



**Whitlock**

*Share it with the world.*

The Verizon Innovation Center  
San Francisco, CA

# Our Solutions in Action

*Verizon*

For over five years, we've been a **trusted partner** to Verizon Wireless and Verizon Business. In 2014, we were invited to provide solutions for their extraordinary Innovation Center in San Francisco.

This highly immersive environment is **an introduction to and preservation of the Verizon brand**. We at Whitlock know that every step through the space is a relationship-building moment with the company for both employees and visitors.

**Together, we were able to achieve an impressive experience that resulted in our winning** the Commercial Integrator Award for Best Corporate AV Solution as well as the Best Research/Lab Design from the International Interior Design Association.

This was the 3rd innovation center we have developed for Verizon in the U.S. The one in Waltham, MA also won an award from the Association of Briefing Project Managers.



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Reception

We understand wanting to make a good impression; we helped Verizon install LED lights and signage to aid in their welcoming experience to guests.



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Collaboration Rooms  
+ Coffee Bar:

Collaboration is our strong point. We brought in HD screens & our top of the line videoconferencing equipment to ensure a smooth, seamless team experience.

We incorporated digital signage and touch surfaces into the relaxed coffee drinking environment that invites conversation and casual browsing.



# Our Solutions in Action

## Verizon

Brand Totem + Discovery  
Wall:

We constructed a two-story brand totem that displays brand messaging on an impressive display while cohesively merging the two floors.

The discovery wall is an interactive display that can either be easily connected to a database and updated or controlled by a presenter and even self-guided by guests.





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The Labs + The Theater

Creating an environment for industry-leading companies is something we certainly understand. We brought in technology to accommodate the customized experience Verizon brings to its customers.

For this unique and intimate theater experience, we installed Christie MicroTiles to meet the needs of the customer and provide a seamless canvas for presentations.



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## Primary Technologies

- Crestron Digital Media + Control Systems
- Christie Projection + MicroTiles Samsung Displays
- Da-Lite Screens
- Planar Video Walls
- Shure Speakers/ Microphones

