



CLEARONE'S PRO AV SOLUTIONS KEEP ISRAEL RAILWAYS LTD ON TRACK

CHALLENGES

To enable its CEO to conduct efficient and productive internal and external business meetings, ISR was looking to deploy the best possible AV solution.

“ISR was looking for a very ‘clean and uncluttered’ look and feel for the CEO’s meeting room, which meant we needed to install mics that could be hidden from view,” said Aric Ben-Zuk, VP of sales for DM Engineering, the Israeli creative technology solutions provider.

“We needed to find a solution that delivered superior levels of audio and video quality which, at the same time, was intuitive and easy to use,” continued Ben-Zuk. “A key requirement for ISR was that participants, regardless of their location, would be able to concentrate on the content of their meetings without worrying about the underlying technology.”

CLEARONE SOLUTION

Having an established relationship with ClearOne, DM Engineering had confidently introduced the company’s AV solutions to Osher Wahnick, who is responsible for Infrastructure & Technology IT for ISR.

Working closely together Wahnick, who had previous experience of deploying a ClearOne solution, and DM Engineering took the decision to again deploy a ClearOne solution in ISR’s CEO’s meeting room which includes:

-A CONVERGE® Pro 2 128T, an advanced multi-channel microphone automixer with built-in support for conferencing through an analogue phone line that includes the latest

ABOUT ISR

Israel Railways Ltd (ISR) is a government-owned company responsible for transporting passengers and cargo all over the country. ISR’s goal is to connect cities and settlements as well as people and communities.

It is passionate about opening up diverse possibilities and new social and economic opportunities for employment, education, culture, leisure and entertainment. ISR’s mission is to improve people’s quality of life by reducing travel duration and making it easier, safer, faster and more comfortable to ride from one place to another.

For more info visit: <https://www.rail.co.il/en>

Acoustic Echo Cancellation and Noise Cancellation algorithms.

-Two BMA CT patented ceiling tile beamforming mic arrays that blend in perfectly with today’s drop ceiling so that they are hidden from view and meet ISR’s need for a clean and uncluttered meeting environment.

-UNITE® 200 PTZ, a versatile professional-grade PTZ camera with USB, HDMI and IP connections, delivers full HD 1080p60fps video quality.

### ABOUT CLEARONE

ClearOne is a global market leader enabling conferencing, collaboration, and network streaming solutions.

The performance and simplicity of its advanced, comprehensive solutions offer unprecedented levels of functionality, reliability, and scalability.

For further info visit ClearOne at [www.clearone.com](http://www.clearone.com)

“Our CEO was so pleased with the performance of the ClearOne solution that we took the decision to expand the deployment of its Pro AV conferencing solution to cover our seven classrooms,” said Wahnick

The AV solution deployed in each of ISR’s classrooms includes the ClearOne:

-BMA 360, the patented, most technologically advanced ceiling tile beamforming mic array, delivering unrivalled audio performance and ease of deployment. Latest technological developments in the beamforming microphone range give users the ultimate in natural and full-fidelity audio and superior rejection of reverberation and noise in difficult spaces, for superb clarity and intelligibility. BMA 360’s Voice Lift Technology provides a powerful and simple way to drive multiple speaker zones ensuring that meeting participants in the

local room hear every word.

-CONVERGE Pro 2 48V, an advanced microphone automixer with the latest audio DSP algorithms and a VoIP interface.

-UNITE 200 PTZ, as deployed in the CEO’s meeting room - a versatile professional-grade PTZ camera with USB, HDMI and IP connections, delivers full HD 1080p60 video quality.

ClearOne’s CONSOLE® AI software ensured a smooth and easy implementation.

“The complete project was made very easy because of the wonderful support that ClearOne’s sales team delivers, in particular that offered by Higinio Viela - Regional Sales Manager for Southern Europe and Israel, and Ricardo Resnik - Manufacturer’s Representative,” said DM Engineering’s Ben-Zuk.

### CHOOSING CLEARONE OVER OTHER VENDORS

“Having already deployed a ClearOne AV solution I did not need to be convinced that it would exactly meet ISR’s requirements,” said Wahnick. “Plus I knew that I could rely on DM Engineering’s technical expertise around the installation of ClearOne solutions to successfully bring together the audio and video elements.”

“We were particularly impressed with the CONVERGE Pro 2 DSP technology. It really is the industry’s leading professional audio-

conferencing system and brings full-duplex communication with the highest level of noise cancellation and superb clarity to any conferencing workspace,” added Wahnick.

The excellent performance of the BMA CT and BMA 360 was an influencing factor in the choice of ClearOne. It’s ceiling tile form, which means that it is not visible, was important in creating a clean installation.

### ABOUT THE INTEGRATOR

DM Engineering’s (DM) is the leading provider of innovative and creative technology in the fields of audio-visual, unified communications, active & passive network infrastructure and low-voltage (access control, fire-detection systems).

The solutions DM provides are fully tailored to meet the needs of its clients who receive the highest level of service from the initial planning stage of a solution, to installation and ongoing support. DM’s team are industry experts and are able to provide the best and most suitable

solution for each and every client. DM is the Israeli business unit of GPA (global presence alliance) a group of 50 audio-visual integration firms providing service in 120 countries around the world to global clients. Leading companies and industries in Israel and throughout the world benefit from DM’s services and the advanced technology solutions it delivers.

For more info visit: [www.dm-ltd.co.il/en/](http://www.dm-ltd.co.il/en/)



“Our original order with DM Engineering was just for an AV solution to be installed in our CEO’s meeting room. However, once the ClearOne solution was installed, we were so impressed with the quality and performance that we placed an order for a ClearOne solution to be installed in each of our seven meeting rooms!

My advice to any organisation who is looking to deploy a robust and reliable AV solution that delivers the best audio and video quality is that before making a final decision, they should talk to DM Engineering and ClearOne!”

- Osher Wahnick responsible ISR’s Infrastructure & Technology IT

### RESULTS AND BENEFITS

ISR's CEO holds critical internal management meetings and external meetings with Israeli government departments and authorities.

"It was imperative that our CEO was pleased with the new installation and that everything worked perfectly and, it does!" said Wahnick.

The seven ISR classrooms are used to teach students so that they have the skills to fulfil roles associated with professions across the transport and railway sector.

ClearOne's platform agnostic approach provides a reliable connection allowing meeting participants to connect to a video platform of their choice i.e. Microsoft Teams or Zoom. This has ensured that ISR's students can quickly and easily join classes and successfully continue their education, regardless of their location. This has been especially important during COVID-19.

ISR has future plans to add a new location for a second training facility and will be looking to again deploy a ClearOne solution.

### EQUIPMENT LIST

- » 18 x BMA 360 (600mm) with built-in amplifier
- » 2 x BMA CT (600mm) with built-in amplifier
- » 1 x CONVERGE® Pro 2 128T DSP Mixer
- » 9 x CONVERGE® Pro 2 48V
- » 10 x UNITE® 200 PTZ Camera



**BMA 360**  
With Voice Lift and Camera Tracking

The world's most technologically advanced beamforming microphone array ceiling tile delivering unrivaled audio performance and deployment ease.



**BMA CT**

Built-in acoustic echo cancellation, noise cancellation, and beam selection eliminate the need for per-beam processing in a DSP mixer - requiring fewer DSP mixer resources.



**CONVERGE Pro 2 128T, 48V**

ClearOne's family of powerful Digital Signal Processors available in multiple versions with different combinations of audio inputs, audio outputs, network interfaces, peripherals, and software for configuration and control.



**UNITE 150 PTZ Camera**

Professional-grade HD USB PTZ camera for conference rooms, webconferencing, UC applications and more.

### SALES AND INQUIRIES

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