

## Case History: Manufacturing

# Britten Media

**Customer Name:** Britten Media

**Customer Location:** Traverse City, MI

**MOSS Contact:** Pat Smith

**Consultant:** AV Design Group

**Solutions:** Presentation Systems  
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### Project Description:

Banner manufacturer Britten Media wanted its customers to have the ability to view their banners being manufactured, as well as to approve design online through the use of webcams located in the production facilities. They also wanted to upgrade the meeting rooms at their corporate headquarters in Traverse City, MI. This required MOSS to coordinate installation of multi-media equipment with the custom boardroom table manufacturer.

### Product Solution:

- Two webcams with Crestron media controls
- Crestron UPX-2 video processor and 15" Tablet
- Ceiling-mounted XGA projector and motorized screen
- 42' plasma displays in small conference room, the coffee room and cafeteria, using Crestron QuickMedia

### Unique Conditions:

Britten Media wanted the ability to show clients their banners as they were being manufactured. They also wanted to be able to annotate over images on the UPX-2.

### Results/Benefits:

The customer has been using the system for several months and claims it has assisted the company in gaining more interest from technology companies. Their goal is to be the leader in banner and sign manufacturing. This new online resource allows a customer to monitor production of their actual banners being manufactured.



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