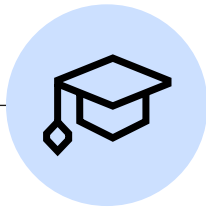# Q-SYS

CASE STUDY

IMD
Business School

An adaptive and intelligent AV system with AI-driven presenter tracking, perfectly aligned with the school's dynamic teaching approach.

CREATING IMPACTFUL LEARNING EXPERIENCES

IMD Business School

IMD

Transforming Executive Learning Spaces with Q-SYS

At IMD Business School, classroom technology is a vital part of delivering high-impact executive education. Based in Lausanne, Switzerland, IMD attracts top professionals and business leaders from around the world, offering programs designed to foster leadership and innovation. To ensure a seamless and engaging learning experience, IMD sought a scalable and flexible AV solution that could support interactive teaching and hybrid studying across its diverse learning spaces. A full Q-SYS solution was the natural choice for delivering an AV experience to match IMD's premium education offering.

CUSTOMER NAME
IMD Business School

LOCATION
Lausanne, Switzerland

INDUSTRY
Higher Education

" We used to have engineers coming into classrooms every day to restart screens or debug something. This is not something that we saw since we made the transition to Q-SYS.

Michaël Boulianne
Head of IT Support and Services, IMD Business School

Challenges

INTERACTIVE LEARNING ENVIRONMENT

IMD's faculty are highly engaged and move freely throughout classrooms to connect with participants. "Our faculty are very energetic when delivering a session," explains Mark Abery, Audio-Visual Engineer at IMD.

IMD required an intelligent tracking system that could keep up with faculty, adapting to their different teaching styles and letting them focus on their teaching without being hindered by technological constraints. The system also needed to capture interactions between participants and faculty, ensuring classroom discussions flowed as naturally for remote participants as they did for in-person attendees.

Stuart Harris, Technical Sales Manager at GVAV, noted how rare it was to be brought in so early: "Normally we're called in after the building's done, and we have to make the tech fit with what's already there. This time, everything was coordinated from the start. It made our job easier and the results much better."

FLEXIBILITY ACROSS CAMPUS

Given the different types of spaces across campus, IMD required an AV system that could support various layouts and scenarios. The AV team wanted a simplified solution which avoided additional complexity for themselves and other faculty, and sought a unified, easy-to-use platform that could be implemented across all spaces.

OVERCOMING TECHNICAL ROADBLOCKS

With 17 auditoriums and modular classrooms, IMD needed a reliable, easy-to-manage AV system that could handle diverse teaching environments. For the small AV team of three, ensuring smooth operations across all rooms was challenging, especially when technical issues required in-person intervention. "We used to have engineers coming in daily to restart and debug the system," says Michaël Boulianne, Head of IT Support and Services at IMD.

For Michaël and his team, implementing a system that could be managed and troubleshooted remotely would significantly reduce classroom disruptions and increase overall efficiency.

Solutions

REMOTE MONITORING AND MANAGEMENT WITH Q-SYS REFLECT

Q-SYS Reflect allows IMD's AV team to remotely monitor and troubleshoot their classrooms' systems from a central dashboard that gives them full visibility of their AV infrastructure. "Having a platform such as Q-SYS Reflect really adds a huge amount of value to us, especially because we are so tight on time in the mornings to get spaces ready for use. We can manage everything remotely, whether it's checking the auditoriums in the early morning before back-to-back sessions, or at the weekend when we don't need to be on-site," says Mark. "Now, we get the notification and can diagnose and solve the problem remotely. It adds that element of prestige to IMD, the fact that we can do that and all of a sudden things start working again in the background." This shift has reduced downtime and improved operational efficiency, giving the AV team time to focus on optimizing the learning experience.

UNIFIED AV PLATFORM FOR AUDIO, VIDEO, AND CONTROL

By adopting the Q-SYS platform as an end-to-end solution, IMD can now effortlessly manage their audio, video, and control across their many learning spaces. With Q-SYS, IMD simplified the management of their AV infrastructure and significantly improved system reliability. Technicongres, the system integrator, ensured a smooth installation process, seamlessly integrating Q-SYS into IMD's learning spaces.

ControlDesign, the consultant on the project, conceptualised the installation and programmed the entire system. Their expertise ensured that IMD's new Q-SYS solution meets the school's requirement for a user-friendly platform.
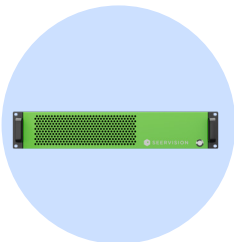
By installing easy-to-use interfaces on the Q-SYS TSC Series Network Touch Screens, faculty can continue using the system intuitively, letting them benefit from enhanced functionality while eliminating the need for additional training. The flexibility of the Q-SYS Platform makes it possible to preserve IMD's existing workflows while optimizing system performance, making it easier for the AV team to manage and support the learning environments.

Solutions

ENHANCING THE HYBRID EXPERIENCE WITH Q-SYS VISIONSUITE

IMD's previous presenter tracking system was limited to horizontal tracking and relied solely on facial recognition. "Our old solution had difficulty tracking faculty if they turned away from the camera, making remote participants feel disconnected," says Mark. Q-SYS NC Series PTZ Cameras combine with Q-SYS VisionSuite and its intelligent full body tracking to ensure faculty are continuously and dynamically tracked, even when facing away from the cameras, delivering a seamless experience for virtual participants.

For an even more immersive teaching experience, IMD installed Shure MXA920 ceiling microphones in selected classrooms. These microphones can identify where a voice originates, and the VisionSuite Automatic Camera Preset Recall (ACPR) plugin can use this information to recall corresponding camera presets. This means audience interaction is also captured by the room's cameras, keeping remote participants fully engaged in the sessions.

NC Series PTZ Camera

SVS4
(now updated to VSA-100)

A BLUEPRINT FOR SUCCESS

By upgrading their AV infrastructure with Q-SYS, IMD Business School has transformed its learning spaces, creating a more dynamic, flexible, and reliable AV environment. The integration of Q-SYS products including VisionSuite and Reflect ensures IMD continues to deliver a dynamic and seamless learning experience. Through Q-SYS, IMD has redefined how technology enhances teaching, setting new standards in executive education. Faculty and participants now have an intuitive, seamless AV experience that easily adapts to their needs.

Q·SYS

Q-SYS is a globally recognized manufacturer of audio, video and control (AV&C) solutions for huddle rooms to stadiums–and everything in between. Our systems make it easy for your team to design and integrate flexible, scalable solutions and deliver the native IT integration and standards-based technology your customers expect.

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Learn More. Chat with a Q-SYS representative in your region to learn how Q-SYS can help.

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