

Videoworks and Poltrona Frau Create the World's First Integrated Conference Table for Telepresence

Technology integrator Videoworks, in collaboration with world renowned luxury furniture manufacturer Poltrona Frau, realizes V2V: the first high end meeting table integrated around Lifesize Conference

Organization

Videoworks & Poltrona Frau, Italy

Videoworks is a 13 year veteran in the design, creation and installation of video conferencing, entertainment, networking and digital CCTV systems. Integrating the latest in cutting edge audio and video technology, Videoworks implements systems for the conference room, yacht and smart home.

Coming from solid Italian origins but with an international reach, Poltrona Frau is a leader in top of the range furniture, and is a spokesman throughout the world for the values associated with the design and production of Italian-made goods. Poltrona Frau is the brand name that symbolizes luxury and universal elegance. The brand is highly recognizable in a number of sectors, including residential and office, as well as interiors for motor vehicles, aeroplanes, yachts and helicopters.



LifeSize Telepresence: Made in Italy.
The V2V solution from Videoworks and Poltrona Frau.



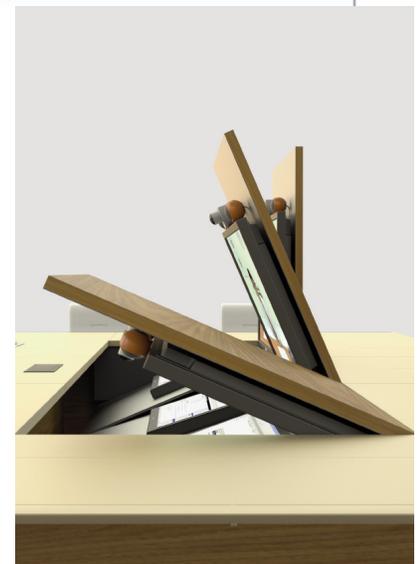
Challenge

Videoworks joined forces with Poltrona Frau to create a one-of-a-kind, refined telepresence suite.

Their goal was to create the first meeting table with a mechanic movement that allows the monitors to raise up from the table. Flexibility was another key factor, complementing a number of different room configurations, including one to three monitors for videoconference, two to three monitors for telepresence applications and three monitor configurations for local presentations.

"We believe Lifesize provides the best value for the technology. It is flexible and customizable, with very high quality performance," said Maurizio Minossi, Videoworks Technical director.

Key requirements included high aesthetic value coupled with superior technology, practicality and expendability.





Solution

The finished product became V2V, a complete turnkey solution. Videoworks, working closely with Poltrona Frau, specifically designed the fixed structure to conceal the customization, i.e. wood, leather, colors, etc. integrated with the LifeSize system to create a unique high end telepresence experience.

The V2V solution has a modular and expandable structure which allows the regulation and standardization of the entire design as a whole, accelerating installation and technical assistance. With LifeSize® Conference 200™ built-in, the room is configured to telepresence or videoconferencing mode with the touch of a button, providing tremendous flexibility to the end user.



Results

The V2V system is the first completely autonomous telepresence solution on the market. It is a meeting room, which combines aesthetic excellence, design, technology and practicality, in order to make virtual meetings even more lifelike. The superior video performance and the directional audio system allows for natural and efficacious distance communication as if all participants are sitting in the same room.

The V2V system has introduced a new level of quality in high-end telepresence suites. With the exquisite engineering of Italian-made furniture, coupled with the world's most flexible telepresence systems, V2V is certainly one-of-a-kind.

"We have chosen Lifesize because they always worked with full HD A/V and this means reliability in technologies and experience in supporting applications," Minossi said.



"We believe that LifeSize provides the best value for the technology. It is flexible and customizable, with very high quality performance."

– MAURIZIO MINOSSI, TECHNICAL DIRECTOR, VIDEOWORKS



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