



Vizual Symphony  
Ideas in Focus

# Case Study

New Center for Psychoanalysis (NCP)  
Los Angeles



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# What is **inside...**

PAGE **02**

**BACKGROUND**

PAGE **03**

**THE PROBLEM**

PAGE **04**

**THE SOLUTION**

PAGE **06**

**THE OUTCOME**

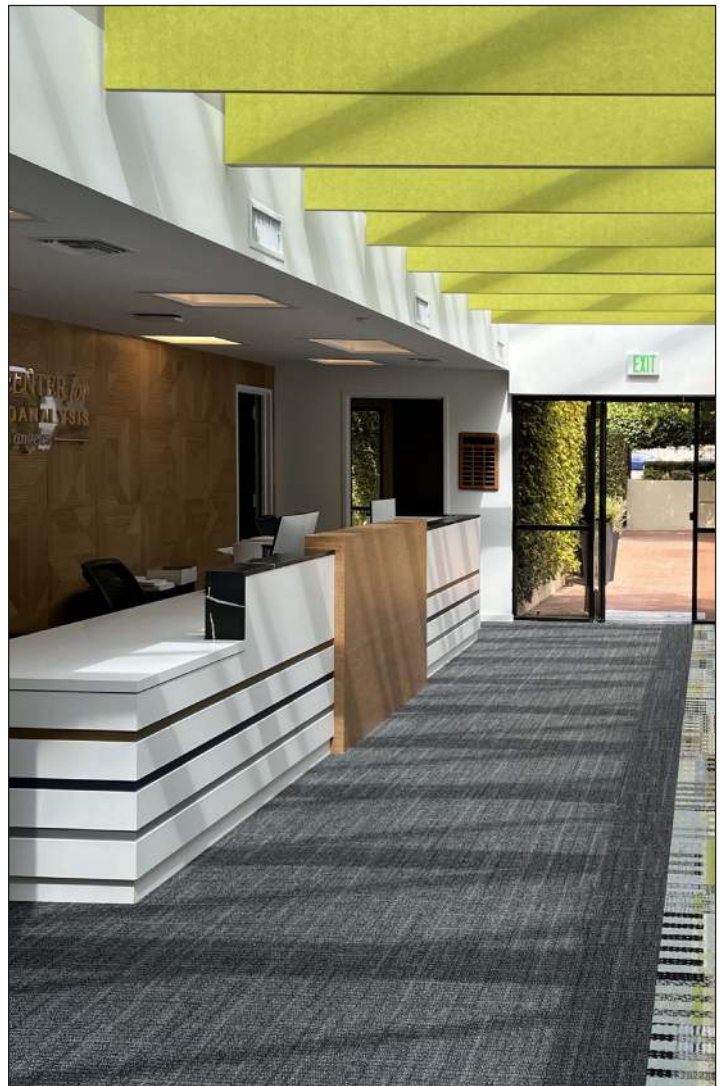
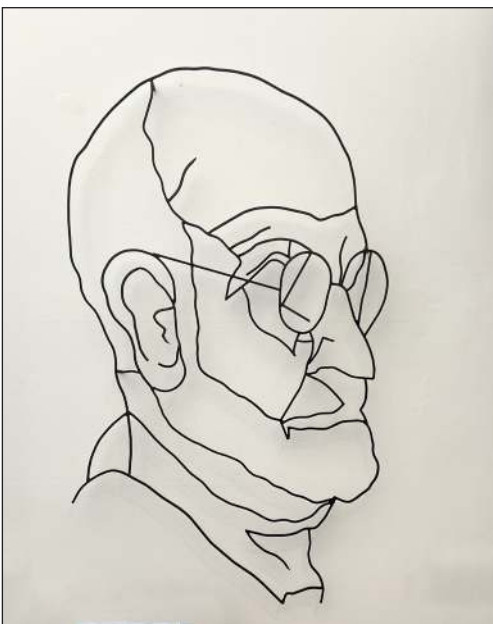
PAGE **07**

**ABOUT VIZUAL SYMPHONY**

# Background

The New Center for Psychoanalysis (NCP) in Los Angeles is a training and research institution with an established tradition of excellence dating back to the mid-twentieth century. In the 1940s, analysts and trainees from across Europe and the United States flocked to Los Angeles specifically to join this flourishing center of psychoanalytic thought. In 2005, multiple psychoanalytic institutes and societies formed to create NCP. Today, NCP is a nonprofit membership organization and training center for licensed mental health professionals and distinguished academics.

Because NCP hosts a variety of functions, such as presentations, speaker panels, classes, board meetings, and small groups, the administration and staff realized the need to accommodate people remotely with a virtual in-person experience.



# The Problem

Vizual Symphony was referred to NCP by a network consultant to advise on A/V upgrades to bring the institution from antiquated to 21st century. During a renovation of their meeting space, they wanted to incorporate installed A/V equipment for their speaker events with the added ability to stream to remote participants connecting through Zoom. NCP's existing setup did not provide the optimal experience for virtual attendees.

Vizual Symphony met initially with the Executive Director, Construction Manager, and Network Consultant in March 2021 to view the existing space, discuss their wish list, and review current plans.



# The Solution

Vizual Symphony provided multiple solutions to meet NCP's goals to improve both the in-room experience for presentations and expert panels and the capabilities for remote attendees to join in-person events virtually.

Vizual Symphony Solutions included:

- Replacing all the existing, outdated A/V equipment in the multi-purpose room with state-of-the-art equipment suited for groups of up to 75 and an equipment rack to house all A/V equipment.
- Adding a large, mounted projection screen with a bright projector to serve the entire audience.
- Incorporating a system hub that provides the capability to operate the system through the wall mounted control panel or remote iPad control panel.



- Adding web conferencing capabilities with a ceiling mounted camera, ceiling mounted microphones, and ceiling mounted speakers.
- Adding microphones for group conferencing to the four existing huddle rooms, including new handheld wireless microphones and sound bars with built-in microphones for web conferencing.
- Integrating the new technology with the building renovation project and coordinating with the contractors.
- Providing a system that a variety of people (many non-technical) can understand and operate.



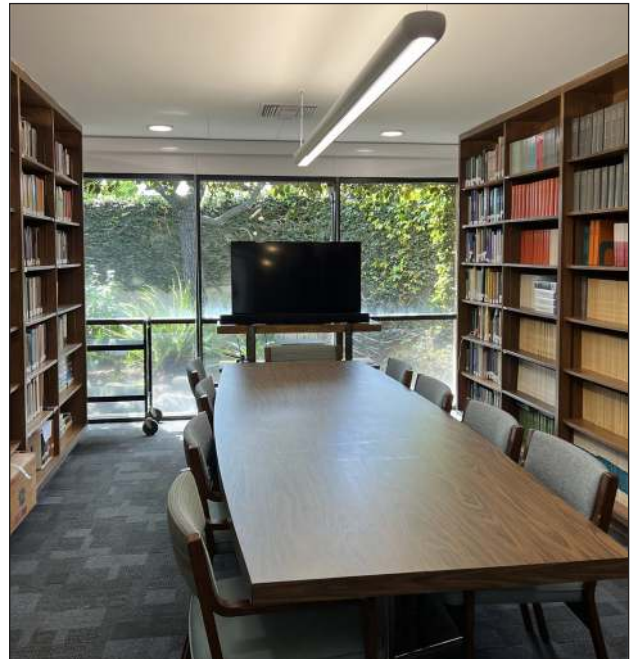
The Vizual Symphony team created a custom design, equipment list, and scope of work with options to accomplish NCP's budget and goals. NCP was actively involved in reviewing the VS proposal with the board and accepted all recommendations, including replacing their wireless microphone system.

Challenges related to equipment shortages the industry was facing worldwide delayed the final installation by four months. However, Vizual Symphony installed what they could when it was available as they prepared for the final deployment.

# The Outcome

Once completed, NCP has a beautiful, highly functional new space and a fully integrated A/V system that has truly elevated its presentations. The space is inviting, modern, and versatile. The A/V is comprehensive and includes many options to accommodate various NCP events. Since they have a variety of users with a range of technology skills, Vizual Symphony created a User Guide to guide NCP through the steps to operate their system.

Vizual Symphony also included a three-year on-site warranty to support NCP's equipment and keep the system in optimal working condition. Because NCP does not have on-site technical support, having VS as a partner to provide these services is crucial.





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# About Vizual Symphony

Founded in 2001, Vizual Symphony is a certified small business, women-owned and operated. We provide Audio and Visual products and installation for environments such as Classrooms, Meeting Rooms, Web Conferencing Rooms, Auditoriums, and the like. You bring the idea and we bring to life the technology you need to make that space function with simplicity and ease.

Our goal is to simplify your technology needs. Whether your objective is to outfit a room for use by one person or dozens of people, we can provide the solutions for your communication, training, and teaching facilities. Don't have the expertise? Don't worry, we do, and we can design intuitive suites to fit your budget, your vision, and your function.

Vizual Symphony CEO Susan Holguin has roots in the world of education and experienced first-hand the importance having the right audiovisual technology in place for schools. She saw the results for teachers and students and realized this was a service she wanted to provide for organizations and businesses in a variety of industries.

From this passion, came Vizual Symphony where Susan lives out her creative entrepreneurial side and her

desire to make meaningful contributions to education—through schools, organizations, and corporations. Over the years, Vizual Symphony's service offerings have evolved and changed, but one thing has stayed the same: Susan's focus on building long-term relationships with clients and helping them to be better at what they do.

Ivan Holguin joined the team in 2006, and together they keep the Vizual Symphony vision strong. Susan and Ivan have a loyal team of experts working with them that is dedicated to the Vizual Symphony mission: bringing Ideas in Focus. The team is licensed, bonded, and insured and brings with it decades of experience in audiovisual technology consultancy, design, installation, and maintenance.

Although we remain at the top of the AV technology industry, our team members continue to attend trainings to stay on the cusp of what's cutting edge and upcoming. When our experts arrive on the scene for an organization or business client site visit, they can immediately get a feel for what's going wrong and which AV solutions are necessary to make it right. It's a unique combination of gift and skill that enables our Vizual Symphony team to make such a dramatic, positive impact for clients.