



# Resource Pro

PARTNER CASE STUDY - QINGDAO, CHINA

CLEARONE BEAMFORMING MIC ARRAY CEILING TILE IMPROVES  
CONFERENCING FOR ALL MEETING PARTICIPANTS

## CHALLENGES

ReSource Pro needed to significantly improve the audio quality achievable when holding video conferencing calls from two multi-purpose meeting rooms at Qingdao. Both meeting rooms have been specifically designed for communication with remote locations.

The audio element of video conferences conducted by ReSource Pro was delivered via the built-in speakers of the PCs being used as the conferencing endpoints, so understandably only low levels of audio quality were possible.

## ABOUT RESOURCE PRO

ReSource Pro ([www.resourcepro.com](http://www.resourcepro.com)) brings integrated operational solutions to insurance organizations to improve agility, resilience and profitability.

Headquartered in New York, ReSource Pro's global service centres address client operational needs around the clock. Recognized as an industry thought leader and listed as one of Inc. 5000 Fastest Growing Private Companies annually since 2009, the company is renowned for its focus on innovation, service excellence and trusted partnerships, and its unique productivity platform for insurance operations.

More than 5,000 ReSource Pro employees provide dedicated support to hundreds of insurance organizations, consistently achieving a +97% client retention rate over a decade.



### CLEARONE SOLUTION

#### 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)

Jacob Zhang, ReSource Pro's project leader at Qingdao had visited the ClearOne website and was aware of the extensive range of AV solutions it delivered and the high quality and reliability of its products.

As a result of looking at ClearOne's website Jacob Zhang called Beijing Newway, ClearOne's agent in China, to find out more information. Mr Luning Zhang, Beijing Newway's Sales Director and David Wang, ClearOne's VP APAC quickly arranged a site visit to Resource Pro's Qingdao office to ensure that they both understood Jacob Zhang's exact requirements.

Following the site visit, Beijing Newway was able to design an audio solution to exactly meet ReSource Pro's individual needs. The solution consists of:

- ClearOne's CONVERGE® Pro 2 48V, an advanced automixer with the latest audio DSP algorithms and VoIP interface. ClearOne's CONVERGE Pro 2 DSP mixers are the industry's most advanced, flexible and extensible professional DSP platform and meet the requirements of any room, audio environment and application.
- ClearOne's BMA CT 600mm (patented Beamforming Mic Array Ceiling Tile) with built-in acoustic echo cancellation, noise cancellation and beam selection eliminating the need for per-beam processing in a DSP mixer— requiring fewer DSP mixer resources.
- ClearOne's LS6CT ceiling speaker which provides high quality and high-fidelity audio reproduction at the same time as fitting perfectly within both meeting rooms' aesthetics.

"The solution provides different combinations of audio inputs, audio outputs, network interfaces, peripherals and software for quick and easy configuration and control of both of ReSource Pro's meeting rooms," said ClearOne's David Wang.

### CHOOSING CLEARONE OVER OTHER VENDORS

Prior to the site visit by Beijing Newway's Mr Zhang and ClearOne's Mr Wang, Qingdao ReSource Pro had investigated microphones available from ClearOne's perceived competitors.

It was clear to ReSource Pro's Jacob Zhang that ClearOne's solution delivered superior functionality in terms of echo cancellation which resulted in the highest levels of audio quality.

"Jacob Zhang also understood that ClearOne was able to offer a three-year warranty of its solution from the date of purchase coupled with a comprehensive Chinese after sales service," said Newway's Luning Zhang. "Competitive solutions simply don't offer this."

### ABOUT THE INTEGRATOR

Beijing Newway designs networked multimedia communications and AV integrated systems with a focus on data visualization construction, AV data integration for command-and-control centres and smart meeting rooms. It has an innovative technical team built from its pioneering work around network audio and video technology applications. Following 30 years of research and development Newway has accumulated a wealth of experience in this field. For further info visit: [www.aaplbj.com](http://www.aaplbj.com)



"ReSource Pro was delighted with the exceptionally high levels of audio quality delivered by the ClearOne solution in its 81m<sup>2</sup> meeting room.

So delighted in fact, that it purchased exactly the same solution for its larger 90m<sup>2</sup> meeting room!"

- Luning Zhang, Beijing Newway

## RESULTS AND BENEFITS

“ReSource Pro was delighted with the exceptionally high levels of audio quality delivered by the ClearOne solution in its 81m<sup>2</sup> meeting room,” said Luning Zhang. “So delighted in fact, that it purchased exactly the same solution for its larger 90m<sup>2</sup> meeting room!”

The superior audio quality now achievable with the ClearOne solution has resulted in all users of ReSource Pro’s AV solution, from its senior management, to all of its employees and its customers, experiencing a greatly enhanced conference experience during meetings of all kinds with remote participants.

## EQUIPMENT LIST

- » 2 x BMA CT (600mm) with built-in amplifier
- » 2 x CONVERGE® Pro 2 48V DSP Mixer
- » 8 x LS6CT Ceiling Speakers



**BMA CT**  
ClearOne’s patented Beamforming Mic Array Ceiling Tile

The BMA CT blends in perfectly with today’s drop ceilings, with integrated features that significantly reduce system design complexity, simplify installation, consume less rack space, and lower project cost.



**CONVERGE Pro 2 48V**  
An advanced microphone automixer with the latest audio DSP algorithms and a VoIP interface.

Part of 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.



**LS6CT Ceiling Speakers**

A flexible, high quality 2-channel solution for adding a few microphones to small conferencing spaces, or adding sound reinforcement microphones to large conference and training areas.

## SALES AND INQUIRIES

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