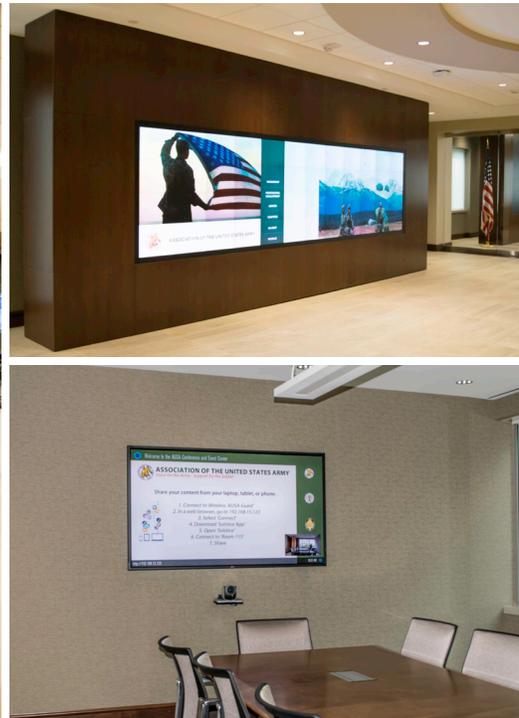# AUSA

THE POWER OF PARTNERSHIP BETWEEN MANUFACTURER & INTEGRATOR

BACKGROUND

The Association of the United States Army (AUSA) is an organization that works to support the interests of America's Army by being their voice on Capitol Hill and providing professional education and informational programs. To do so, the organization draws funding exclusively through hosting events, generating sponsorships, and providing a membership program.

In order to generate the revenue needed to support mission-critical initiatives, AUSA drafted plans for a new Conference and Events Center in Arlington, Virginia. The first floor was designed to support events for up to 400 guests which required a broad range of technological capabilities to accommodate them. These requirements included providing visitors with access to a guest wireless network, supporting multiple wireless audio/video inputs into the meeting spaces, and enabling off-site participants to join remotely.

MCW calculated the potential use of wireless access in combination with the enhanced capability of attendees sharing their devices on the large-format screens in the meeting spaces. Each of the large displays in the event areas is fed by a Digital Media Matrix (DM) with the Mersive Solstice Pod configured as the default source. The Solstice Pod in tandem with the wireless access has the capability to display an unlimited amount of content from the participants in the room. This created amazing potential which would not have been possible with conventional audiovisual designs.

COLLABORATION WITH MERSIVE

In the AUSA Conference and Events Center, MCW incorporated Mersive's Solstice Pods to increase visitor engagement and create a 'wow' factor across a range of spaces. From an informal reception area to traditional conference rooms and large presentation halls, the meeting spaces across the reimagined Conference and Events Center

each feature a dedicated Solstice Pod providing wireless connectivity to the meeting space display. By utilizing Solstice, every display becomes a hub for presentation and collaboration from any PC, smartphone, or tablet, instantly transforming the meeting spaces into interactive environments that foster knowledge transfer among the AUSA staff and guests.

The AUSA deployment highlights the utility of deploying Solstice Pods for wireless presentation and collaboration in an environment with significant outside traffic that brings a range of laptops and other mobile devices into the facility. Solstice provides visitors the ability to stream content from their laptops, smartphones, and tablets with ease, regardless of the device manufacturer or operating system. This includes streaming of both desktops and individual application windows from Mac and Windows laptops, as well as iOS and Android mobile device mirroring.

The small form factor Solstice Pods provide state-of-the-art collaboration capabilities without compromising or impeding the clean design aesthetic achieved throughout the AUSA Conference and Events Center. The Solstice Pods are small enough to be mounted to the back of the displays, eliminating the need for additional shelving and unsightly exposed wires. And the Pod itself is fully functional with only two cords, an HDMI cord connected to the back of the display and a power cord. The unit also includes USB and Ethernet ports to support touch displays and additional network connectivity options as needed.

To enable visitors to the AUSA Conference and Events Center to collaborate alongside AUSA staff, the Solstice Pods were deployed in dual-network mode. The Pod's dual-network mode allows users to securely connect and share content from both the main network used by AUSA staff and the guest network. The Solstice Pods are connected to the primary network via Ethernet and the guest network via the Pod's wireless network card, with a secure firewall enabled between the two network interfaces

on each Pod. This gives AUSA staff members and their guests the freedom and flexibility to use their devices to seamlessly share content on any of the meeting displays with the peace of mind that the data shared and host networks will remain secure.

The Solstice Dashboard was also deployed in order

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to monitor, manage, and support all the Solstice Pods throughout the Center. The Solstice Dashboard is an IT management tool that enables centralized, one-to-many configuration and management of all the Solstice endpoints on the AUSA Conference and Events Center network. From the Solstice Dashboard, the IT admin can respond to Solstice-related IT helpdesk requests, post room schedules and other messages to the displays, view and control displays remotely, monitor network activity, customize display welcome screen branding, and much more – from a single IT workstation. The Solstice Dashboard allows the AUSA IT team to efficiently monitor, manage, and control all the Solstice displays in the new Conference and Events Center in order to better support their users and ensure the security of their deployment.

HIGH LEVEL RESULTS

The Solstice Pod's user capabilities, dual-network option, and IT security and management features made it the perfect solution for the AUSA Conference and Events Center. MCW was able to deploy the system easily, and get the client up and running in the new space very quickly. Shortly after the Center's opening, LTG Gordon R. Sullivan (former Joint Chief of Staff for the Army) gave a seamless presentation to more than 200 participants locally and more than 500 globally, and Mersive's Solstice Pods continue to be used for wireless presentations and collaboration in support of events at the AUSA Conference and Events Center.

In 2016, MCW's work on this project got the company shortlisted for an AV Award for Public Service Project of the Year. Mersive is a preferred partner of MCW, and the Solstice Pod was also shortlisted for an AV Award for Collaboration Product of the Year.