

"TwistedPair were given high praise from a former colleague of mine and after an initial meeting with them, I knew we were in good hands. We worked together on design and they were knowledgeable and experienced. The install went exactly to plan, with beautiful mounting work, and thoughtful design. TwistedPair blew our expectations away! Thank you to the team."

Joe Foy - Director of IT, EMEA & APAC - MediaMath



MediaMath.com

London, Madrid & Paris - AV Installation

MediaMath are a leading independent programmatic company for marketers. Their technology and services enable marketers to reach the audiences they want at the scale they need to achieve the outcomes they desire.



The Challenge

MediaMath with a HQ in New York, needed a reliable audio visual partner with international reach. TwistedPair came highly recommended. The primary aim of this project was to implement a user friendly and consistent audio and video experience across all meeting rooms, which could be rolled out to other international offices.

To fit with the MediaMath ethos, TwistedPair designed a solution using a number of manufacturers which could deliver the desired outcome within their restricted budget.





The Solution

The requirements included installation of audio visual equipment and video conferencing in 13 meeting rooms across three international locations.

Key goals

- Consistent AV experience in all rooms / sites
- To incorporate existing hardware to reduce cost
- High quality audio and HD video conferencing
- User friendly and reliable interface
- Great user experience
- To complete project by agreed deadline

TwistedPair designed and implemented a Crestron control solution in the main boardrooms and enabled Zoom functionality via Apple iPads in all other areas. In each room TwistedPair recommended a 75" LG HD screen to ensure the best visual experience and selected JBL ceiling speakers to provide the highest quality audio coverage. To maximise the Zoom video conferencing platform, TwistedPair chose a Logitech PTZ Pro HD camera for high definition video along with two ClearOne ceiling microphone arrays, each consisting of three unidirectional microphones for maximum range and audio quality.

There was a requirement for a room booking system to streamline the organising, booking and conducting of meetings at MediaMath. TwistedPair suggested Evoko due to its simplicity and intuitive user interface.

The Brands



LG HD LED Screens



JBL Ceiling Speakers



ClearOne Microphones



Crestron Control via Apple iPad



Biamp Audio Digital Signal Processing



Logitech Group Video Conferencing System



Evoko Room Booking



Zoom Video Conferencing Platform



T: 08000 93 80 60

E: info@twistedpair.co.uk

W: www.twistedpair.co.uk