

delve

JULY 2023 **V40**



COVER PHOTO: The Voom series by Via Seating

Via Seating Delivers **Best of NeoCon**

Revolutionizing Office Furniture
with Innovation and Sustainability





AV Lectern Technology Support

Reinventing the AV Lectern

By Doug Gregory

Twelve colleges and universities agreed to engage in the design process for the new Heckler AV Lectern because they shared similar problems:

- Too many lecterns have had AV equipment shoe-horned into them, creating a user experience as clunky as the lecterns.
- Tech-friendly lecterns looked like someone glued laminate surfaces onto AV rack systems.
- Too many lecterns were not height-adjustable, so presenters either got lost behind them or might tower over them.

Heckler's designers and engineers are devoted to saving the world from boring hardware while rethinking designs to improve their utility. A new AV lectern design was needed to support the school's AV teams, to feel like a great working space for the presenter, and then to look good while doing it. A big design challenge. Lots of requirements. Just right for Heckler

As a result of multiple rounds of insight, reviews, and open critique from the university AV teams (who were honest about what they wanted), the Heckler team delivered a true design innovation that resulted in multiple pre-orders before production.



AV Lectern Front

When we think about post-pandemic higher education, instructors need a lot of design variables to come together and function to maintain user focus on their presentations:

- They need the presentation surface to adjust to them instead of the other way around.
- Room for their laptop or tablet needs to be included, along with document cameras, microphones, and power outlets.
- A "Confidence Monitor" mounted on either side of the lectern gives presenters immediate feedback that what the audience sees on the screen reflects what the presenter wants them to see.
- Easy access to wireless microphones can be critical when moving away from the lectern.
- A control panel for sound, displays, and other technology should be readily available.
- How about a place to hang a backpack, bag, or coat?
- Or a secure place for a coffee cup?

Heckler thought of all of these things and integrated them so that each lectern surface could be quickly and inexpensively custom-designed to meet each application's design requirements. Great design makes using tools feel like an organic extension of the presenter. The focus becomes sharing knowledge rather than fighting to control the AV.

The AV team was included in the design process, too. Check this out:

- The rack unit is at surface height where it is easy to access.
- An ingenious system lifts the worksurface to enable open access to the AV rack area to use both hands for installation while in full light.
- The grid pattern of the rack floor makes securing equipment, power strips, etc., a breeze.
- While the rack area can be locked and secured, it is easy to reach under the front of the unit to power up/down each piece of equipment.

INDUSTRY HOT TOPICS

- For those times when more than six (6) units are needed in the generous standard rack, a side rack with six (6) additional rack spaces can be added.
- The fixed-top section of the surface has three punch-outs where interfaces can be placed to support mics, control panels, display arms, or other tools the presenter uses.
- All technology and power cables, including the main power supply cord, are easily managed.
- Another clever design in the worksurface routes spilled liquids away from the rack area to help protect the technology (not that such a thing would ever happen).
- Finally, cable pass-throughs and provisions for 80mm fans are hidden by the modesty panels on the front side of the rack. The rack itself breathes, and we know how much better technology operates when it operates without overheating.

Everyone who touches the Heckler AV Lectern is set up for success.

- The facilities team gets a great-looking, robust product at an exceptional value.
- The AV team gets to incorporate all the necessary technology, controls, access, and security.
- Presenters can focus on their audience instead of the technology.

The A&D group, the interior designer, or the contract interior dealer who recommends the Heckler AV Lectern?

- Instant cred along with repeat orders.



You may have noticed the modesty panels in these images.

Sold separately, these panels are frosted on both sides to block the air management holes. As part of their customization package, Heckler can print on the panels whatever the customer desires logo, image, or branding. Panels can also easily be changed out for special events or when moving from the business school to the science hall.

Speaking of moving the Heckler AV Lectern from one location to another, some applications will call for the lectern to remain in one location, while others may move the lectern within a defined space or between rooms or buildings. Optional locking casters are available for easy repositioning or transport for these applications.

Technology is critical to the education process in 2023.

Technology can be daunting enough without making it difficult to access, use, and control. It drives the interaction between the instructor and students, between those leading discussions and those participating. Adapting yesterday's designs to current technology requirements inevitably leads to compromise and suboptimal results.

The design of Heckler's AV Lectern makes integrating technology into education environments more natural and less intimidating.

Heckler never compromises in their design process.

They leave compromise to others. The Heckler AV Lectern was designed to perform, and it does well. True to their design-driven commitments, every requirement brought to the design team by the participating colleges and universities was addressed, included, and designed into the product.

As with all Heckler products (AV wall mounts, mobile AV mounts, and iPad display mounts), the AV Lectern ships flat in two cartons and is quickly assembled. The LINAK adjustable-height legs reflect the high quality of every product component.

Heckler builds everything in the AV Lectern in the Phoenix, AZ, area, so quality and reasonable shipping lead times are assured. The entire AV Lectern is made from cold-rolled steel and aluminum and then powder-coated with an anti-microbial white finish. The generous work surface is softened by furniture-grade linoleum, available in 21 colors.

While it is true multiple colleges and universities participated in the design of Heckler's innovative AV Lectern, there are additional applications for the solution, including:

- Hospitality markets
- Houses of worship
- Training centers
- First responder control rooms
- Corporate board rooms
- Universities, colleges, and community colleges

Heckler's AV Lectern is in production and ready to order. For an e-brochure or to set up a product review call, please get in touch with me at dgregory@syntigration.com or visit www.hecklerdesign.com.



About Doug Gregory

Doug Gregory, Syntigration's principal, is focused on creating integrated InterActive Spaces. A consultant and entrepreneur in the office furniture industry for over 20 years after stints at both HON and Steelcase, the novelty of learning how best to meet customer needs never gets old. The journey of these articles is to help identify how interactive technology supports contract dealer growth through meeting the complex needs of our mutual clients. Doug can be reached at dgregory@syntigration.com.