



Baird Modernizes its Vandenberg Conference Room with Sony Pro AV for a Scalable, Seamless Experience

Baird elevates the Vandenberg Conference Room with Sony Pro AV to overcome bright ambient light, delivering a flexible, scalable system with a consistent look and simple operation for teams.

How we helped



The Challenge

- Global finance services firm Baird sought to update its conferencing display and control systems in its Vandenberg Conference Room, a space with high ambient lighting. By implementing Sony's pro AV solutions, the goal was to build a flexible, user-friendly space with a unified look, scalable design, and reliable, proven technology



The Solution

- Baird's conferencing system uses Sony's SRG-A12 PTZ cameras with image stabilization, focus area cropping and presenter tracking. Two capture participants from atop pillars in the front of the room, and one is positioned on each back wall. Additionally, Sony's BRAVIA Professional Displays are used as confidence monitors



The Outcome

- Baird appreciates the technology's ease of use and reliable performance of the PTZ cameras and remote controllers, enabling events to be managed seamlessly. The cameras' speaker-tracking, zoom, and NDI capabilities integrate smoothly with their existing network, and the displays maintain strong visibility even in bright ambient lighting

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Sony's SRG-A12 cameras combine functional operation with beneficial features, including image stabilization, speaker tracking and NDI support, empowering our team to manage a production with ease.

”

*Michael Padilla
AV Support Specialist, Baird*

Scalable, Network-Ready Integration

NDI support plus speaker tracking and zoom integrate smoothly with Baird's existing network, creating a flexible system that can expand while keeping a consistent experience.



Enhanced Collaboration

BRAVIA Professional Displays provide crisp, dependable visuals that keep teams aligned, engaged, and collaborating effectively throughout every meeting.

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