# L'Oréal Café and Town Hall

## SUMMARY

- ***LOCATION***
  Mumbai, India
- ***FACILITY SCOPE***
  Corporate office and events space
- ***OBJECTIVES***
  Provide exceptional audio output for speech and music, plus easy compatibility with Microsoft Teams Rooms and Zoom
- ***BIAMP SOLUTIONS***
  Microsoft Teams Rooms and Zoom certified large meeting room bundle, various Tesira® DSPs, Parlé™ Beamtracking microphones, Desono™ ceiling and surface-mount loudspeakers, and Community® amplified loudspeaker controllers
- ***OUTCOME***
  The project successfully transformed L'Oréal's café and town hall into a dynamic, high-performing AV environment

The L'Oréal corporate office in Mumbai sought to enhance their onsite café and other staff- and customer-focused spaces by replacing the previously installed, poorly performing AV system.

With numerous "town hall" events, customer gatherings, and team-building activities, the importance of exceptional audio quality, easy integration with Microsoft Teams Rooms and Zoom, and system reliability were critical requirements.

The previous system suffered from poor audio clarity, low sound pressure levels (SPL), and integration challenges with Microsoft Teams Rooms and Zoom. These issues disrupted town hall meetings, often leading to negative impressions when external delegates and international counterparts joined calls.

**The commitment to excellence and customer satisfaction on the part of Biamp truly sets them apart. We look forward to collaborating with them on future projects.**

**SAJI DHARMADAS**
Netlogic

The objective was to create a flexible, high-performance AV setup that seamlessly transitioned between background music for everyday use, clear and powerful audio for large gatherings, and high-SPL DJ music for corporate events. And because of the popularity of the office's staff and customer events, the new system needed to be designed and installed within a challenging timeframe.

## SOLUTION BY NETLOGIC

To address these challenges, Mumbai-based AV systems integrator Netlogic designed and installed a cutting-edge solution leveraging industry leading Biamp technologies.

"For the L'Oréal project, the timeline was a significant challenge, but thanks to the seamless coordination between Biamp and their national distributor, Exodus, all products were delivered right on schedule," said Netlogic's Saji Dharmadas.

The final installation specified by Netlogic included numerous Biamp solutions aimed at solving the L'Oréal office's issues.

### Microsoft Teams Rooms and Zoom integration

To create an environment that enables event participants to easily connect with either Microsoft Teams Rooms or Zoom, Netlogic deployed the MRB-L-X400-C meeting room bundle, which includes the TesiraFORTÉ X 400, a powerful digital signal processor (DSP) that delivers state-of-the-art audio processing. Other bundle components include Parlé TCM-XA and TCM-XEX microphones, which provide 360-degree room coverage and exceptional clarity with Biamp Beamtracking technology, as well as Desono C-IC6 loudspeakers for crystal-clear intelligibility.

This setup ensured the highest quality audio capture and playback, solving the previous system's clarity issues.

### Superior sound reinforcement and distribution

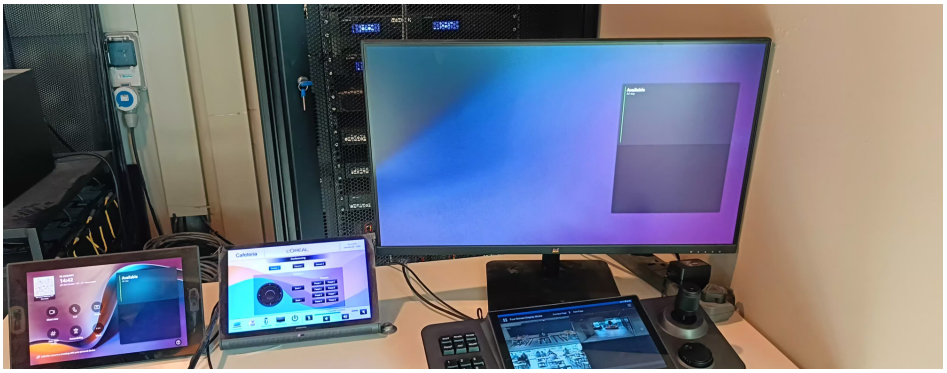
For a fully immersive audio experience, Netlogic deployed Desono EX-S8-UB-W surface-mount loudspeakers, which deliver powerful sound for town hall sessions and music playback; Desono C-IC6 in-ceiling loudspeakers for discreet, high-fidelity audio for meetings and background music; and Community ALC-1604D amplified loudspeaker controllers to ensure precise audio distribution with high SPL capability.

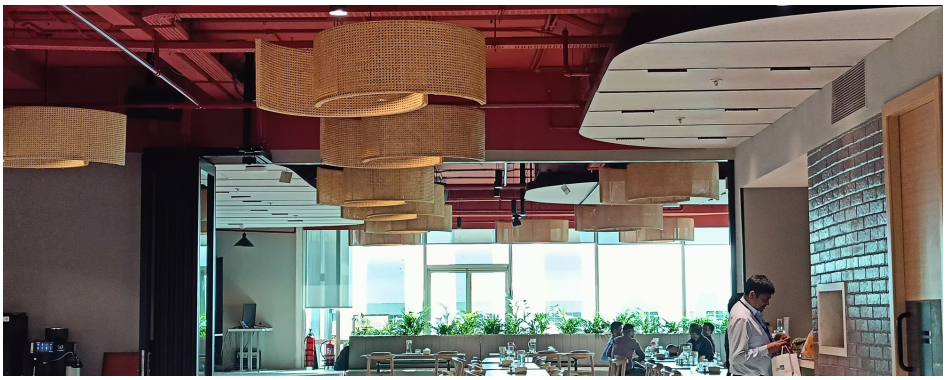
This combination addressed the need by L'Oréal for clear speech intelligibility and powerful output for entertainment events.

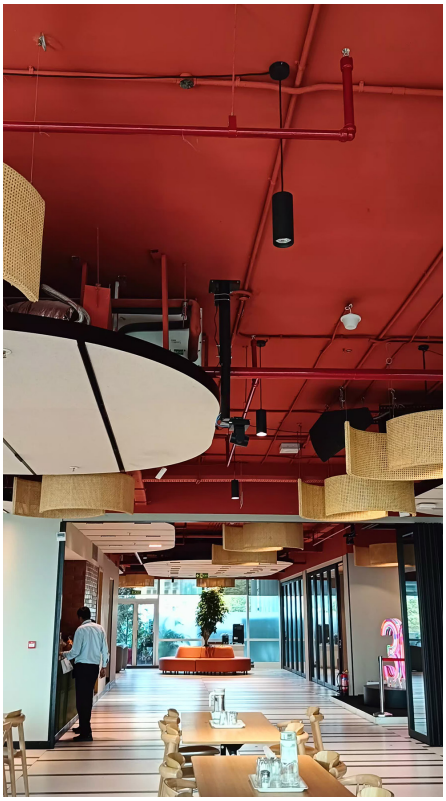
### Advanced AV processing and video streaming

To address the need for seamless video integration Netlogic utilized TesiraFORTÉ AVB VT DSP technology, which delivers advanced audio processing and reliable signal routing. Other components include TesiraLUX IDH-1 AVB video encoding and Tesira OH-1 AVB video decoding solutions, ensuring high-quality video transmission over the L'Oréal network.

This AVB-based video transport system allowed for lag-free video streaming during meetings and presentations.







# CONCLUSION

With the system integration expertise of Netlogic and industry leading AV solutions from Biamp, the new L'Oréal system achieved seamless Microsoft Teams Room and Zoom integration, improving remote collaboration; crystal-clear audio and balanced SPL levels for both town hall sessions and social events; and flexible AV functionality that effortlessly transitions between background music, meetings, and DJ events.

The project successfully transformed the L'Oréal café and town hall into a dynamic, high-performing AV environment, setting a benchmark for the customer's future installations.

Said Netlogic's Saji Dharmadas, "The commitment to excellence and customer satisfaction on the part of Biamp truly sets them apart. We look forward to collaborating with them on future projects."

## ABOUT BIAMP

Biamp® is a leading provider of innovative, networked media systems that power the world's most sophisticated audiovisual installations.

Recognized worldwide for delivering high-quality products and backing each one with a commitment to exceptional customer service, Biamp's mission is connecting people through extraordinary audiovisual experiences.

Founded in 1976, Biamp is headquartered in Beaverton, Oregon, with offices and manufacturing facilities located around the world.

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