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Design Results in Cost Savings for Macy's Herald Square Executive Boardroom and Training Rooms

Thorburn Associates, Inc (TA) provides creative solutions.

Castro Valley, CA (PRWEB) November 29, 2006 -- "Creative solutions -- that's what we like to call it," explains Eric Cronwall, CTS-D, Thorburn Associate's Senior Design Consultant for technology upgrades on the Macy's Herald Square store in New York City. "The challenging part of this project was designing an infrastructure in an historic building," says Cronwall.

Macy's at Herald Square is one of New York's most famous buildings, and by the nature of its early 1900's construction, posed some installation issues that required non-traditional answers. Thorburn Associates, Inc (TA) engineered a video over Category 5 solution, for a significant cost savings.

"The training rooms are designed so that all the rooms can interconnect both physically and, through technology, literally -- so presentations can be made to multiple rooms addressing a larger group of associates," further states Cronwall.

The Executive Boardroom's outdated side-by-side slide projectors were replaced with dual video projection capability. A central high-definition wide-screen projector provides a place to review marketing promotions. Small profile microphones were installed to complete the upgrade to support audio and video conferencing.

Thorburn Associates has completed over 70 design projects for Federated Department Stores, Inc.

TA is a full service design and engineering firm specializing in acoustic and technology related systems for the commercial, corporate, leisure, public, residential and retail industries. For more information: www.ta-inc.com

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