

A simple conversation.

A prominent university in California, specializing in medicine, required assistance in improving the design and engineering of a presentation and multi-media room system, specifically in their radiology department. They needed help with a couple of collaboration rooms used for classroom presentation purposes as well as audio video communication between doctors located at different sites.

Joan Marsh, the computing resource manager, describes the university's original process in trying to find the right company to renovate: "We went to avPlus and they recommended a local company, but their installations proved to be terribly done. We needed a partner who could add to the design of the technology, but the first business we worked with caused more issues and did a poor job of supporting the rooms. We had to go back to avPlus to find a different company. This time they fortunately pointed us to Profound."

As an agent partner of Profound Technologies, avPlus asked them to step in. While avPlus specializes in IT, they offer additional value to their customers by bringing audio visual and collaboration companies who can help when a client's need surpasses their specialties. Profound's expertise in educational audio visual (AV) technology made this a simple decision for avPlus. Jeff Kaufman, account executive for Profound, explains how his company has received a few projects because of these referrals: "It honestly benefits both companies. This situation ended up helping the client a lot as well, since it was the university's introduction to a national AV company that they had never experienced before."

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The radiology department lacked proper engineering and, to their satisfaction, they saw Profound meet their needs with their thorough design approach. Jeff proudly claims: "One of Profound's core competencies is design.

Profound was able to see the mishaps of the previous team, fix the issues and complete the installation in only a couple of days." The old company had engineered things incorrectly, so Profound came in and remediated the design while simultaneously removing some parts that were not necessary for the use of the technology. According to Jeff, the reason for these unnecessary additions to the hardware could either be that the previous team did not know what they were doing or that they were intentionally trying to make more money off of the project.

Profound's service and equipment approach were more than successful in achieving the goals of the department. Profound implemented two conference rooms from scratch and then fixed other problem rooms. Joan explains how she has no complaints with this company: "Although we did not have many projects with the first team, I realized that their work was not user friendly. That technology did not work as intended and led to the confusion and frequent questions of my team and guests. No one understood how to operate the first program, but Profound's user interface and touch panel led to a more intuitive conference room



Jeff Kaufman
Profound Sales

*Pseudo names have been given to protect the privacy of persons and organizations.

experience for my department."

Jeff adds to the conversation about the success of Profound's approach: "A simple interface is easy, intuitive, enjoyable, and leads to better control of that specific room environment." There is no doubt that this radiology department was able to benefit from the high-quality aspects of Profound's technology.

Because of the success of the project, the University was more than pleased with Profound's work. Jeff says: "They were ecstatic, which means a lot because this department had high expectations that were difficult to meet."

Profound is currently working with one of their hospitals and has plans to continue to do business with them in the future. Joan happily decided that "Profound did the job right. We were so satisfied with this company, and we will continue to work with them in other departments at the college."

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