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The new headquarters of a major investment bank in New York City houses a 75,000-square-foot trading floor and accommodates more than 8,000 workers. There are 80 rooms in which Crestron DigitalMedia™ (DM) supports a wide range of uses and equipment types, with a common need to route DisplayPort, RGBHV and analog audio from each conference table to the display and speakers, as well as USB keyboard and mouse from the table to the dedicated room PC. This configuration applies to single and dual display presentation rooms, as well as VTC rooms of various sizes and configurations and the executive offices.

Containing costs was a major factor for this organization, something that could only be accomplished by finding the best way to implement the systems cost-effectively and reliably, with as few points of failure as possible.

**Crestron DM Tools software makes it possible for installers to configure digital systems quickly and reliably.**

The initial design concept called for three separate systems, wiring infrastructures and wall plates for RGBHV, HDMI and USB. The AV integrator demonstrated the inefficiencies of this approach in several ways. For example, having experienced poor performance with past HDMI installations, the integrator tested each manufacturer's equipment using HDMI test gear to ensure that the equipment would work under all conditions and with any AV devices. Only DigitalMedia passed these tests. Additionally, as a single-cable solution, DM uses significantly less cable and installation time than the original, multiple system design would have required.

Another goal was to standardize on one solution, in order to make the design, installation and maintenance in each room as similar as possible, with simple adjustments made for the differing needs of each type of room; a capability that Crestron and DM also deliver. The project started in January 2009, with a projected completion date of June 2009. This sort of project usually takes about one year from design to conclusion, so this was very fast-tracked. Every technical resource had to be tapped to meet the deadline, including Crestron DM Tools software.



In digital video applications in which generic switchers are used, troubleshooting transmission between sources and displays is not an intuitive process. Crestron provides DM Tools, a free, user-friendly setup and troubleshooting software platform that makes it possible for installers to configure systems quickly and reliably. DM Tools graphically displays the flow of all signals and data, while automatically performing HDCP and data rate checks plus EDID resolution management, providing a simple reference for troubleshooting and commissioning a system and ensuring trouble-free installation and operation.

Just like traditional AV distribution systems, the core of a DM system is the switcher. Designed for enterprise-wide distribution, the DM-MD8X8 and DM-MD16X16 matrix switchers are flexible, expandable, and card-based, with a wide variety of input and output cards from which to choose.

The types of AV rooms in the facility include multi-purpose, divisible rooms; large dual display VTC rooms; large and medium-sized single display VTC rooms; large and small dual display VTC rooms; large and medium-sized, single display VTC rooms; large and small dual display VTC rooms, and a single display presentation room.

Depending on the number of sources to be routed, DM-MD16X16s, DM-MD8X8s, or DM-MD6X1s were installed, complemented by a number of DM transmitters that mount inside a lectern or under a table to provide convenient connectivity from any source, anywhere in the room and in any configuration.

Crestron MPCs (Media Presentation Controller™) reside in most rooms. These are compact control systems designed for installation in a wall or podium that enable one-touch setup of presentation types as well as control of switching and volume. Tabletop touch-panels are the primary user interface in the executive areas.

In many of the large and medium-sized VTC rooms, the Crestron DVPHD, a fully HDCP-compliant, multi-window video processor, is utilized to display up to eight simultaneous, full-motion video windows on any high-resolution monitor, projector, or flat panel display. Each window is scalable and independently controllable, allowing for the display of any signal type at any position, size, or aspect ratio.

Crestron DigitalMedia was released in March 2009, the culmination of five years of unprecedented research and development. Among other industry awards, the DM-MD8X8 was featured at InfoComm 2009, winning the SCN (System Contractor News) "Most Innovative Video Distribution Product".