



Daimler Financial Services Call Center

FORT WORTH, TEXAS

DISTRIBUTED ARCHITECTURE FOR NETWORK AUDIO ELIMINATES
NEED FOR A CENTRAL SERVER OR CENTRAL CONTROL

CHALLENGES

In preparation for the oncoming Olympic Games, the venue refurbished 52 private suites, a VIP suite, the team suite, and a lounge area with modern AV and amenities, including a ClearOne NetStreams IP audio distribution system powered by StreamNet® technology.

CLEARONE SOLUTION

When Daimler Financial Services Americas (DFSA) was consolidating operations between Mercedes-Benz Financial and Daimler Truck Financial, they looked to the integration firm Nu-Star Technologies and ClearOne's NetStreams IP-based solutions for AV information systems that could serve their needs.

DFSA moved into their newly constructed, state-of-the-art office building in late 2008. The new Customer Care and Call Center operations facility located just outside Fort Worth, Texas, offers brand-specific financing for Mercedes-Benz automotive dealers and their retail customers. The three-story, 164,000-square-foot building accommodates up to 800 employees, and features 81 flat-panel displays throughout the facility.

According to Brian Vago, President of Nu-Star Technologies, the integration timeframe was very tight, with a three-month window to install the AV systems. "We chose NetStreams products because they were easy to install and the engineers on staff were very responsive," he says. "And their IP-based products were a perfect design solution for the needs of the client."

BACKGROUND

Access to data and information is the lifeblood of the financial services business. The financial services marketplace is fast-paced, with large flows of data being exchanged around the world.

Daimler Financial Services provides a broad range of automotive financial services, including everything from conventional products to digital services. We finance, lease, and insure Daimler Group passenger cars and commercial vehicles, optimize the fleets of commercial customers, and offer attractive banking services and credit cards.

Find out more at www.daimler.com

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.

More information about the company can be found at www.clearone.com

DFSA requested high definition (HD) content from every source - satellite television, digital signage server, video-conferencing codec, etc. - to every destination, and the ability to route any source to any of the 81 flat panels in the building. In addition, they also wanted the ability to override every display for company-wide breaking news or company-wide addresses via videoconferencing.

Michael Braithwaite, Senior Vice President of Technology for ClearOne, says that the DFSA data infrastructure, a challenging combination of fiber optic and CAT6 cabling, was easily solved with ClearOne's NetStreams products. "NetStreams devices have a built-in discovery protocol. The self-building network sends advertisements onto the network looking for other NetStreams devices. Intelligence is in the network and also in the nodes," he explains. "Our products are agnostic to the type of network cabling."

ClearOne's NetStreams devices also auto-generate their device names based on the MAC addresses. Integrators customize each end node's name to better reflect its location or purpose, i.e. conference room #1. The integrator can also route sources or link rooms, as well as tweak the acoustics via sophisticated digital

signal processing. An integrator also has the option to limit the audio output for a certain space. "These options really make it feel like a custom install," says Braithwaite.

Vago says that NetStreams engineers assisted with the product configurations and with the commissioning of the system. "It was so easy. All we had to do was install the NetStreams MediaLinX encoders in the rack at the head end, and one ViewLinX decoder at each display," he adds.

According to Braithwaite, ViewLinX decoders provide an additional cost savings because they have the capabilities of a digital signage player and a cable box. "A digital signage deployment is usually designed around players and servers. The problem is that those types of installations can only cover digital signage. But with DFSA, they can switch a display from digital signage to breaking news to videoconferencing at any time," he says. "With a fully configured IP network, you can literally schedule any source or activity, anywhere, at any time using NetStreams products."

In addition, the distributed architecture of ClearOne's NetStreams product family eliminates the need for a central control or a central server. Control points form a mesh network; distributed throughout the building via 36 ClearOne NetStreams NS-TL430 4.3" In-wall LCD Touchpanels.

Braithwaite also adds that ClearOne's NetStreams products provide advantages over matrix switchers, which are often deployed in similar installations. "Our products don't require an integrator to pull additional out-of-band cabling," he explains. "Typical matrix switchers may run over CAT5 or CAT6 but they are not IP-based. Most matrix switchers are analog and susceptible to interference and signal loss. The NetStreams products are all digital and consistently deliver a clear and clean robust signal at every node, every time."

EQUIPMENT LIST

- » NS-MLA4000 MediaLinX Audio Encoder
- » NS-MLAV300 MediaLinX AV IP-based Encoders
- » NS-SL9250 SpeakerLinX Audio Decoders
- » NS-VL100 ViewLinX IP-based Decoders
- » NS-SW208 8-port 10/100Mbps Ethernet Switch
- » NS-TL430 4.3" In-Wall LCD Touchpanels



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