

# CLOSE UP



**IN THE  
ROUND  
360° AV  
TECHNOLOGIES**



# CLOSEUP

A FREE NEWSLETTER  
PUBLISHED QUARTERLY  
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# SOME TECHNOLOGIES AREN'T MEANT TO BE SEEN FROM THE FRONT – ONLY EXPERIENCED ALL AROUND

Discover innovations that wrap audiences in sound, vision, and connection, redefining what it means to be **in the round.**

# 360° CONFERENCE CAMERAS

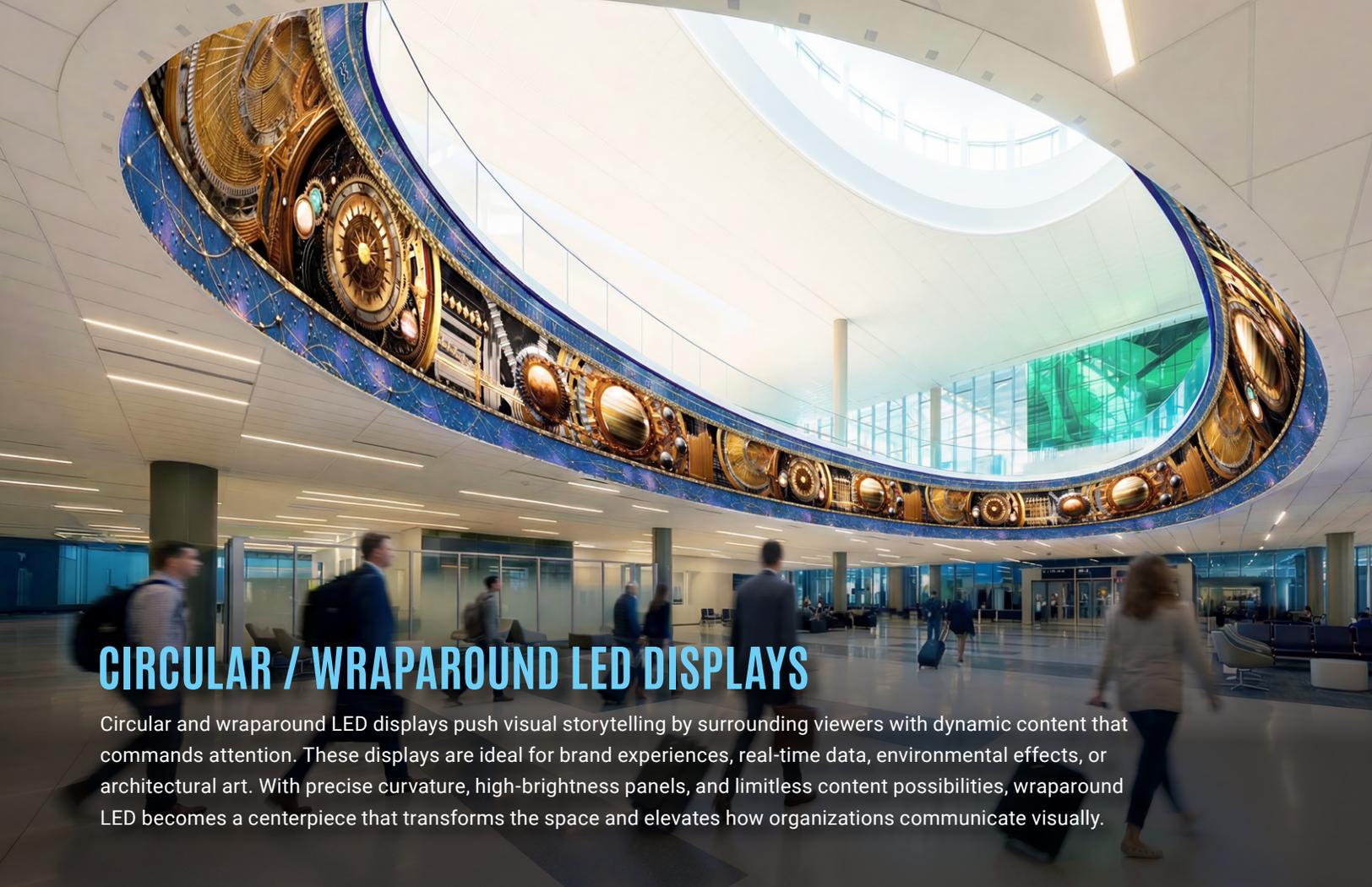
360° conference cameras transform hybrid collaboration by making meetings feel natural and inclusive. Solutions like the Logitech Sight, Neat Center, and Poly Studio E360 capture the entire room while intelligently framing active speakers. By stitching multiple video feeds into a panoramic view, remote participants can see reactions, gestures, and group dynamics that increase clarity and connection. In spaces where teams gather around tables, brainstorm in clusters, or move as they speak, 360° capture ensures everyone is visible and every voice feels present.



# CEILING BEAMFORMING MICROPHONE ARRAYS

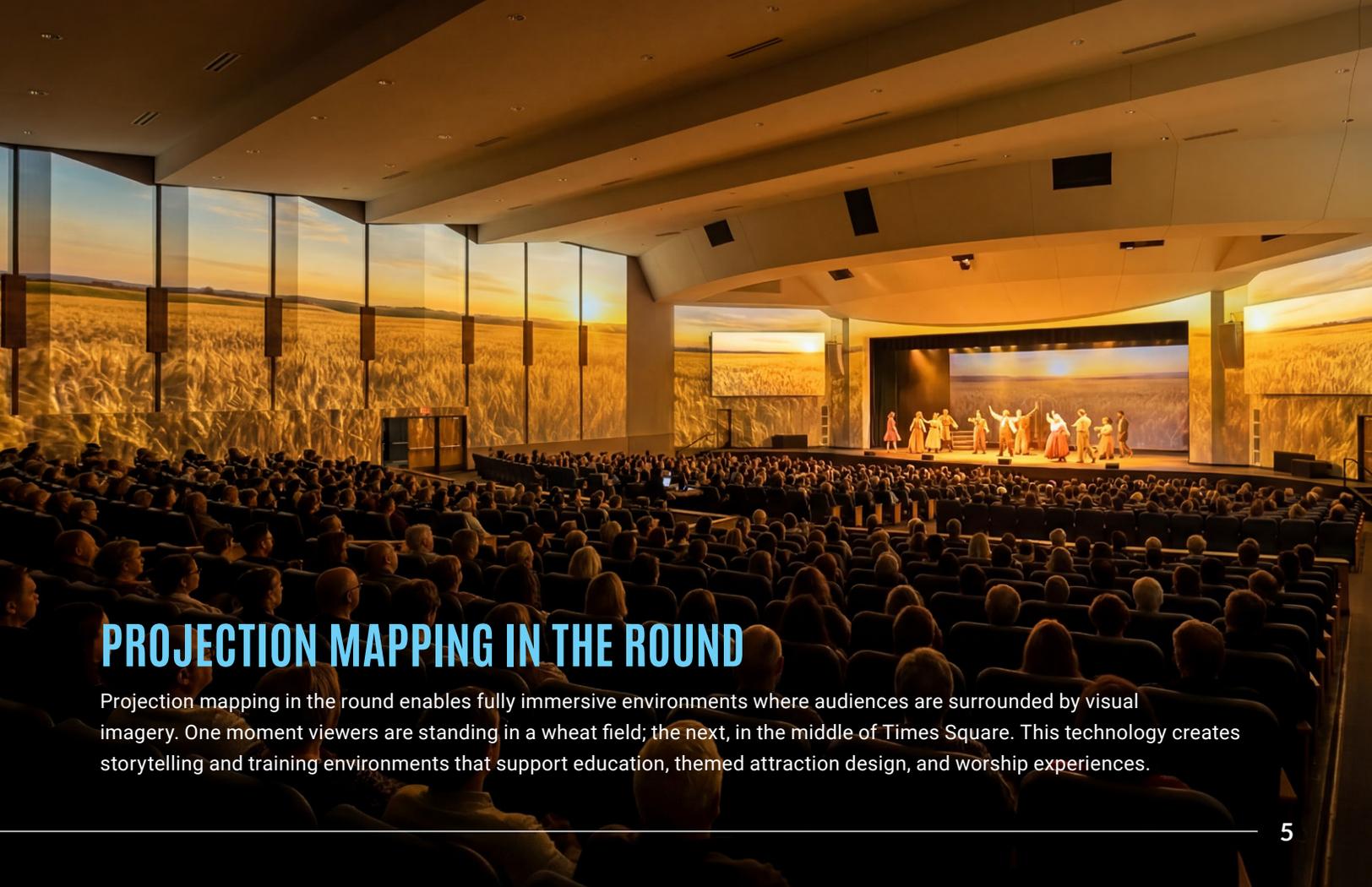
Ceiling beamforming microphone arrays bring clarity to meetings and remove table clutter by using high-performance technology overhead. Products like the Shure MXA920 and Sennheiser TeamConnect Ceiling use advanced beamforming to “listen” in all directions and automatically focus on whoever is speaking. This means natural conversation flow, hands-free operation, and consistent audio quality — even when participants move around the room.





## CIRCULAR / WRAPAROUND LED DISPLAYS

Circular and wraparound LED displays push visual storytelling by surrounding viewers with dynamic content that commands attention. These displays are ideal for brand experiences, real-time data, environmental effects, or architectural art. With precise curvature, high-brightness panels, and limitless content possibilities, wraparound LED becomes a centerpiece that transforms the space and elevates how organizations communicate visually.



## PROJECTION MAPPING IN THE ROUND

Projection mapping in the round enables fully immersive environments where audiences are surrounded by visual imagery. One moment viewers are standing in a wheat field; the next, in the middle of Times Square. This technology creates storytelling and training environments that support education, themed attraction design, and worship experiences.



## NTT DATA HYBRID COLLABORATION IN THE ROUND

At their 12th Floor Experience Center in Plano, Texas, NTT DATA sought an audiovisual solution to elevate client engagement and eliminate hybrid collaboration friction. Ford AV answered the call, transforming the space into an immersive environment where conversations flow uninterrupted, even as participants move through multiple zones.

One of the project's core challenges was preserving meeting continuity. Traditionally, shifting from a formal conference room to adjacent collaboration spaces would force remote participants to drop and re-join calls. Ford AV's solution integrates control, logic, and routing that maintains connectivity and broadcast-quality performance across all areas.

As users transition from the Executive Briefing Center into the Innovation Center, cameras automatically hand off coverage – moving through conference spaces, lobbies, and interactive collaboration zones without interrupting the call. Remote participants experience the journey in real time, as if they were physically present.



**Thoughtful integration of PTZ cameras, automated tracking, and multi-zone controls delivers natural, inclusive, and uninterrupted hybrid collaboration while setting a new standard for experience-driven AV environments.**

*Learn more about this project.*

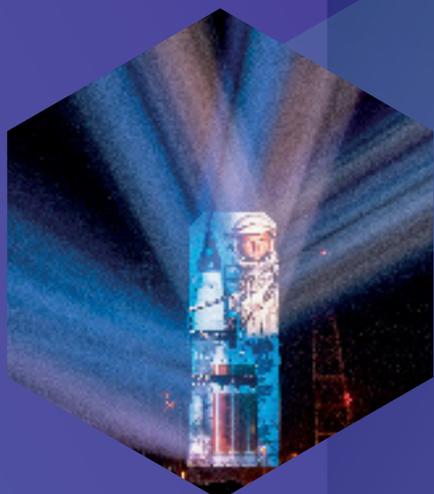


# UNLOCK THE SECRETS TO PROJECTION MAPPING SUCCESS

When it comes to creating mind-blowing projection mapping experiences that delight your audiences, it helps to have some expert advice on how to build the projection solution behind it all.

Get tips and guidelines for flawless projection mapping.

DOWNLOAD YOUR PRIMER TODAY!



[christiedigital.com/mappingprimer](http://christiedigital.com/mappingprimer)

**CHRISTIE**



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# THE FUTURE OF AV IS HERE

Let Ford AV introduce you to hybrid collaboration, live events, and immersive environments that engage users like never before.

*Let's Get Started!*



**FORD AV** *EXPERIENCE EXTRAORDINARY*