



ELASTIC CORPORATION CHOOSES LIGHTWARE'S TPS EXTENSION TECHNOLOGY AS STANDARD FOR ITS MULTIPLE OFFICES WORLDWIDE.

Market

Corporate

Country

Netherlands

Lightware Equipment Used in Project

HDMI-TPS-RX97 | HDMI-TPS-TX97 | DA2HDMI-4K-Plus-A

IN THE STRIVE TO BUILD AN EFFECTIVE AND CONSISTENT WORKSPACE EXPERIENCE, THE SOFTWARE DEVELOPER CHOSE TPS TRANSCEIVERS TO PROVIDE STANDARDIZED CONNECTIVITY IN ITS OFFICES ACROSS THE GLOBE.

Elastic, an award-winning developer of cyber security application solutions, began as a Dutch start-up in 2012 and has since grown into a Dutch-American company with multiple offices across the globe. Elasticians travel frequently among branches, valuing time and productive collaboration. That said, in 2022 renovating and standardizing their meeting room experience became a strategic priority for the company. The ultimate flawless AV design of the workspace in the New York office of Elastic that was designed and developed by SM&W consultant company set standards for further corporate space revamping and launches worldwide.



For Elastic in New York, SM&W utilized **Lightware's HDBaseT-powered TPS extension solution to transport uncompressed 4K video with embedded audio via a single CATx over long distances.** With Lightware's sturdy and artifact-free performance, SM&W established TPS devices as the preferred transport technology for the corporation's multiple offices across the globe.

In line with the goal for the continuity of seamless collaboration experience across all Elastic divisions, Lightware's TPS technology was deployed in the new workspace at the 5 Keizers Building on the Keizersgracht in Amsterdam in May 2023.

SM&W collaborated with the Dutch branch of Project Audio Visual to provide AV infrastructure for the training and meeting rooms of Elastic-Amsterdam. Project Audio Visual, the highly reputable system integrator, boasting 25 years of pro AV expertise, offered a bespoke yet standardized approach solution crafted to the specific requirements of the new Dutch office. The new workplace features multiple mid-size meeting rooms and a spacious training facility. Central to the AV set up is a server room, housing Lightware's HDMI-TPS-RX97 x 2 units, HDMI-TPS-TX97 x 4 units, and 2 units of distribution amplifier DA2HDMI-4K-Plus-A in the server rack. **DA2HDMI-4K-Plus-A is a multifunctional distribution amplifier** enabling audio embedding and de-embedding, with built-in EDID Management and Pixel Accurate Reclocking. From the server room, Lightware's technology ensures seamless and flawless connectivity across the entire AV setup of Elastic-Amsterdam office.

In this setting, Lightware's TPS extenders transmit the audio-video signal over a 65-meter distance, delivering crystal-clear AV via CATx cabling. Mr. Leroy Seket, the Head of European operations of Project Audio Visual, highly praises Lightware's reliability: ***"Once it is set to work, it is working, never causing any technical issues. Its perfect reliability makes Lightware's TPS extenders an ideal standard for every room ahead."***



In the Amsterdam office, the advanced hybrid collaboration space of the training room with a fancy name Groot boasts impressive 98" displays x 2 units on either side and 2 displays x 75" powered by HDMI-TPS-RX97 receivers. This room's rack features 4 units of HDMI-TPS-TX97 transceivers. Here, HDBaseT-powered TPS technology enables connectivity for displays, PTZ cameras, sound, and control solutions.

The two smaller meeting rooms, Hulk and Wolverine, feature 2 units of HDMI-TPS-RX97 and 2 units of HDMI-TPS-TX97. Lightware's TPS devices enable connectivity for interactive displays, schedulers, control touchscreens, and video conference bars in these rooms.

Lightware's technology is a perfect team member, seamlessly integrating with multiple AV brands across the office. At the beginning of 2023, many brands still faced delivery issues, forcing integrators to implement projects using available brands and solutions, which made specification lists even longer and more complicated. Mr. Seket notes that Lightware showed perfect connectivity smoothly extending audio, video, and control provided by versatile brands.



During the project integration phase, the need for urgent product replacement emerged. Leroy Seket appreciates how instrumental and cooperative the Lightware-Netherlands team was. The product swap took a miraculous 2 days, with Lightware immediately extending its helping hand to enable the system integrator to meet the tough project deadlines.

The project was a compelling success. Elastic-Amsterdam office enjoys its seamless impeccable performance. Project Audio Visual is looking forward for further installations where they will utilize Lightware's advanced signal management and switching technology.

Check out [Lightware's website](#) to learn more about the array of extension solutions catering to versatile Pro AV requirements.

For more information on Lightware, please visit [lightware.com](#). Keep up with the latest news from Lightware on Facebook, Instagram, Twitter and LinkedIn.

