

Acentech

Acentech Provides Consulting and Design Services for Avid Technology Headquarters

Cutting Edge Audiovisual Design and Quality Acoustics Define Company's New Space

CAMBRIDGE, Mass. – March 15, 2011 – [Acentech Inc.](#), a nationally recognized multi-disciplinary acoustics, audiovisual systems design, and vibration consulting firm, announced today that it provided consulting and design services for the new Avid Technology, Inc. corporate headquarters in Burlington, Massachusetts. Avid provides digital audio and video hardware and software products for consumers and top of the line audio, film, and video production houses.

Working with the Boston office of Gensler who provided interior architectural design services, and the audiovisual contractor AVI-SPL, Acentech consulted on audiovisual systems design, architectural acoustics, and mechanical system noise and vibration control for the new 203,000 square-foot state-of-the-art headquarters. Avid is a leader in the audiovisual recording and post-production hardware and software industry, and has very high acoustical standards for its spaces. The new headquarters building is Avid's first step into using audiovisual systems as a showpiece and a training/demonstration tool.

"It was critical that our new headquarters reflect the forward-thinking technology that Avid is known for," said Neal Foley, senior manager for real estate at Avid Technology. "The design team of Acentech, Gensler, and AVI-SPL helped us incorporate that technology into the design of our new space, to amazing effect. From the main lobby featuring glass projection screens to the demonstration rooms providing an acoustically enhanced environment, the design team's work on the audiovisual and acoustic design allows us to present Avid products in their best light."

"Acentech's team of audiovisual and acoustics consultants worked with us to create a state-of-the-art workplace that wows visiting customers with an integrated multimedia experience," said Helen Heitman, AIA, senior associate and project manager at Gensler. "Avid's new corporate headquarters is a beautiful and functional showcase for Avid Technologies."

Acentech developed a cutting-edge audiovisual design for the company's new corporate headquarters, including a lobby with multiple translucent video displays; a multi-purpose customer demonstration room with high resolution multi-projector/multi-image rear screen

projection, large 3D displays flanking the main display, surround sound, and audio and video conferencing and streaming capabilities; a multi-room training facility with dual large displays, conferencing and streaming capacities; and a central distribution point allowing remote control of any computer source with individual central processing unit (CPU) control. The new facility also features a variety of conference rooms with single and multiple displays and audio and video conferencing capabilities, as well as interactive training facilities for hosting webcasts and seminars.

Acentech's acoustical consultants worked with the design team at Gensler to define the acoustical goals for the project and translate these goals into an architectural vocabulary with solutions toward accomplishing them. The demonstration rooms were of primary importance, as they serve as the main product showrooms at the Avid headquarters. These rooms needed to be acoustically neutral to allow a complete immersive experience of the sound reproduction system (i.e. Avid's products), be fully sound isolated from the adjacent spaces, and have a very low background noise level. Acentech provided constructions with a very high degree of sound isolation, necessary given that the two demonstration rooms are adjacent to each other. Acentech strategically oriented and specified door systems and recommended the materials and placement of room finishes to meet acoustical and architectural goals, while also working with the design of the surround sound system. Acentech consultants also analyzed the proposed HVAC system design and recommended upgrades for meeting the low background sound goals.

About Acentech

Acentech Inc. is a multi-disciplinary acoustics, audiovisual systems design, and vibration consulting firm providing a wide range of services to a diverse group of clients. With offices in Cambridge, Massachusetts; Trevoise, Pennsylvania; and Westlake Village, California, the company's professional staff of more than 50 consultants has broad and deep expertise in acoustics and audiovisual systems design consulting. Having celebrated its 60th anniversary in 2008, Acentech is one of the oldest and largest organizations of its type: an unequalled resource to engineers, architects, and designers worldwide. For more information, please visit www.acentech.com.

#