CASE STUDY: NISSAN’S NTV

Sound Solutions, the Los Angeles-based residential and commercial integrator, recently rebuilt Nissan Motor Corporation’s own in-house nation-wide television broadcast system, known as “NTV”.

NTV is a vital part of Nissan’s three-prong approach to inter-company communications which includes intranet/email and print. From Nissan headquarters NTV reaches throughout the eight-building main campus and nation-wide, including seven regional offices and four parts distribution centers located throughout the continental U.S.. Each remote location can edit or create programming specific to that office or region. By sending TV broadcasts of news updates, company objectives, sales numbers and targets, special events, promotions, and press information, NTV communicates to the employee population in unique and effective ways. Live or recorded presentations by management, special interest and advertising previews are created daily.

Since each remote location can produce its own content, the programming includes information of local as well as national importance. Programming schedules are easily modified at any time throughout the day. Televisions are located in common areas on every floor: hallways, lobbies, cafeterias, gyms, conference rooms, and assembly rooms. “It is very important that we keep all our employees in the loop”, said Keith Cizowski, planner of Nissan Internal Communications. “...no news about the company is heard by our employees from outside sources before the company itself informs them.”

This innovative system makes full use of fiber-optics, microwave, Ethernet control, digital satellite, and RF coax technologies. Once the signal is modulated at the head-end for consistency and reliability it is distributed to all the buildings within the headquarters campus via hybrid fiber coax, the same technology that cable television companies use. The custom proprietary control system is Crestron touchpanel-based with video preview capabilities. Working closely with Nissan’s Corporate Communications and Information Systems departments, Sound Solutions provided full design, engineering, and documentation for the entire NTV system. The system is ‘future-proof’ and can adapt and grow over time. To insure the highest quality maintenance, Sound Solutions accesses all regional offices and parts centers via modem. Additional remote locations across the country are scheduled to be built. Says Cizowski: “Sound Solutions has been a critical component of our NTV system. We knew what we wanted to communicate and they showed us how to do it in an extremely efficient and exciting manner. We also know that Sound Solutions is always on the cutting edge of technology and that, as our communications needs grow, they will be there for us with the correct tools.”

Partial Client List:
Nissan Motors, Walt Disney, Federal Reserve Bank, Northrop Grumman, Universal Music Group, Nike, J. Paul Getty Museum, Citicorp, Ritz Carlton, Holiday Inn, City of Beverly Hills, Mattel, McDonnell Douglas Aircraft Company, UCLA, Chiat / Day Advertising, and many others.

TECHNOLOGIES THAT DRIVE THE CORPORATE WORLD

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