms. Two boardrooms are situated on the 21st floor.

The first, designed for 20 people boasts a two by two Eyevis videowall constructed from 60" LCD panels, while the second, seating 24 people, uses a 103" Panasonic display. Both displays are mounted with mounts custom-made by BFE.

In the 20 seat room Fohhn line array units are invisibly integrated into the wall either side of the videowall and a subwoofer unit was supplied for extra bass response.

Fohhn speakers are again used in the second room, which also houses a Symetrix DSP unit.

Sources again include Panasonic Blu-ray players and Wolfvision visualizers.

Local Crestron eight by eight and six by four matrixes were provided for local AV switching and control with functions accessed via Crestron 9" touch panels. BFE also supplied a Middle Atlantic rack for local equipment.

The first 22nd floor boardroom is designed for 35 people and boasts an Eyevis videowall. Here, 60" LCDs were mounted in a three by three arrangement by BFE.

Five retractable Arthur Holm monitors are supplied for seats that have a limited view of the main videowall.

In this room, the sound system largely mirrors the other boardrooms but uses QSC's Q-Sys platform.

A Sennheiser wireless conference system was deployed alongside a number of Beyerdynamic table microphones. A Wolfvision visualiser and Panasonic Blu-ray player are provided for the presenter.

Again Crestron was employed for processing and control and a Gefen HDMI splitter was installed.

Also on the 22nd floor is a boardroom for 24 people. The technology in this room largely mirrors the set-up in the 21st floor room with the 103" Panasonic display.

The 21st and 22nd floor reception areas are furnished with Unicol mounted 55" Sony LCDs and TV tuners. Content can also be played from the Komma Tec signage system or a Panasonic Blu-ray player.

The IT department at the ADAC headquarters manages much of the AV system set-up and control. Further remote support is provided by an off-site helpdesk and BFE are contracted to provide ongoing maintenance and support.

The ADAC has certainly altered Munich's skyline with its new headquarters and at the building's inauguration city Lord Mayor Christian Ude said: "Munich has acquired another outstanding architectural landmark".

The technology and workspace design inside the building live up to its striking interior. ∞

[Top to bottom] Executive meeting room; Presentation tools include Wolfvision visualisers; Videoconferencing is handled by a Cisco codec; and a number of Panasonic 103" displays were installed.

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