



Vizual Symphony
Ideas in Focus

Case Study

Azusa Pacific University
Duke Commons



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What is **inside...**

PAGE **02**

BACKGROUND

PAGE **03**

THE PROBLEM

PAGE **05**

THE SOLUTION

PAGE **07**

THE OUTCOME

PAGE **09**

ABOUT VIZUAL SYMPHONY

Background

Azusa Pacific University (APU) is a comprehensive, evangelical, Christian university located 26 miles northeast of Los Angeles, California. The university offers more than 100 bachelor's, master's, and doctoral programs on campus, online, and at six regional centers across Southern California.

In 2021, Azusa Pacific University received a donor contribution to redesign and upgrade a 27,000-square-foot space to become the John and Marilyn Duke Student Commons on West Campus (formerly known as Heritage Court). The donor had the vision to create a space that would serve as an elevated, multi-purpose student lounge, cafeteria, and campus store.



The Problem

As Azusa Pacific University began the process of redesigning the Duke Commons, they reached out to Vizual Symphony for assistance. Vizual Symphony had already established a positive working relationship with Azusa Pacific University, serving as their audio-visual provider for the university's classrooms and HyFlex learning environments for 20 years.



According to Vizual Symphony CEO Susan Holguin, the Heritage Court facility was an older, dark space repurposed for student use. Once the architect created the drawings for the new commons area, Susan and her team worked in partnership with the APU team to design and implement the audio-visual technology.

“They had a lot of great ideas, including a nice big Apple store and campus store

for selling apparel and merchandise, a food court, a small amphitheater, huddle spaces, and other areas for the students to hang out,” said Susan. “So, when we walked in to assess the space, we knew they wanted to double or triple the functionality.”

APU's Classroom Technology and Media Engineer Mark Case said he and other university staff identified several audio-visual issues they wanted to address during the renovation of the facility.



“A lot of it was the distribution of the sound because we didn’t have a great space with high-quality audio and a production area for graduation lineups and other activities,” said Mark. “Before the upgrade, we had to use a lot of temporary equipment, and it was very labor intensive and not great quality because it wasn’t built into the functionality of the room.”

Overall, APU’s goal was to create a new Duke Commons facility that made it easy, enjoyable, and productive for commuters and students to come together. Incorporating new technology was vital as the existing space had very limited technology. They also wanted to showcase the Apple Store because it had previously received minimal exposure in the back of the building.



The Solution

To begin the renovation project, Susan and the Vizual Symphony engineer walked throughout the space, working closely with Mark and the Azusa Pacific University team to create an audio-visual integration plan.

The solution Vizual Symphony implemented included:

- Creston technology solutions to provide a switcher and 4 user-friendly, customized touch panels throughout the space, giving staff optimal functionality to operate the new a/v features
- A large 3x3 LG video wall to promote marketing messages, showcase items in the Apple store, and host educational sessions
- 8 LG digital signs and 11 LG menu boards throughout the facility, including in the food court/cafeteria area, where each vendor could showcase menus and specials
- Background music speaker system with 23 Creston ceiling speakers
- Shure microphones for the presentation area



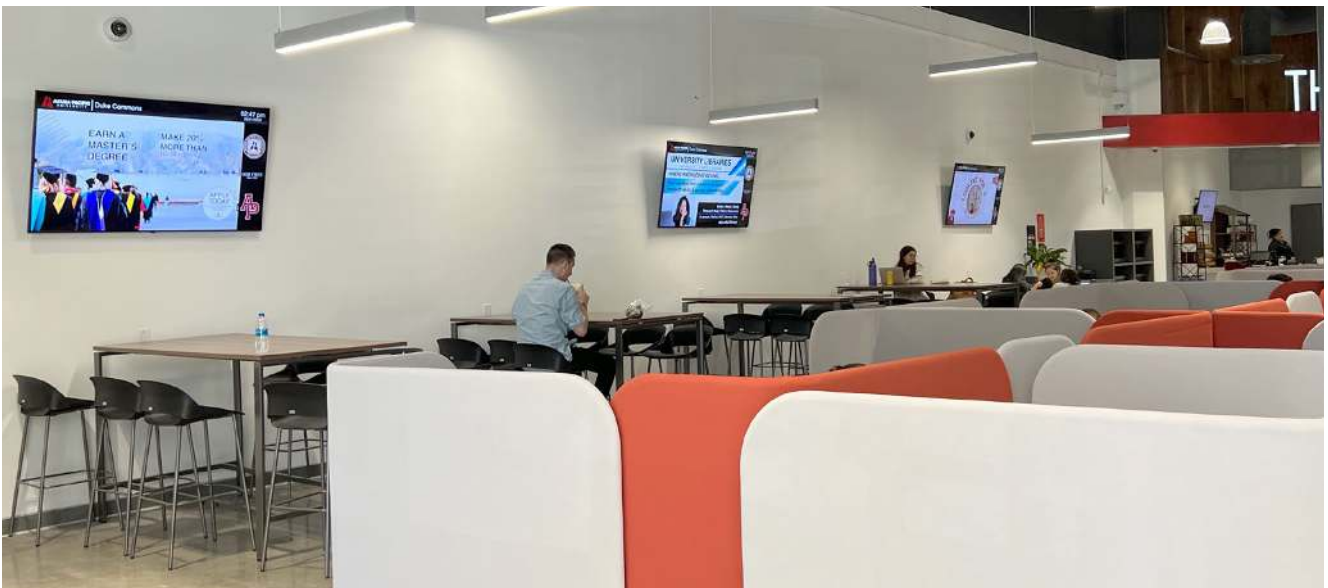


Due to pandemic-related supply challenges, Vizual Symphony and the Azusa Pacific University team experienced minor delays in the process. However, because they began the project with a long lead time, all tasks and integrations were completed close to on-schedule. The renovation plans began in April 2021, and the entire project was finished by September 2022.

Although Azusa Pacific University had previously tried out a few other companies for their audiovisual needs, they knew they needed to secure Susan and Vizual Symphony for this project.

“We always come back to Vizual Symphony because they are just a lot more flexible when we have issues. For example, Susan will send someone out immediately when we have a problem, whereas, with other companies, you must go through a project manager, wait for a callback, and then wait again for service. When you have a classroom that’s down, you can’t wait, and Vizual Symphony understands this,” said Mark.

“I enjoy working with Susan and her team a lot because they’re very responsive and address what we need when we need it.”



The Outcome

Within a month of arriving on the Azusa Pacific University campus to begin the Fall 2022 semester, students could enjoy the upgraded John and Marilyn Duke Student Commons, featuring all-new technology, background music, large screens, and digital signage. The new design and audio-visual functionality facilitate student connection, engagement, and collaboration. Students now use the facility to study, meet, and recharge between classes.

Professors can reserve the space with the large drop-down screen and stadium seating to show a film for class, or clubs can host a movie night. In addition, the new digital signage can connect to the Azusa Pacific University cable television system to broadcast the chapel production and sporting events. Background



music plays from the new system and ceiling speakers for all students and visitors to enjoy. And new digital menu boards in the food court area make ordering food more convenient for vendors and students alike.

Duke Commons is now a fully functional, multi-use space. The university can hold a big event there because the area is spacious and welcoming with all the technological features necessary for a variety of events and activities. There are also smaller spaces ideal for focus groups and quiet study time.



“Our students have really been enjoying the space. And for staff, it’s been a lot easier to host bigger, higher quality events because all the hardware has now been integrated,” said Jonathan Lord, Azusa Pacific University classroom and event technology coordinator. “It’s like a whole new venue for us, and it works great. We are happy to give our students and departments a better experience and a space they can use and enjoy.”





Vizual Symphony
Ideas in Focus

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.