



Vizual Symphony
Ideas in Focus

Case Study

Leading Research University
West Coast



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ABOUT VIZUAL SYMPHONY

Background

The university's executive meeting room was originally built in 2013. It is a large, high-ceiling, rectangular space used for board-level sessions and high-visibility meetings. Seating flexes from 30 to 60. The room relies on Zoom for hybrid participation, includes an existing assistive-listening system, and uses a tri-display front wall with confidence monitors at the head table and lectern.

To modernize the experience and support remote participation, the university engaged Vizual Symphony to refresh the AV system in coordination with campus stakeholders, a preferred control programmer, and a general contractor already updating finishes.



The Problem

On the surface, the room still looked good. Under the hood, it was dated.

- Hybrid reliability was inconsistent.
- Hearing in the back rows took effort, especially for older attendees.
- The room's volume and hard surfaces raised the risk of feedback.
- The university needed a summer installation window to protect academic operations.
- Procurement volatility in the spring threatened lead times.
- Coordination had to include an external control programmer and the GC.

What was at risk: board-level sessions, leadership perception, and a no-slip schedule during a compressed summer window.

"They were responsive, reliable, and true team players."
Emily, Project Manager, Higher-Ed Client



The Solution

Voice lift that feels natural

Distributed ceiling loudspeakers and ceiling microphones were tuned so conversation carries comfortably across the room. Local zones ensure that when a mic lobe is active, nearby speakers stay quiet, which prevents the feedback loop and keeps the discussion effortless.



Presenter confidence and clean sightlines

Three front displays support content and remote participants side by side. Confidence monitors at the head table and lectern reduce head-swiveling and help leaders stay engaged.



Hybrid that just works

The Zoom path was validated end-to-end. Components that blocked reliability were replaced. The existing assistive-listening system was integrated so that hearing-impaired users are included from day one.

AV over IP flexibility

Moving transport to the network allows any source to route to any display as needed, which future-proofs special events without complicating daily use.

Tight orchestration

Vizual Symphony coordinated on-site with the university's preferred control programmer and the GC. Joint working sessions resolved scope questions quickly and kept momentum high.



Procurement that protected the calendar

Gear was ordered early in the spring, which secured equipment and defended the summer installation window.

“Early ordering kept us on schedule during a choppy supply period.”

Timeline

- Final approval: April
- Early procurement: April
- On site: early June through July
- Commissioning and punch list: July into August



The Outcome

- On schedule and on budget
- Conversational clarity across the room with voice lift
- All seats maintain clear sightlines to the front displays
- Hybrid reliability stabilized after targeted component changes
- Post-go-live support that is fast and accountable

“Voice lift made natural conversation easy across the room.”

Why it worked

- Room-appropriate voice lift with smart zoning
- Cross-team cadence with the programmer and GC
- Schedule discipline through early procurement

Specs Lite

- Seating 30–60
- Tri-display front wall
- Confidence monitors for presenters
- Multiple ceiling microphones and distributed ceiling loudspeakers. Zoom platform. AV over IP backbone. Integration with existing assistive-listening.



Note on confidentiality

Out of respect for client policy, this case study uses non-identifying language while sharing enough detail for peers to evaluate the approach and outcomes.



Vizual Symphony
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About Vizual Symphony

Founded in 2001, Vizual Symphony is a certified small business, women-owned and operated. We provide Audio and Visual products and installation for environments such as Classrooms, Meeting Rooms, Web Conferencing Rooms, Auditoriums, and the like. You bring the idea and we bring to life the technology you need to make that space function with simplicity and ease.

Our goal is to simplify your technology needs. Whether your objective is to outfit a room for use by one person or dozens of people, we can provide the solutions for your communication, training, and teaching facilities. Don't have the expertise? Don't worry, we do, and we can design intuitive suites to fit your budget, your vision, and your function.

Vizual Symphony CEO Susan Holguin has roots in the world of education and experienced first-hand the importance having the right audiovisual technology in place for schools. She saw the results for teachers and students and realized this was a service she wanted to provide for organizations and businesses in a variety of industries.

From this passion, came Vizual Symphony where Susan lives out her creative entrepreneurial side and her

desire to make meaningful contributions to education—through schools, organizations, and corporations. Over the years, Vizual Symphony's service offerings have evolved and changed, but one thing has stayed the same: Susan's focus on building long-term relationships with clients and helping them to be better at what they do.

Ivan Holguin joined the team in 2006, and together they keep the Vizual Symphony vision strong. Susan and Ivan have a loyal team of experts working with them that is dedicated to the Vizual Symphony mission: bringing Ideas in Focus. The team is licensed, bonded, and insured and brings with it decades of experience in audiovisual technology consultancy, design, installation, and maintenance.

Although we remain at the top of the AV technology industry, our team members continue to attend trainings to stay on the cusp of what's cutting edge and upcoming. When our experts arrive on the scene for an organization or business client site visit, they can immediately get a feel for what's going wrong and which AV solutions are necessary to make it right. It's a unique combination of gift and skill that enables our Vizual Symphony team to make such a dramatic, positive impact for clients.