Case Study: CapCenter Conference & Training Room AV Integration



BACKGROUND

CapCenter, a realty and mortgage company headquartered in Glen Allen, VA, is focused on making homeownership more affordable and less stressful. With teams working across multiple locations, the company needed modern conference and training spaces to support collaboration, employee development, and exceptional client experiences—including creating a welcoming environment that makes the milestone of closing on a home feel special and memorable.

OBJECTIVE

Create a simple, high-impact AV environment that delivers:

- Clear audio and video for client meetings and team collaboration
- Seamless connectivity in multiple offices across several states
- Easy-to-use, one-touch-join systems for everyday business operations
- Flexible spaces that support both conferencing and training

"Our experience with Productive was excellent. They suggested the right equipment for each space, and everything works seamlessly."

Wendy C.
Director of Operations

TECHNOLOGY-AT-A-GLANCE

- **Crestron** Flex Video Conferencing Systems
- **Crestron** UC Soundbars
- **Planar** 4K Displays
- **Shure** Ceiling Array Microphones
- **QSC** Ceiling Speakers
- **Epson** Interactive Laser Displays
- Real-time Remote Monitoring System

SOLUTION

Productive AV delivered a streamlined conferencing and training room solution designed for efficiency and ease of use:

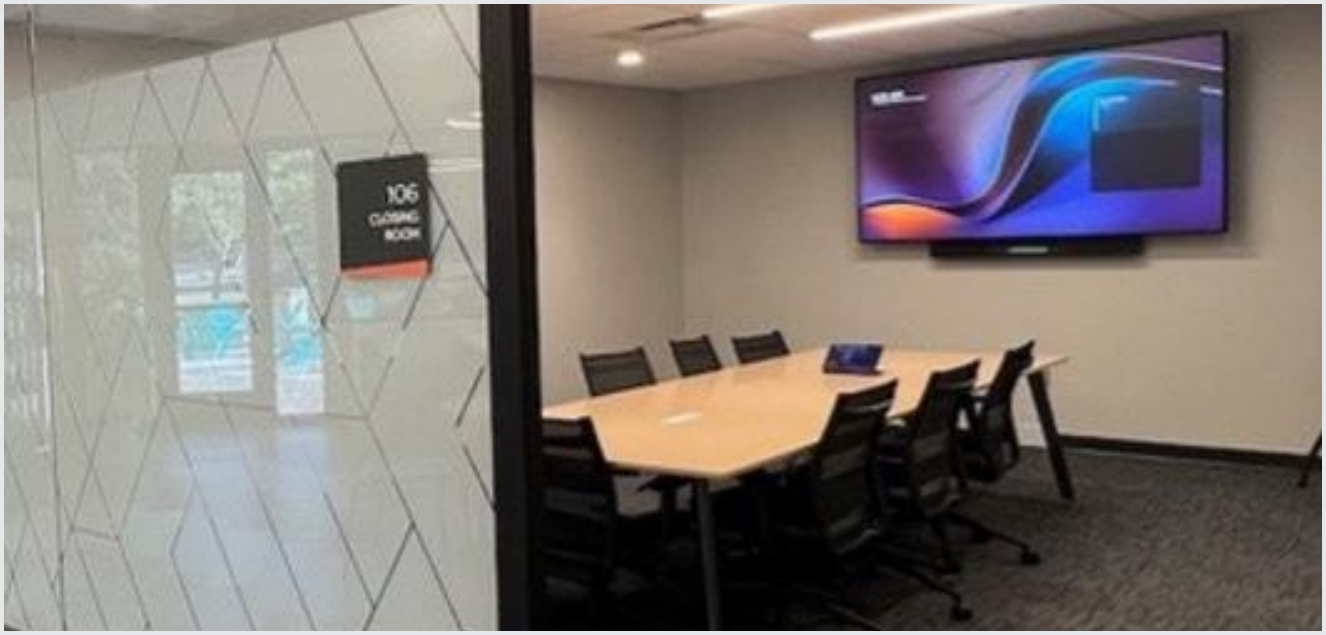
- **Flexible Video Conferencing:** Standardized systems allow users to join meetings from any platform with minimal setup
- **Intuitive Room Control:** Custom touchscreen interfaces provide centralized control of all room functions
- **Clear, High-Quality Audio:** Ceiling microphones and distributed speakers ensure consistent, intelligible sound throughout each space
- **Versatile Display Solutions:** Large-format displays and interactive systems support presentations, training, and collaboration
- **Consistent User Experience:** Systems are designed for simplicity, enabling teams to move between rooms without relearning technology
- **Preventative and Service Contract**:

The result is a cohesive, easy-to-use AV environment that improves collaboration, enhances client interactions, and supports efficient day-to-day operations.



Training Room
Flexible AV systems support engaging training sessions—helping teams learn and collaborate more effectively.

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Conference Room / Closing Room
Clear, reliable communication enhances client interactions and builds confidence during important conversations.



Lobby & Collaboration Spaces
Integrated AV extends beyond meeting rooms—supporting communication and engagement throughout the workplace.