



Whitlock

Share it with the world.

Northeastern University (NEU)

Boston, MA

Our Solutions in Action

*Northeastern
University (NEU)*

Northeastern University (NEU) engaged Whitlock to assist with an upgrade of its visitor center in Boston to implement creative ways to communicate with the 70,000 expected visitors every year.

The NEU team wanted to enable direct engagement with each visitor throughout the facility, creating multiple spaces for two-way conversations.

The goal was to implement new technologies without interrupting the architecture and interior design, so the entire facility looked polished and modern, even when the technology was not in use. This site would be used as a model for other NEU buildings and locations.



Our Solutions in Action

Northeastern University (NEU)

The Lobby

NEU invites guests with a central meeting area staffed with knowledgeable employees, and surrounded by multiple interactive video walls to learn key information about the university.



Our Solutions in Action

*Northeastern
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Auditorium

Whitlock also helped NEU add a flexible space to present more distinct information over video to a small or large crowd. Presenters have a widescreen backdrop and easy control systems for meetings of any kind.



Our Solutions in Action

NEU

Unique Communication Areas

Across the facility, NEU added extra video walls and comfortable settings for visitors to reach out on their own to learn more about the university, its specialty areas and campus life.

