



Matrix is a division of **AVM**

## AV gives the edge to Electronic Arts' new head office move



### Background

Electronic Arts Inc. (EA) develops interactive software games and content for worldwide distribution.

Matrix Display Systems was awarded a 500K contract for the provision of audio visual equipment and services at the new head office in Guildford, Surrey. The requirement was to provide a scalable audio visual solution to fit anything from a standard meeting room with video conferencing, to training facilities for staff and channel ensuring continuity.

### Solution

The solution was to be used primarily for displaying gaming content from production to finished product throughout the site. In parallel it needed to cater for standard video presentations, videoconferencing and training.

### Outcome

With a dedicated Project Team consisting of a Technical Director, Project Manager, Site Supervisor, System Designer and Account Manager, a good line of communication was established from the outset.

Matrix delivered a complex audio visual solution within a short time frame and to budget; at times, with highly fluid specifications due to changes within the overall building design. The highest level of workmanship was provided and the client was very pleased with the outcome.

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*"The AV systems were to key to the business and needed to be operational from day one. This was achieved successfully due to the partnership that was established with Matrix early on".*

Kris Buglear - Electronic Arts

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**For further information please contact us on 0845 2626 300**

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Matrix worked very closely with both client and consultant, taking time to fully immerse ourselves into the organisation. This helped to gain a thorough understanding of their day-to-day business. Extensive research and testing was done to select the best products to suit their needs.

High Definition (HD) display technology was specified across all AV facilities with connectivity for every type of games console currently available on the market and in development to allow for future proofing. Panasonic plasma display screens from 42" to 65" were installed in small to medium rooms, with Panasonic and Christie projectors used for larger scale environments. Sources derived from, PlayStation PSP, PS2, PS3, Microsoft Xbox360, DVD players and host PCs.

The system also allowed for four auxiliary inputs catering for XGA, HDMI, component and composite video signals. All source items were switched through to the display via an AMX Auto-patch unit capable of switching RGBHV, component video and optical audio to the output whilst retaining the native input signal.

Audio was provided by Pioneer surround sound system comprising a single processor taking in the optical and stereo audio as well as the HDMI as well as composite video signals. An Anthony Gallo Nucleus Micro Ti 5.1 surround sound loudspeaker configuration was set up in conjunction with a MPS150 subwoofer delivering the audio reproduction required to provide the full gaming experience.

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*"Matrix supported us every step of the way, the flexibility they provided and approach to this project assisted us greatly in achieving our goals".*

Kris Buglear - Electronic Arts

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### **Benefits**

- Bespoke designs and equipment units
- Future proofed equipment
- On time and on budget project delivery
- Bespoke user training
- On-site support team
- Improved business processes

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