



VisionLoft

INTRODUCTION

Located in the heart of downtown Indianapolis, VisionLoft is a versatile meeting and event venue. It combines contemporary design with cutting-edge technology to create an engaging environment for creative meetings, interactive retreats, and boutique wedding receptions.

"AT VISIONLOFT, WE STRIVE TO EXCEED THE EXPECTATIONS OF ALL OUR CLIENTS. WITH THE HELP OF CRESTRON DM NVX, WE ARE ABLE TO DO JUST THAT BY DELIVERING ON OUR PROMISES AND BRINGING OUR CLIENTS' VISIONS TO LIFE."

Julie Johnston
Founder,
VisionLoft



THE CHALLENGE

As Director of Learning Spaces for Indiana University, Julie Johnston is highly familiar with the stress and common problems that presenters and hosts experience during events that depend on technology. Johnston and her husband, founders of VisionLoft, wanted to create a fun gathering space for its clients to help promote dialogue, ignite collaboration, and inspire creativity during any event. Easy-to-use technology would be essential to the experience.



THE SOLUTION

Working closely with CCS Presentation Systems, VisionLoft standardized on Crestron DM NVX™ AV-over-IP technology. Because DM NVX utilizes VisionLoft's existing 1Gb network infrastructure, integration and installation had no impact on the visual aesthetic or operation of the space.

"OUR EMPLOYEES ARE NOT HIGH-END TECHNICAL PEOPLE; THESE ARE EVENT SPACE COORDINATORS AND THEY HAVE BEEN ABLE TO PICK UP THE ABILITY TO MANAGE THE DM NVX SYSTEM WITH NO PROBLEM AT ALL."

Julie Johnston
Founder,
VisionLoft



THE TECHNOLOGY

DM NVX provides an agile system that enables VisionLoft's event coordinators to easily route their clients' content to the desired interactive wall displays, dual screen projectors, and high-end glass whiteboards via the handy Crestron app. The system also uniquely equips VisionLoft with the ability to accommodate a variety of special requests, from bringing in virtual participants during a creative meeting, to displaying photos of a wedding reception as it's happening.

Event coordinators are thrilled with how easy the system is to use, while clients are impressed by its flexibility and the possibilities it offers during events. The user-friendly app enables infinite control at all times from anywhere staff members happen to be. This helps ensure client needs are addressed swiftly.

"DM NVX IS THE BACKBONE TO OUR FACILITY. IT ALLOWS OUR TEAM TO CREATIVELY BRAND THE SPACE, WHILE CUSTOMIZING THEIR EXPERIENCE THROUGHOUT THE ENTIRETY OF THE EVENT."

Julie Johnston
*Founder,
VisionLoft*



RESULTS

With a dedicated staff, combined with the power of DM NVX technology and simple control, VisionLoft can now take any event to the next level.

"Crestron has provided us with a system that's simple enough for our event coordinators to manage with little training, yet dynamic enough to create the best experience possible for our guests," says Johnston.

Featured Products

DM NVX™ 4K60 4:4:4 HDR Network AV Encoder/
Decoder with Dante® Audio
DM-NVX-352

Crestron® App for iPad® Device
CRESTRON-APP-PAD
