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Microsoft

Microsoft Immersive Suite

Immersive storytelling at Microsoft's Innovation Hub in Amsterdam

COMMAND & CONTROL   CORPORATE SPACES

ENVISIONING & STORYTELLING

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AT A GLANCE

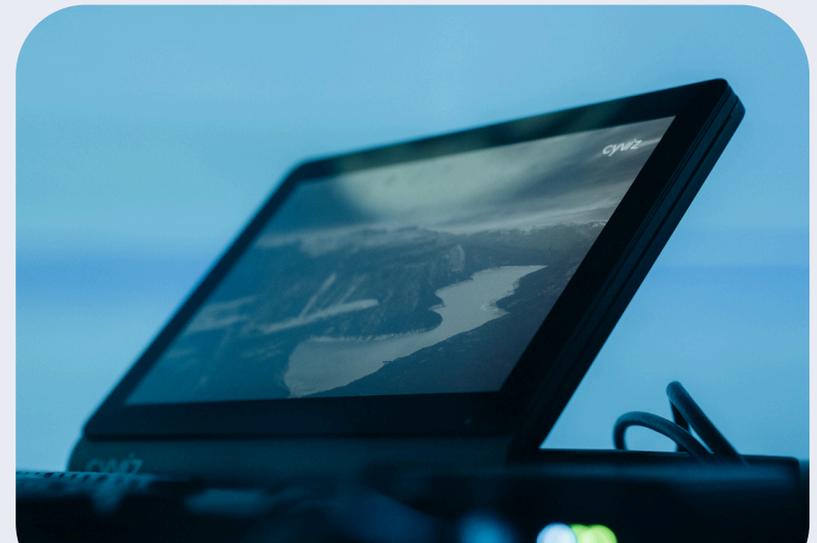|	
Industry	Technology / Corporate Innovation
Location	Amsterdam, Netherlands
Challenge	The need to create a global blueprint for advanced briefing and collaboration spaces that could simplify complex technology, standardize the user experience, and ensure seamless global support.

Products	Cyviz Platform Unified Video Wall Immersive Collaboration System Cyviz Controller Remote Management
Solution	Cyviz delivered a standardized, software-based platform to power the Immersive Suite as well as the Innovation Hub, enabling immersive visualization, intuitive control, and globally consistent operation.

ABOUT THE PROJECT

Microsoft established the Immersive Suite in Amsterdam as a strategic, showcase facility for high-value client engagements. To reinforce its reputation for technology excellence globally, Microsoft focused on ensuring the Immersive Suite was a space where every presenter could **consistently deliver flawless, high-fidelity demonstrations of complex, multi-source content.**

Microsoft partnered with Cyviz to implement a unified platform that would achieve universal ease of use through intuitive, one-touch control; and establish a single, replicable technical blueprint guaranteeing maximum reliability and operational consistency across its international network of client centers.
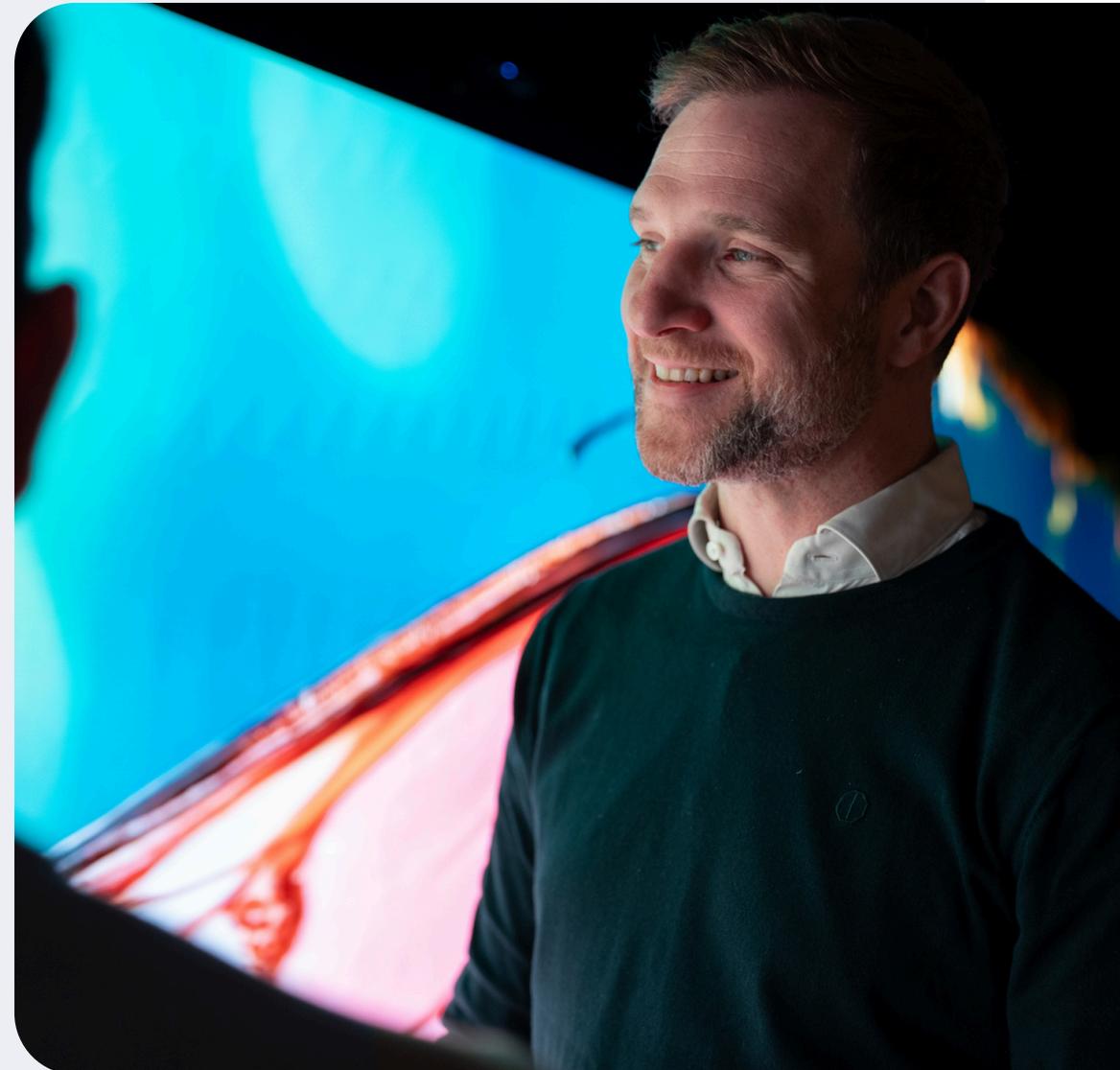
Cyviz technology powers the 360-degree suite, transforming client presentations into a dynamic, immersive experience.

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THE SOLUTION

A Standardized Platform for Immersive Innovation

The solution centered on the Cyviz Platform, which provided a foundational layer of standardization and control across all collaboration spaces:

- **Central Presentation Suite:** Cyviz installed high-performance, high-resolution video walls in the Immersive Suite and Envisioning Theatre, giving presenters the power to control multiple, simultaneous content sources – laptops, video conferencing, and live demos – from a single, intuitive tablet interface. This standardization eliminated the need for complex, room-specific control programming, and crucially, allowed all room storytelling to be done via standard tools like PowerPoint instead of requiring bespoke, expensive tools for content creation.
- **Consistent User Experience:** The standardized Cyviz control system was incorporated throughout the Immersive Suite and Envisioning Theatre, meaning that any Microsoft employee or client who uses one Cyviz-powered space can instantly and effectively use any other, minimizing friction and maximizing efficiency.
- **Application Agnostic Design:** The system is engineered to seamlessly integrate with Microsoft's internal tools and third-party applications, supporting any source content without requiring re-configuration or specialized training, ensuring the hub remains future-proof.

High-impact, multi-source visualization and intuitive
control for global client innovation.

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KEY LEARNINGS

Implementation and Impact

The Amsterdam Innovation Hub, including the Immersive Suite and Envisioning Theatre, provides critical insights; setting a global standard for Microsoft's collaboration spaces by prioritizing standardization and simplicity.

- **Standardization Drives Efficiency:** Implementing the single Cyviz Platform cuts custom AV programming, reducing TCO and enabling centralized, remote IT support worldwide.
- **Simplicity Unlocks Focus:** Intuitive one-touch control ensures seamless content transitions, allowing teams to dedicate their full attention to strategic discussion, not technical issues.
- **Future-Proofing:** The platform's application-agnostic design guarantees the system's long-term relevance by easily integrating new technologies like immersive tools and AI-driven content without major overhauls.

GOING FORWARD

A Technological Standard

The technical standardization achieved within the Amsterdam location provides the foundation for consistent collaboration performance in all future spaces.

Platform Consistency: The successful deployment of the Cyviz control logic establishes a reliable template. Standardizing this platform ensures that every new facility, particularly the Envisioning Theatres, delivers a consistent

and reliable user experience. Standardizing this platform ensures that every new facility, particularly the Envisioning Theatres, delivers a consistent and reliable user experience.

Operational Consistency: The high-quality user experience established in Amsterdam is maintained across centers. This consistency ensures reliability in product demonstrations and supports client collaboration.

Foundation for Innovation: The Cyviz platform's flexibility ensures that collaboration spaces can seamlessly integrate new visualization and content delivery technologies.

DON'T HOLD BACK

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