



Case Study **Sparks & Honey**

Multipurpose rooms have risen in popularity in recent years as organizations are looking to utilize more of their spaces for meetings. A multipurpose room allows people to use it as one large space or as multiple smaller spaces. Depending on the need, many of our customers have looked to add these spaces to their office environment. Sparks & Honey, a New York-based management consulting company, required a multipurpose space that could turn into a studio type setting for their clients. This room required a powerful audio system with a wow factor to their video to engage their guests. However, they had experienced some difficulties when trying to re-use existing equipment while migrating systems into their new, smaller space.

Sparks & Honey's parent company, Omnicom, is one of the largest global media marketing and communications companies in the world, and a customer of Profound Technologies for 10 years, so the introduction to this AV Partner was seamless. "We knew we could trust Profound with this project since they came

highly recommended," A representative from Sparks & Honey says.

Profound was able to provide Sparks & Honey with a custom and flexible solution to fit their needs. Everything from the new quality audio to the multiple microphones and video sources to the remarkable video wall brought the experience Sparks & Honey was looking for into their room. Not to mention the control system Profound integrated that allows the user to intuitively

shift between configurations for the room. "It was a unique project that allowed us to provide impressive, custom work to make the audio perform clearly and reliably for the layout of the space," said Trevor Depp, Profound Technologies' Account Executive.

Moving forward, Sparks & Honey will work with Profound under a service plan to support their systems long term. Our managed services support plan provides access to onsite and remote support for our customers, prioritizing both preventative and emergency maintenance for the system. We look forward to supporting this room long term as well as more work together in the future.

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