

IMMEDIA helps JDA Software create an **Experience Center** unlike any other in the realm of technology.



JDA Software Group, Inc. is a global supply chain management company based in Scottsdale, Arizona. They have been a valued client of Immedia for almost a decade and reached out to Immedia with an interesting challenge in June of 2017. The JDA marketing team had tasked their employees with developing a world-class experience service center that was innovative and cutting-edge. The objective was to create an environment that could communicate the power of JDA's software offering to everyone who visited the space, whether they're a techie or not.

Immedia was thrilled when they heard the request to design this immersive and interactive space. The chief directive was to focus on providing the single best solution, regardless of the budget. Immedia quickly gathered their design engineers to begin brainstorming an ideal play-ground of audio-visual



technology. Because JDA was looking for seamless integration of interior design and technology, they took the unique step of assembling the project team from the very beginning of the planning phase. Corgan Phoenix's interiors team were brought on to help the project, dreaming up the striking finishes and concept that would define the space. DIRTT's singular wall products were the obvious choice for providing a cutting edge and futuristic flair. With their team in place early, JDA moved forward with the confidence that the design package was coordinated with precision from the jump.

The finished product is a tour-de-force of integrated design.

Welcoming guests in the lobby is a Planar mosaic video wall in the shape of JDA's logo, embedded into a textured and back-lit DIRTT wall.

Just beyond reception is the lounge, featuring a virtually floor-to-ceiling Panasonic 5x3 video wall, 20' wide and 7' tall. This impressive installation is used for presentations, social media feeds, television and an unbeatable wow-factor.



But the crown jewel of the space is the **Experience Center** itself—from the transparent raised IT floors, to the touch-interactive video wall, everything about this space feels entirely other worldly and undeniably progressive. Two major features invite visitor interaction too inviting to pass by: a second 5x3 Panasonic video wall is outfitted with a control station and camera, documenting visitors and highlighting JDA's expansive customer base, which features some of the largest manufacturers in the world. Additionally, a 4x1 portrait Planar touchscreen video wall, powered by Prysm software, allows visitors and JDA presenters to call up JDA software, web pages, whiteboards, and more, all with the touch of a hand. The experience is not just immersive, but hands on.

Not to be out done by the Experience Center, the Executive Boardroom is another world-class technology installation that pushes the boundaries of possibilities. The physical and functional parameters

posed some interesting challenges for the design team. First and foremost, it was imperative that this room seat the full JDA board, clocking in at 40 people. That means a particularly large room and table. JDA's request was for video conferencing that didn't require active camera selection or framing, which the Cisco SpeakerTrack can provide in smaller rooms. But in this space, another solution was required. Immedia's programmers created an algorithm to monitor which microphones on the table were picking up speech, and created hundreds of camera presets. Using these in combination, they were able to automate the cameras so that they automatically focus on whomever is speaking, even if it's two board members on opposite sides of the room speaking at the same time. This technology creates a frictionless and extraordinary experience for JDA's board members during all meetings.

The remainder of the facility includes several smaller, standard conference rooms, but with a few twists. The 4K Samsung displays embedded behind DIRT glass walls for a slick and streamlined aesthetic. Each room is outfitted with wireless video sharing devices that, when not being used, provides a how-to for using the room that is branded with JDA's logo and colors.

A special thanks to our valued partner's Jokake, DIRT, Corgan, KPMG and Big Picture for the continued collaboration throughout the project process. Immedia has enjoyed working on the new JDA office and Experience Center and considers it one of their most innovative and proudest projects to date.



About: JDA Software Group, Inc. was founded in 1985 and is a global supply chain management company based in Scottsdale, Arizona. With over 40 locations worldwide, they provide end-to-end supply chain solutions that seamlessly deliver for customers. Find out more: <https://jda.com/>

Founded in 2004, **Immedia Integrated Technologies** is Arizona's premier Audio Visual solutions provider. As a full service integrated technology company, specializing in commercial, educational and residential environments, we pride ourselves on being experts in everything related to audio-visual and control systems. At Immedia we create solutions that enhance productivity, building control and communication systems to ensure our clients' are presented with the best creative and cost-effective technology applications for their needs.