Perion Networks

TEL AVIV, ISRAEL

➡ **Challenge**

Design highly flexible, easy-to-use AV systems for one of Israel's largest Internet application developers.

- -

➡ **Solution**

The extensive use of Crestron technology in a new 40-room conference center.

"

The fact that all the products are made by the same manufacturer allowed integration to occur faster and more seamlessly. That is the only way we were able to meet the almost impossible schedule."

— **Ofer Oz**
TripleT, Ltd.

Perion Networks chooses Crestron for its new offices

Crestron technology enhances user experience and increases efficiencies for corporate customer

Free online applications have shown an almost irresistible appeal to consumers. Millions of people have downloaded countless computer and mobile apps at no cost, including games, email clients, instant messaging, even word processors and other office standbys. Yet all these freebies beg the question: How can anyone make a living today producing software?

Perion Network Ltd. offers an answer, providing independent developers the tools to promote, optimize and monetize the apps they develop.

The Tel Aviv-area company has had over 150 million downloads of its own brands, including IncrediMail, Molto, PhotoJoy, SweetIM, and Smilebox. Yet its main mission is to help other software developers earn money from the new applications they produce.

The company has been so successful that they recently moved into a new 7,000 square meter headquarters (approx. 75,000 square feet); more than double the size of their old office. The new facility includes a 40-room conference center, collaboration rooms of various sizes, videoconferencing rooms, an impressive auditorium where all the company's employees can gather, and a state-of-the-art boardroom. The facility features end-to-end Crestron technology, including Crestron control, Crestron lighting systems, DigitalMedia™, AirMedia™, Crestron audio, Capture HD®, and Crestron Fusion® scheduling.

CRESTRON

How it started

Perion employs about 350 employees working at the two-story building in an open space. In light of the special characteristics of the company, and the nature of work in it, the IT team, as directed by the CEO of the company, searched for a solution that allowed for simple and convenient management of conference rooms, and all the AV equipment deployed throughout the organization, without compromising the corporate space design and aesthetics.

"When we first met with representatives of Perion, we outlined the main benefits of a Crestron solution. Crestron provides a complete, end-to-end solution, which includes all components of the system under a single manufacturer. For this reason, our involvement and support extend throughout the project through completion, and afterwards for support," says Omer Brookstein, Technical Director and Business Development at Crestron Israel, who oversaw the project. "Our product portfolio, and the variety of our solutions today is so vast that it allows us to offer companies a solution that is unmatched by others. Our complete solution is scalable to accommodate small huddle rooms, medium collaboration rooms, and large boardrooms. Crestron manufacturers everything from control systems to intelligent power systems, digital audio and video management and distribution solutions, touch screens, cable solutions, speakers, and more. And it all works together natively. I am pleased that following the successful project, Perion decided to standardize on Crestron solutions for their worldwide offices."

"The Perion project was very complex for several reasons. First, there were several systems that required full integration between them. Second, the time table to design systems and complete the installation was tight, requiring careful planning and a reliable solution," says Nadav Kishony, Procurement Manager at Perion who led the project together

> "With Crestron Fusion, we were able to provide a complete solution for managing our meeting rooms."
>
> **— David Alfasi**
> *Perion Networks*

with the company's VP IT. "At the beginning of process, we realized that the Crestron solution was preferable to other solutions in almost every parameter, but the key parameter that eventually tipped the scales is the fact that Crestron was the only company offering a holistic solution that met all our requirements, for all rooms, and all the multimedia systems across our company. From a purchasing perspective, dealing with one integrator and one manufacturer simplified the entire process, and ultimately, saved us money and resources."

Consultant firm TripleT was selected to manage infrastructure and low voltage systems, in collaboration with Crestron and the customer.
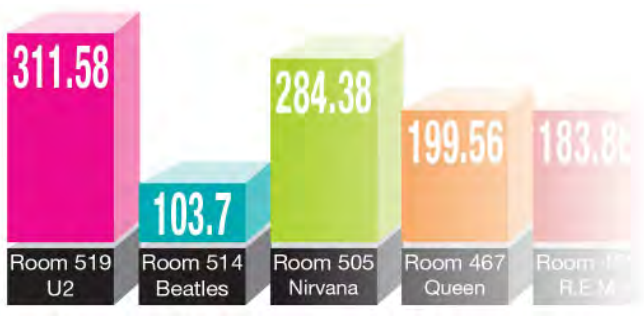
"Perion approached the project in a way that many global corporate organizations manage large scale projects. They selected the solution and manufacturer, and then the integrator. This allowed us, as the manufacturer, to be involved much earlier in the project. We were able to confirm the needs of the customer and design a solution that would meet their requirements," says Brookstein. "The advantage we bring to the equation when we are involved so early in the process is very significant. Our team is knowledgeable

CRESTRON®

of today's technologies, as well as what technologies are on our roadmap over the next year or more. We also have engineers working on what's coming next – technologies that haven't been announced, but those we know will make an impact on the way people live and work. When necessary, we can involve our engineering team in a project to test the feasibility of a solution or alternatively make a unique fit for client requirements. In this way, we can provide a comprehensive solution for the most demanding projects, often saving our customers money."

At the heart of the project lies the advanced Crestron 3-Series Control Systems (CP3) that manage the entire project meeting rooms, including 30 small meeting rooms. Award-winning DigitalMedia Presentation Systems (DMPS-300-C) are utilized in the medium-sized conference rooms. Executive meeting room and auditorium systems are based on DigitalMedia matrices with 4K and UHD support. All rooms used cable boxes representing the Crestron Connect It™ (TT-100) series or the FlipTop™ series integrated with screen and Cable Retractors (FT-TS600). A TSS-752 touch screen adorns the outside of each room displaying the availability of the room, as well as its schedule for the next few days. Crestron decorative speakers – in-wall or pendant from the ceiling – deliver audio to all the rooms, and background music for the recreational areas and auditorium.

Total Meeting Hours

"One of the key challenges for us, having accompanied the project from beginning to end successfully, was staying on the three-month schedule. The fact that all the products are made by the same manufacturer allowed integration to occur faster and more seamlessly. That is the only way we were able to meet the almost impossible schedule," says Ofer Oz, CEO of TripleT.

All AV and lighting systems in the projects are managed by Crestron award-winning Enterprise Management software solution – Crestron Fusion RV®. Fusion helps IT staff monitor all systems in real-time, and get immediate notifications if there are any system issues in any room. The software has a Help Desk Remote configuration function so anyone using the system can receive support in a timely manner. Fusion system interfaces with Perion's cloud-based Exchange system and enables operation of the rooms according to the timetable of the room. The meeting host can set the room and system up based on their needs in advance of the meeting. Five minutes before the meeting starts, the lights can dim to the appropriate level, the projector and screen can power on, so Perion can focus on presenting instead of worrying about the technology.

"All of our office space was designed as an open space, so that each employee including the CEO does not have a private room. Therefore, the meeting rooms are very expensive resources for us. Managing them in an efficient way is a crucial requirement," says David Alfasi, vice president of IT at Perion. "With Fusion, we were able to provide a complete solution for managing our meeting rooms. The system, which interfaces with Microsoft Office 365 platform, enables complete management of all conference rooms. If a meeting is scheduled and no one enters the room, the Crestron occupancy sensors mark the meeting as 'No Show' and the room immediately becomes available and accessible to the rest of the company's employees. In addition, the Crestron Fusion software warns

Perion IT staff about the problems in the rooms proactively so that the rooms stay online and systems work properly."

Nadav Kishony adds, "At our previous office, we used to joke that every meeting had to start with an IT employee setting up the system in the room, even for a simple PowerPoint presentation. The degree of frustration on the part of the meeting organizer and attendees was just tremendous. Today, with Crestron systems, the moment one connects the HDMI cable to his laptop, the screen lights up and the meeting starts. The impact on the efficiency of the meetings, and employee satisfaction is outstanding. In addition, we found many employees enjoy staff meetings in public sitting areas, and for their favor, we installed Crestron AirMedia, enabling every employee to present directly from his laptop or tablet wirelessly."

Crestron's CaptureHD-PRO is incorporated in the auditorium and boardroom, enabling full HD-quality recording of presentations. The recordings are then transmitted with the lecturer image (picture in picture) to a centralized server of the company for archiving.

Kishony further says, "In one recent board meeting, we were asked to present figures regarding the nature of the use of meeting rooms, in order to make wise decisions about how they are being used. We've used Crestron Fusion reporting and within minutes we were able to see how the rooms were used, when, and for how long. It was the first time we could really tell how rooms were utilized. We're now able to make decisions and adjustments based on real data, not just assumptions."

Shy Kadmon, the CTO at Barkai who carried out the project, notes, "this is one of the most complex and the most beautiful projects I was involved in. For us, as the integrators, the fact that all system components are of the same manufacturer makes it considerably easier to complete the project quickly and at the highest professional level. The final result is nothing less than breathtaking - visually and technically, and sets the standard for other area corporations."

Partial Equipment List

- CaptureHD-PRO • TSW-1052 • DMPS-300-C
- C2NI-AMP4x100 • CEN-NSP-1 • DM-MD16x16
- FT-TS600 • Essence Speakers • AirMedia
- Saros Pendant speakers • Cameo Keypads
- CP3 • TSS-752 • DIN RAIL lighting solutions
- GreenLight Dual Technology sensors

Integrator
Barkai Benny Brookstein Ltd.
www.barkai.com

Architect
Ram Goldberg Architects
www.ramgoldberg.com

Technology Consultant
TripleT Ltd.
www.triplet.co.il

Project Management
Mario Meschiany Engineers Ltd.

CRESTRON