

# George W. Bush Presidential Center

DALLAS, TX

CASE STUDY | EVENT CENTERS

## ➔ Challenge

Design highly flexible, consistently reliable AV technology systems for the newest presidential conference center.

## ➔ Solution

Innovative design and the finest components, including Crestron DigitalMedia™, Crestron control, and Crestron Fusion® software.



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— Chad Smith

AVI-SPL

## World Class

*Conference center in George W. Bush Presidential Library and Museum sets new standards in meeting room design*

If you're looking for the latest in modern meeting room design, look no further than the George W. Bush Presidential Library and Museum in Dallas.

While the museum has received a great deal of publicity since it opened last year, it's actually the conference center – part of the George W. Bush Institute – that its builders, the George W. Bush Foundation, hope will have the most impact.

The George W. Bush Institute is an independent public policy organization situated on the Southern Methodist University campus. The Institute was founded with the mission to advance freedom by expanding opportunities for individuals at home and across the globe. The Bush institute engages in areas such as economic growth, education reform, global health, and human freedom. The facility regularly hosts conferences, symposia, meetings, and educational events. It requires advanced audiovisual systems to serve the needs of the high-profile presenters and attendees who use the space.

At the heart of these systems is Crestron control and Crestron DigitalMedia™ technology, providing rock-solid, user-friendly control across an extensive array of meeting rooms and presentation spaces. Crestron Fusion® software provides remote monitoring and management of the systems, ensuring reliability and ease-of-maintenance.



## Building the conference center

Cerami & Associates, Inc., an internationally renowned acoustical and technology consulting firm, was engaged to design the AV systems and acoustics for the Bush Institute and the public areas of the museum. Cerami worked directly for Robert A.M. Stern Architects, hired by the George W. Bush Foundation.

Cerami was an obvious choice for the work, having designed the AV systems for the William J. Clinton Presidential Library and the acoustics for the Ronald Reagan and John F. Kennedy libraries. According to Victoria Cerami, CEO, the Bush Institute is even more technologically advanced. “The quality standards for a presidential library are extremely high,” she says. “Everything we did was top-of-the-line.”

AVI-SPL provided the AV systems integration. “This was one of the more intricate projects we have handled,” says Felix Robinson, Vice President, Strategic Accounts for AVI-SPL. “From the contract to the finished systems, we had to carefully coordinate everything with Cerami and Crestron, and their leadership was impeccable. Our staff in Dallas performed heroically. I have never been prouder to stand with our teams than at the completion of this historic facility.”

### Touring the presidential space

The centerpiece of the Institute is a beautiful 360-seat auditorium, used primarily as a venue for lectures,

forums, and seminars. In lieu of a projection system, Cerami designed a 25’4” wide x 12’ tall video wall, made up of 190 Christie® MicroTiles®. It has a total resolution of 13,680 x 5,400 and is able to show up to 35 high definition images or combinations of various size images scaled to 1080p or above. Sources include presenter laptops, a Cisco® video conferencing system with PTZ cameras, Blu-ray Disc™ players, and HD satellite television.

Also on the ground floor is a “Presidential Seminar Room” with a 10’8” wide x 8’ tall video wall on the north end. It has a total resolution of 5760 x 4320, and it is capable of showing up to twelve 1080p images. There is also a large projection system on the south end.

A three-way divisible ballroom can accommodate banquets of up to 600 people; a pre-function space outside of the auditorium has speech reinforcement and background music; a green room includes video and audio monitoring of events going on in the center; and three additional seminar rooms have large screen displays and sound systems.

Upstairs is a presidential suite with zoned background music, flat-panel displays in the president’s office plus a library and security area, and a ‘Foundation Meeting Room’ with a wall-mounted flat panel display, multiple presentation inputs, program sound and a table-mounted audio conferencing system.





## Flexible, user-friendly control

Tying the entire meeting center together is a Crestron DigitalMedia network running on multi-mode fiber optic cable within and between each room. Crestron control systems run on this network with 5.7" or 8" touch screens in each room. The entire network is monitored and managed by Crestron Fusion asset management software.

"Being able to take advantage of the synergy of Crestron DigitalMedia and Crestron control within the system design was very helpful," says Chad Smith, Senior Product Manager for AVI-SPL. "The two product lines work seamlessly together, allowing us to integrate separate AV systems throughout the building much more efficiently."

## Long term reliability

Cerami Senior Associate Hyun Kim cited the flexibility of the Crestron technology as a key to making the project work. To handle all the sources, most rooms include a matrix switcher: a DigitalMedia 8X8 for the smaller rooms and a DM32x32 in the auditorium. The fiber links allow operators to route video and audio from one room into another.

Given the stature of the people who present there, the Institute provides expert technicians to operate the AV for most meetings. The Crestron touch screens are set up with these operators in mind. "For example," Kim explains, "we use DM as an upstream switcher for the video wall in the auditorium, and we make it easy, using pre-sets, for the operator to choose the inputs going to the wall and the layout of the wall via the Crestron control panel."

AVI-SPL programmed the Crestron touch screens in the smaller spaces with simplified layouts that permit laymen to control local sound and video systems.

## Rock-solid design

Kim says the best word to describe the Presidential Center is "grandeur," noting, "Everything about the place has a 'wow factor.' From the marble floors to the rich woods in the walls and furniture to the technology you see, you get the sense that you are in a very high-profile space."



In this setting, and given the position of people who host and attend events here, technology failures are not an option. Kim explains, "If you have the former President making a presentation, you just can't say, 'Sorry, we'll get this working tomorrow.'"

Citing the reliability and flexibility of the Crestron systems, Kim says, "Crestron DigitalMedia was the best choice given the size and complexity of the facility."

In 2009, when Cerami began working on plans for the Bush Institute, Crestron DM was the foremost choice for digital video systems, and, according to Kim, that remains true today. "We knew we could count on Crestron to deliver a future-proof platform able to handle the various digital formats that would be coming," he says. "Today I would still choose DigitalMedia, given its years on the market, its extensive testing in the field, and its proven reliability."

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