



Corporate



Biopharmaceutical Company



South Korea

Medytox, Clinical Observation Room and Multiple Meeting/Conference Rooms



About Medytox

Founded in 2000, Medytox is a fully integrated biopharmaceutical company which develops, manufactures and markets botulinum toxin (botox) products to more than 60 countries worldwide, including Japan, Thailand, Iran and Brazil. With over 120 employees, Medytox is the largest maker of botox in South Korea. The company is continuously increasing its R&D capabilities in order to develop new biopharmaceutical products. As a leader in the Korean pharmaceutical industry, the company faces many challenges, including intensifying competition in the domestic market, frequent changes in policy and tightened regulations in tandem with increasing demand for faster clinical trials.



In order to meet these challenges, the company has greatly strengthened its internal infrastructure. The quality and effectiveness of the company's meeting room environments, demo rooms and training facilities is a large part of this continued successful development and expansion. As part of its larger drive towards powering productivity, Medytox recently bought a new office building that needed to be outfitted with solutions for AV management and IT control in various different meeting spaces. Considering that these meeting spaces were intended for critical product launches, corporate seminars/training, and crucial clinical trials, it was imperative that the solutions were highly stable, easy-to-use, and tailorable to Medytox's specific needs.



“ As a company that is focussed on proving customer satisfaction through communication, we are pleased to be able to provide comprehensive ATEN solutions that combine AV and IT seamlessly. ”

Woo Jong Ryul
JC Communication



About JC Communication

JC Communication is one of leading systems integrators in Korea, specialized in developing S/W, building CCTV security and A/V system design for a rapidly changing digital world.

Key Customer Requirements

Needs various A/V management and IT control solutions for multiple meeting room spaces



Multipurpose meeting space for small, separate meetings and large seminars/trainings

- Flexibility to centrally or separately control/switch several displays and video sources
- Long distance transmission of stable, high-quality video and USB signals
- Audio to be separated from HDMI signal and routed to different destinations



Lecture hall with a digital podium

- Seamlessly switch contents on a 2 x 2 video wall



Simple meeting rooms and presidential office

- Integrate video sources from different interfaces with user-friendly switching methods

Medytox's top priority for their new building was a single brand solution that could provide simple A/V management and user-friendly IT control for a variety of meeting spaces located on different floors. They required meeting space technology that promoted greater communication among participants and assisted them in reaching their targets.

The largest and most complex floor was B1, consisting of 8 classrooms, a clinical observation room, and a small lecture hall with a digital podium,



incorporating a total of 14 source devices (and 10 displays. Medytex required the solution to not only be able to extend video and USB signals over long distances, but also to support a video wall in the lecture hall. Furthermore, video and audio feeds from live demos taking place in the clinical observation room needed to be flexibly routed in various combinations to the other meeting rooms throughout the floor on demand.

Three further meeting spaces throughout the building also needed a variety of solutions that would effortlessly route high-quality A/V content from the server room to the required locations. A six-person meeting room on 9F needed to route three VGA sources to one display; a twelve-person meeting room on 10F needed to route three HDMI sources to one display; and a final six-person meeting room on 10F needed to route 3 HDMI sources to one displays. All of these meeting rooms required source switching via IR. Last but not least, the presidential office on 10F required a user-friendly yet high-end solution that would incorporate three HD sources and two displays and provide a smooth viewing experience for the company president.

The ATEN Solution

- ✓ Integrates A/V and IT seamlessly while guaranteeing compatibility, reliability and one-stop technical support with a single brand
- ✓ Effortlessly controls PCs located in the server room from each meeting room
- ✓ Provides seamless switching / centralized control all the sources via an award-winning web GUI
- ✓ Extends stable A/V signals over long distances with HDBaseT receivers
- ✓ Allows separation of audio from HDMI signals for independent audio control

ATEN provided the perfect solution with one Modular Matrix Switch paired with sixteen HDMI HDBaseT-Lite Extenders and twelve HDMI Repeaters that have on-board audio de-embedders for the B1 installation. This set-up allowed for the effortless control of video sources for each meeting room via a single award-winning GUI on an iPad, as well as provided the separation of audio signals for independent audio control. An HDMI Matrix Switch with Scaler was included for



deployment in the lecture hall to support the display requirements of the digital podium and three more sources, providing the integrated functionality to effortlessly control a 2x2 video wall for presentations. In the 10F presidential office, a second HDMI Matrix Switch with Scaler was used for the President to view the content from a conferencing system and other three separate sources across his dual HDMI display setup and control that content using an iPad. Also on 10F, the two further meeting rooms with three displays in each implemented an HDMI Matrix Switch and a 3-port Matrix Switch, respectively. Both solutions provided IR switching functionality.



Integrates A/V and IT seamlessly while guaranteeing compatibility, reliability and one-stop technical support with a single brand

ATEN offered a single brand solution for multiple meeting room scenarios and this has explicit advantages for any customer. All of the components are guaranteed to work seamlessly with each other; ATEN product reliability is ensured; and dedicated technical support for all the meeting room installations can be found in one place.

Effortlessly controls PCs located in the server room from each meeting room

ATEN provided multiple collaborative meeting room solutions that facilitated simple A/V management and user-friendly IT control for a variety of meeting spaces that enabled all participants to feel connected, involved and ready to collaborate with partners and colleagues.

Provides seamless switching / centralized control all the sources via an award-winning web GUI

ATEN's Seamless Switch technology delivers and maintains stable and reliable continuous video streams and instant real-time source switching without delays, while the Red Dot award-winning interface provides intuitive centralized control from any handheld device

Allows separation of audio from HDMI signals for independent audio control

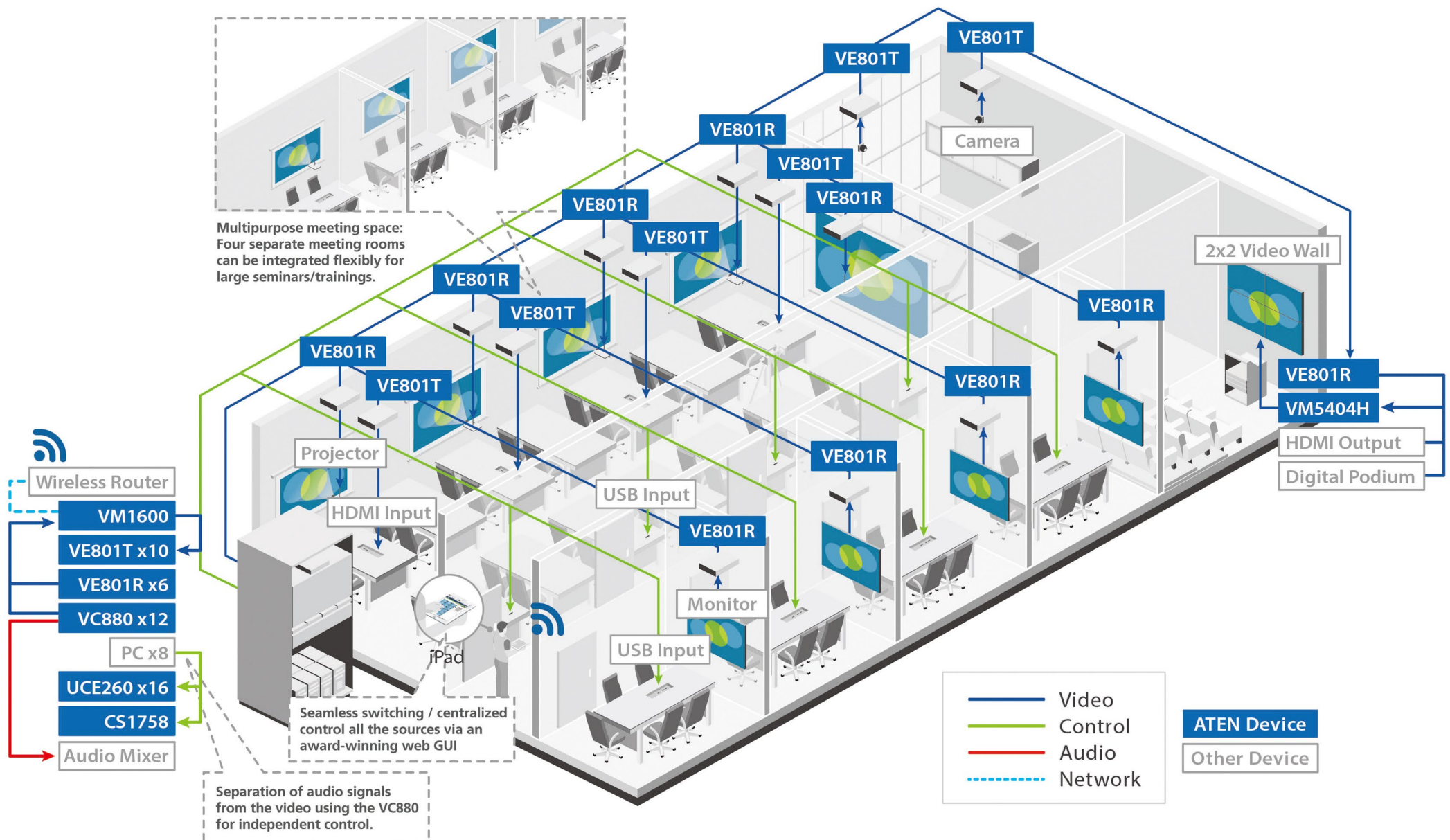
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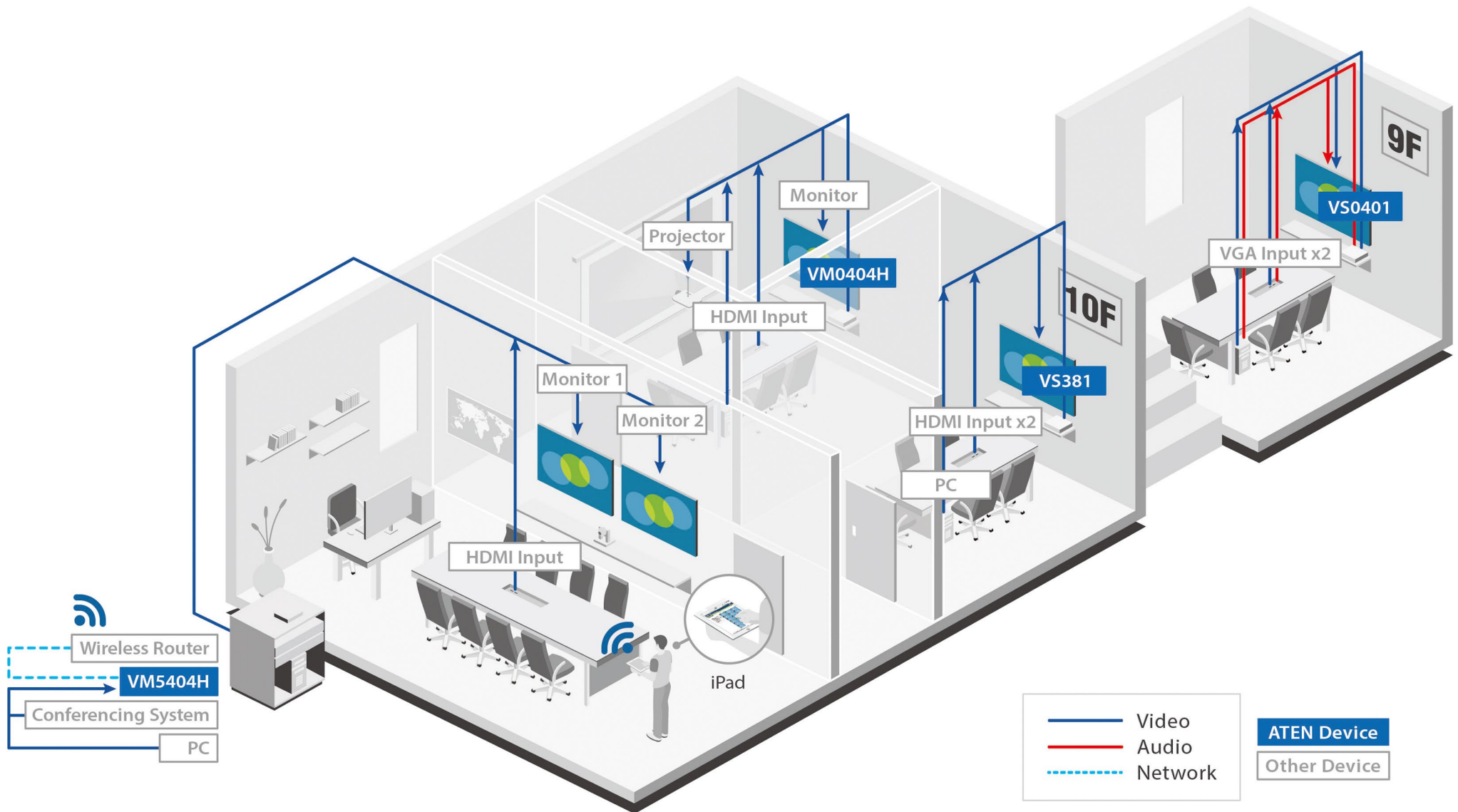
Extends stable AV signals over long distances with HDBaseT receivers

Support for extended HDBaseT transmission over a single cable ensures that the solution was easily adaptable to the physical layout of the building, while ensuring seamless switching and video wall functionality; HDBaseT anti-jamming technology resists signal interference and ensures high-quality video transmission, which is crucial for a clinical observation environment.

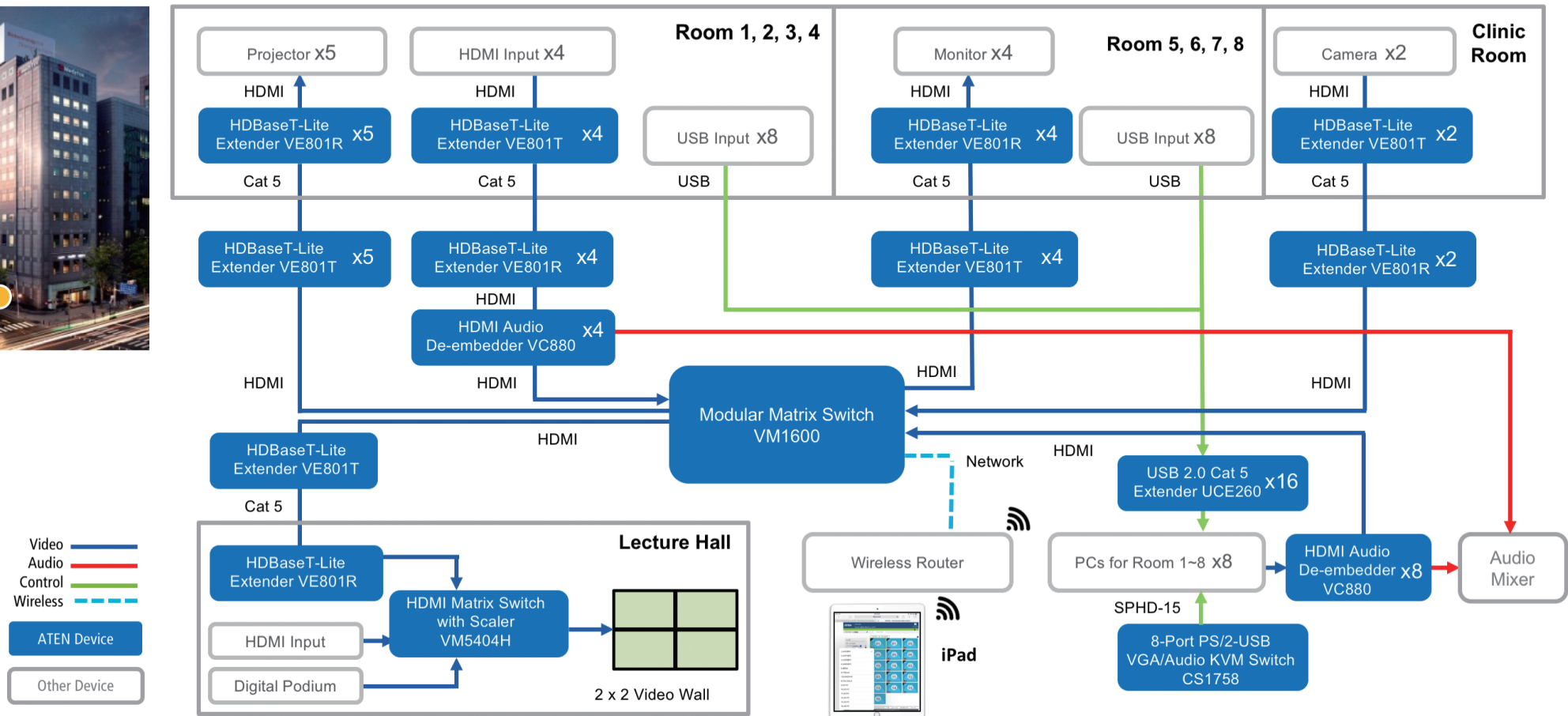
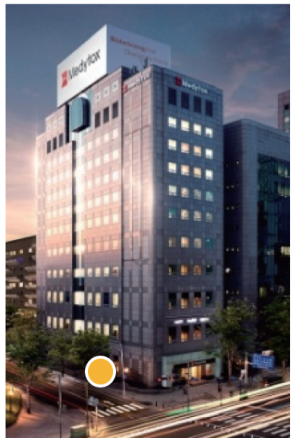


VM1600

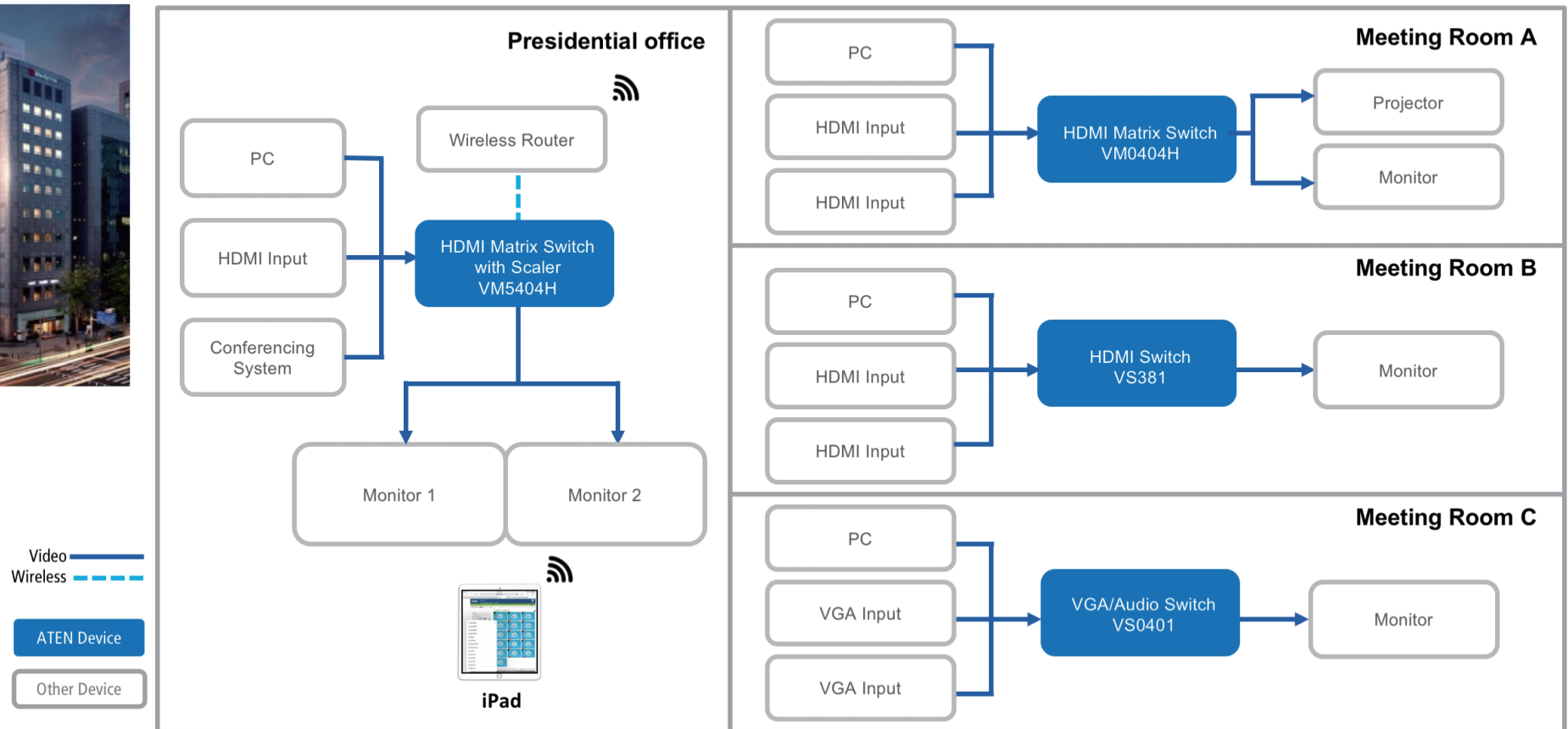




Solution Architecture Diagram – B1



Solution Architecture Diagram – 9F & 10F



Product



VM1600

16 x 16 Modular Matrix Switch

- Connects any of 16 video sources to any of 16 displays
- Video wall - allows you to create custom video wall layouts via intuitive web GUI
- Seamless Switch™ – provides continuous video streams, real-time switching and stable signal transmission



VM7804

4-Port HDMI Input Board



VM8804

4-Port HDMI Output Board with Scaler



Product



VM5404H

4 x 4 HDMI Matrix Switch with Scaler

- Connects any of 4 HDMI sources to any of 4 HDMI displays
- Seamless Switch™ to provide real-time switching and stable signal transmissions
- EDID Expert™ to select optimum EDID settings for highest quality display real-time switching and stable signal transmission
- Easy to use web GUI that allows to set various profiles and quickly manage multiple video sources



VM0404H

4 x 4 HDMI Matrix Switch



VS381

3-Port HDMI Switch



VS0401

4-Port VGA/Audio Switch



Product



VC880

HDMI Repeater Plus Audio De-embedder

- Repeats HDMI input signal up to 15 meters
- Extracts HDMI audio signal and outputs as additional audio source
- Supports optical / coaxial digital audio and analog stereo audio*
- Easy to use web GUI that allows to set various profiles and quickly
- Superior Video Quality – up to 1920x1080 (1080p)



VE801

HDMI HDBaseT-Lite Extender (4K@40m) (HDBaseT Class B)



CS1758

8-Port PS/2-USB VGA/Audio KVM Switch



UCE260

USB 2.0 Cat 5 Extender (up to 60m)





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