



Taiyo Holdings

PARTNER CASE STUDY - TOKYO, JAPAN

ABOUT

Taiyo Holdings Co., Ltd. is the world's leading manufacturer of solder resist

Printed wiring boards are used in a variety of electronics products, from cellular phones, PCs, and other IT equipment, to digital household appliances and in-vehicle electronic equipment. Solder resist is an essential element in these printed wiring boards. Taiyo Group is a chemical manufacturer that boasts a top-class share in the global solder resist industry.

Leveraging its photolithography and insulation technology, Taiyo Group has built its foundations on solder resist and other printed wiring board materials.

Through the use of their photolithography technology and adaptation of their conductive technology, Taiyo Group is developing the area of flat-panel display materials as their secondary product group.

LEADING JAPANESE MANUFACTURER OPTIMIZES ROOM UTILITY & MAXIMIZES VIRTUAL COLLABORATION QUALITY WITH THE BMA 360

CHALLENGES

Taiyo's goal for their conference room, which is named 'Musashiranzan,' was to create an inviting space that can be used for meetings, but also host scheduled employee activities including aerial yoga, movies, team-building exercises and other health and wellness programs. It was decided to pursue permanent ceiling installations to eliminate any wiring or technology pieces from the ground or table top that would complicate using the room for non-meeting activities.

Those involved in the room's design and product acquisition found that other microphone solutions were difficult to use in a room where furniture is not permanent. Using the BMA 360, named for its ability to intelligently capture high-quality audio with 360-degree coverage, the room enables users and meeting hosts to ensure all speakers are clearly heard during video conferences. They also noted that the ability to pre-select specific 'sound collection zones' for a meeting provides greater control and allows them to use social-distanced layouts without sacrificing meeting quality.



RESULTS AND BENEFITS

Installing BMA 360 Ceiling-Tile Beamforming Mics in the large conference room ensures 100 percent microphone coverage with a seamless design that blends into the ceiling.

According to a project manager from the technology integration firm Media Plus, the BMA 360's nearly invisible installation and impressive audio capture capabilities made it the ideal solution for a multi-use meeting space.

The BMA 360's ceiling tile design made it the ideal solution to improve the room's aesthetics, and it was even painted ivory to match the ceiling color. What's more, BMA 360 installation is simple and effortless, with minimal configuration needed for perfect audio performance. To guarantee complete coverage in the large room, the company installed multiple BMA 360 units.

The room also features a four-panel video wall, a projection system and a video camera that provide everything needed for excellent video conference experiences. Everything is managed through a control system with a tablet interface that provides one-touch adjustments including volume and screen switching. Four HDMI connections throughout the room ensure participants can connect media devices to the displays from any seat.

"Taiyo has reimagined what a conference room can be, and how it can be used, with the help of our nearly-invisible, market-leading BMA 360 microphone solution," said ClearOne Chair and CEO Zee Hakimoglu. "As more companies adjust their offices to optimize virtual collaboration and use of space, it will be crucial to utilize technologies that are easy to use, can be installed in unintrusive locations and provide demonstrable benefits for communication."



"The sound quality is amazing, even though it is a larger room. The BMA 360s pick up sound from every corner and allow Taiyo employees to focus on a meeting's content and attendees without interruption or audio issues that often result from sub-par technologies. Every voice is heard, which is crucial to efficient, effective meetings."

- Media Plus Project Manager

EQUIPMENT LIST

- BMA 360
- CONVERGE® Pro 128TD



The world's first truly wideband, frequency invariant beamforming mic array with uniform gain response across all frequency bands.



An advanced microphone automixer with the latest audio DSP algorithms and Dante interface.

ABOUT CLEARONE

ClearOne is a global company that designs, develops and sells conferencing, collaboration, and network streaming & signage solutions for voice and visual communications.

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.

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