

ENERGY INDUSTRY EXCELLENCE

ADECIA TRANSFORMS COMMUNICATIONS FOR US ENERGY GIANT

The complex nature of daily operations in the energy industry means effective, seamless communication is critical. One of America's leading energy corporations has adopted Yamaha ADECIA solutions to transform its global video and audio conferencing.

THE CHALLENGE

Clear and reliable communication is a vital component of any business's operational success, but it is especially critical in the global energy industry. Telecommunications consultant **Communications Advisory Service, Inc. (CAS)** was approached by a major American energy corporation coping with outdated systems and ongoing audio challenges.

It needed a solution which would deliver pristine sound and work seamlessly with Microsoft Teams, while handling the complexities of multiple rooms,



some of which were subject to ambient noise, and working with existing equipment from various different manufacturers.

The project was managed under the leadership of CAS president and CEO Jeff Price, who says, "The project wasn't just about updating equipment, it was about integrating cutting-edge technology into an existing and varied infrastructure.

"Our client was looking to elevate and simplify their communication capabilities to meet the demands of their operations. They needed a flexible, high quality installation that could be remotely managed, all while ensuring a user-friendly experience for their global and remote workforce."



THE SOLUTION

Yamaha's ADECIA intelligent collaboration and conferencing technology was the ideal solution to fulfil all the client's needs. ADECIA is available in three different versions - ceiling, wireless and tabletop solutions - which meant CAS could greatly improve the audio quality for both meeting room and remote participants, as well as streamlining user interactions.

ADECIA's Dante connectivity delivers high-quality, low-latency audio over IP networks. Allowing for easy system scaling and accommodating a wide range of setups, it enabled seamless integration with the client's existing equipment, providing a unified audio solution which functioned flawlessly.

Another advantage of the ADECIA solution was its room tuning feature. Designed to optimize audio settings and performance within the characteristics of the room, it provides acoustic analysis and real-time adjustments. These help to deliver more balanced and detailed audio for presenters and participants alike. Notably, for this installation it reduced background noise by an impressive 98%.

Additionally, the installation of ADECIA RM-TT tabletop microphones ensured focused audio capture. Effectively isolating speech in meetings and eliminating unwanted sounds, it has minimized the ceiling noise pollution which was affecting the client's previous system.

Meanwhile, the simplicity of the setup and enhanced audio quality has allowed staff to focus on communications, rather than technical setup or troubleshooting. The result has been a dramatic improvement in the overall communication experience, resulting in positive feedback from CAS and the system's users.

"Yamaha's ADECIA is an ideal blend of technological innovation and user-centric design," says Jeff. "The user-friendly control and out-of-the-box tuning capabilities has made it straightforward to manage and operate the client's system, maintaining consistent audio quality across different rooms without the need for extensive manual adjustments. This has greatly enhanced their operational experience.

"They experienced immediate results with minimal adjustment. Indeed, only two follow-up visits were necessary, both of which were due to issues with third-party equipment."

Jeff's opinion is confirmed by the client, who adds, "The improvement in audio quality and ease of use

have been transformative for our teams. Thanks to Yamaha's solutions, implemented by CAS, our communication and conferencing infrastructure has reached a whole new level."

By addressing the complex challenges of this project, CAS and Yamaha have set the standard for seamless communication in the critical operational environment of the energy industry. What once was a challenging, cumbersome process for the client has become a smooth, efficient experience.

