BE ALL

"Crestron allows us to easily configure the space for our customers with a touch of a button, keeping us ahead of the curve at all times."

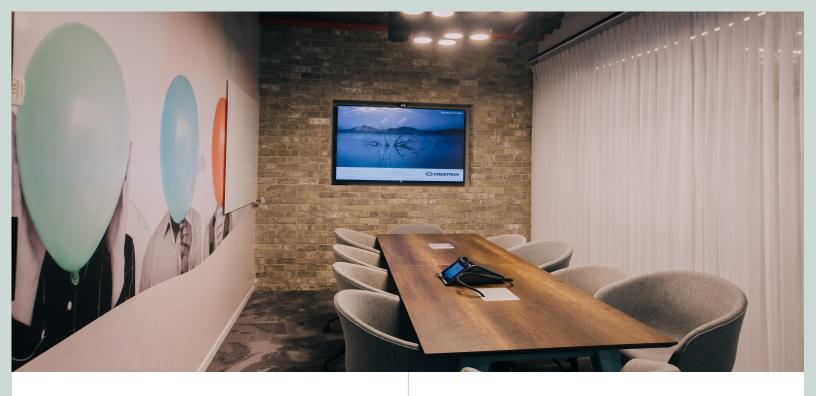Shai Geva
VP of Technologies
BE ALL

Introduction

Israel's leading coworking space provider, BE ALL recently opened their flagship campus in the Alon building, located in one of the most popular business centers in Tel Aviv. Spanning more than 190,000 square feet, it's the largest and most advanced coworking space facility in Israel, able to accommodate 2,300 community members. To deliver on its commitment to provide customers with the most advanced and innovative meeting room solutions, the entire campus is standardized on the latest Crestron technology.

The challenge

BE ALL serves a wide variety of customers from all over the world who are drawn to a large and diverse facility designed to foster collaboration and new ideas. Each person who walks through the door requires different tools and technology to be successful. Therefore, it was critical that the room solutions deployed across the campus be as open and flexible as possible.

D.I.T. Information Technologies, the consultant firm for the project worked hand-in-hand with Shai Geva, VP of Technologies at BE ALL, and integrator Hod Gamliel, CEO and co-owner of HED Group, to design and integrate 40-plus meeting spaces, collaboration rooms, and a state-of-the-art auditorium built to accommodate more than 200 people.

The technology

"This project was very complex. There were a vast number of systems that had to be integrated and delivered in a short amount of time," says Nir Poltorak, Co-CEO at D.I.T. "After reviewing many alternatives, we decided that Crestron was the perfect platform for the customer and this project. Beyond the support from the manufacturer, and their presence in Israel, Crestron's holistic approach allowed us to design a seamless solution for each room, all based on the same platform."
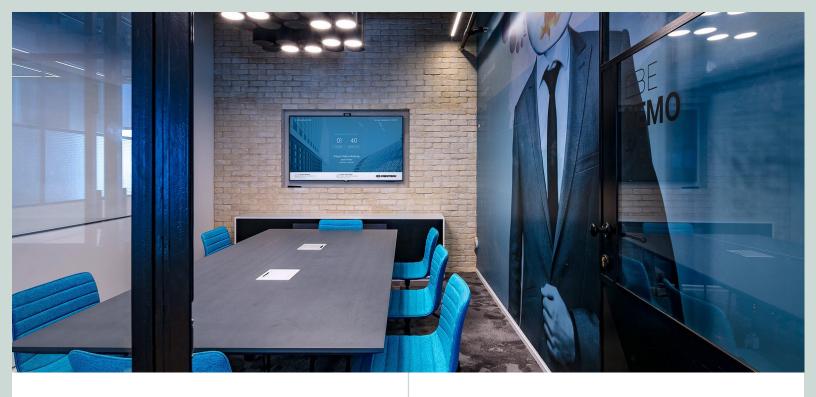
Once Crestron was chosen to serve as the technology backbone for the new facility, D.I.T. started work on the systems design, which was focused on providing simple, yet advanced unified collaboration and presentation capabilities throughout the numerous huddle spaces and conference rooms across the facility, as well as in the advanced auditorium.

To ensure maximum flexibility and a consistent user experience in every meeting space, BE ALL standardized on the Crestron Mercury® conference system, the only open UC and AV all-in-one tabletop solution. Crestron Mercury enables each customer to use their preferred UC application and enjoy uncompromising video and audio quality on every call. Large conference rooms were equipped with Crestron's award winning 3-Series® 4K DigitalMedia™ Presentation System 350 to provide wired and wireless presentation capability, multimedia switching, including 4K, and complete room control from Crestron TSW touch screens in the room.

Additionally, Crestron controlled audio systems and decorative Saros® pendant speakers enable background music to be played in the building's public areas. Crestron also provides fully integrated control of lighting and temperature via occupancy sensors, DALI® control zones, and HVAC zones to ensure the work environment is as comfortable as possible for every customer.

Results

"I am so happy we chose Crestron," says Shai Geva, Vice President of Technologies at BE ALL. "During the initial stages of setting up the network, it became clear to us that we were building the largest and most advanced network in Israel, a nation known for its innovation. A project of this magnitude requires a shared vision that understands our high standards and can offer the most advanced technological solution."

Thanks to Crestron and D.I.T., BE ALL has established a new standard for excellence in co-working spaces. Each room includes a spectacular environment and the most advanced technology that provides customers with the flexible tools they need to maximize collaboration and efficiency and grow their business.

"BE ALL was a special project for us. Crestron solutions, along with the detailed planning carried out by D.I.T., allowed us to design a form fitting solution in a short amount of time while exceeding the customer's expectations."

Hod Gamliel
CEO and Co-Owner
HED Group.

Featured products

- **Crestron Mercury® Tabletop Conference System**
  CCS-UC-1 W/PS KIT
- **3-Series 4K DigitalMedia Presentation System 350**
  DMPS3-4K-350-C
- **10.1" Touch Screen**
  TSW-1060
- **AirMedia® Presentation Gateway**
  AM-101
- **4 Room Audio System**
  C2NI-AMP4x100
- **FlipTop™ cable management system**
  FT-600
- **HD Scaling Auto-Switcher & Extender 400**
  HD-MD400-C-E
- **Saros 6.5" 2-Way Pendant Speaker**
  SAROS PD6T-W-T-EACH
- **Saros Sound Bar 200**
  SAROS SB-200
- **Cameo® Professional Keypad**
  C2N-CBD-P-W-S
- **Crestron Avia™ 12x8 Digital Signal Processor**
  DSP-1282
- **Sonnex® Multiroom Audio System**
  SWAMPI-24x8
- **Dual-Technology Occupancy Sensor with Cresnet® connectivity**
  GLS-ODT-C-CN
- **DIN Rail 2-Channel DALI® Interface**
  DIN-DALI-2
- **DIN Rail 3-Series Automation Processor**
  DIN-AP3
- **Lighting Control Systems**

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