



“How’d they do that?”

GITEX 2024
Q-SYS Experience Tour
Technology Deep Dive



Thank you for stopping by the Q-SYS booth at GITEX 2024. This guide provides greater insight into the demos from your tour, including key features, diagrams and product information.



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Q-SYS Onboarding Area

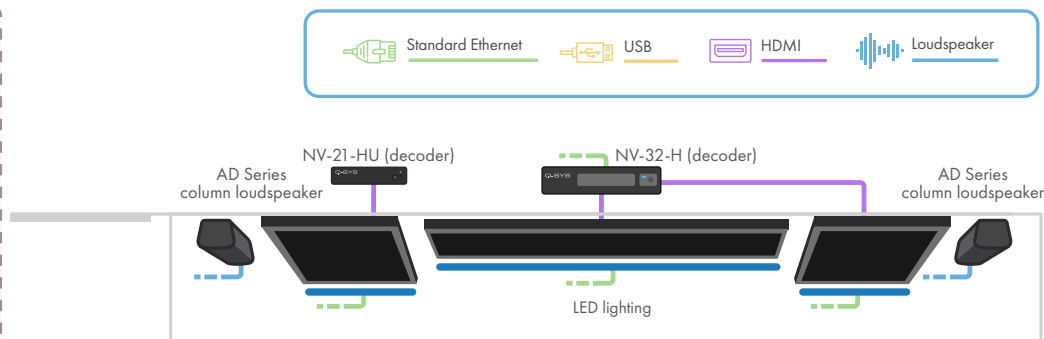
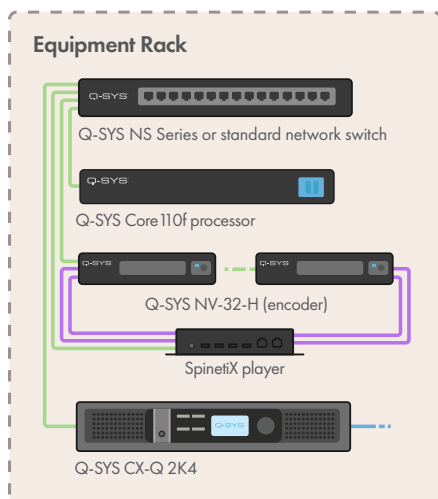
Through Q-SYS' partnership with SpinetiX, we were able to bring an immersive onboarding experience to GITEX using SpinetiX digital signage players and Q-SYS control programming.

To make this onboarding experience happen, the Q-SYS team used the SpinetiX ARYA CMS plugin and a custom integration script to interact with and sync a SpinetiX player. The custom script was able to control the playlist actions, such as which videos to prioritize and play, as well as simultaneously switching between different timed lighting presets.

This dynamic playlist via SpinetiX plugin is a perfect example of how Q-SYS leverages partnerships and control programming to bring automated and intelligent experiences to life.

Learn more about the Q-SYS and SpinetiX partnership [here](#).

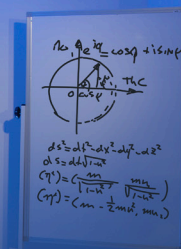
Equipment layout





Q-SYS[™]
VISION SUITE

Q-SYS Cameras | Automatic Switching
Intelligent Presenter Tracking | Vision-driven Automation



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High-Impact Collaboration + VisionSuite

The **Q-SYS High-Impact Collaboration + VisionSuite Experience** was designed around a hybrid meeting space that can deliver multiple experiences in a single space. The meeting room and all-hands experience incorporated AI-driven room automation, intelligent presenter tracking, audio-based camera switching, seamless UC platform integration and more. We shared how multiple elements of Q-SYS come together to enhance overall room functionality while also promoting familiar user experiences through Q-SYS' holistic control solution.

High-Impact Space Features

UC Platform Certified Solutions: Q-SYS offers a comprehensive portfolio of devices certified for Microsoft Teams Rooms including the Q-SYS VisionSuite AI Accelerator. In addition, Q-SYS delivers certified spatial audio separation for both Microsoft Teams and Zoom.

Q-SYS Control for UC Platforms: Call controls and room's AV controls are integrated on a single touchscreen for an intuitive meeting experience, including live camera controls, device power and more.

BYOD Support: Q-SYS is compatible with any of the major UC platforms. Simply connect a laptop to any Q-SYS USB endpoint to bridge the room's audio and camera feed to the far end.

Intelligent audio-based camera switching: Q-SYS allows for as many network cameras as needed for a space and can be combined with the in-room microphones to automatically switch between user-defined camera presets and apply video analytics to automatically frame the best shot, ensuring the far-end always sees the active talker. VisionSuite supports native Q-SYS network microphones, as well as deep integrations with several partner microphones.

End-to-End Room Automation Experience: Q-SYS robust control engine enables you to intuitive ways to make changes in a room, including audio and visual prompts, based on how a user interacts with a single button on a Q-SYS user control interface. That automated experience is extended with vision-based control, allowing you, among other things, to start / end a presentation hands-free, simply by walking into the right zone.

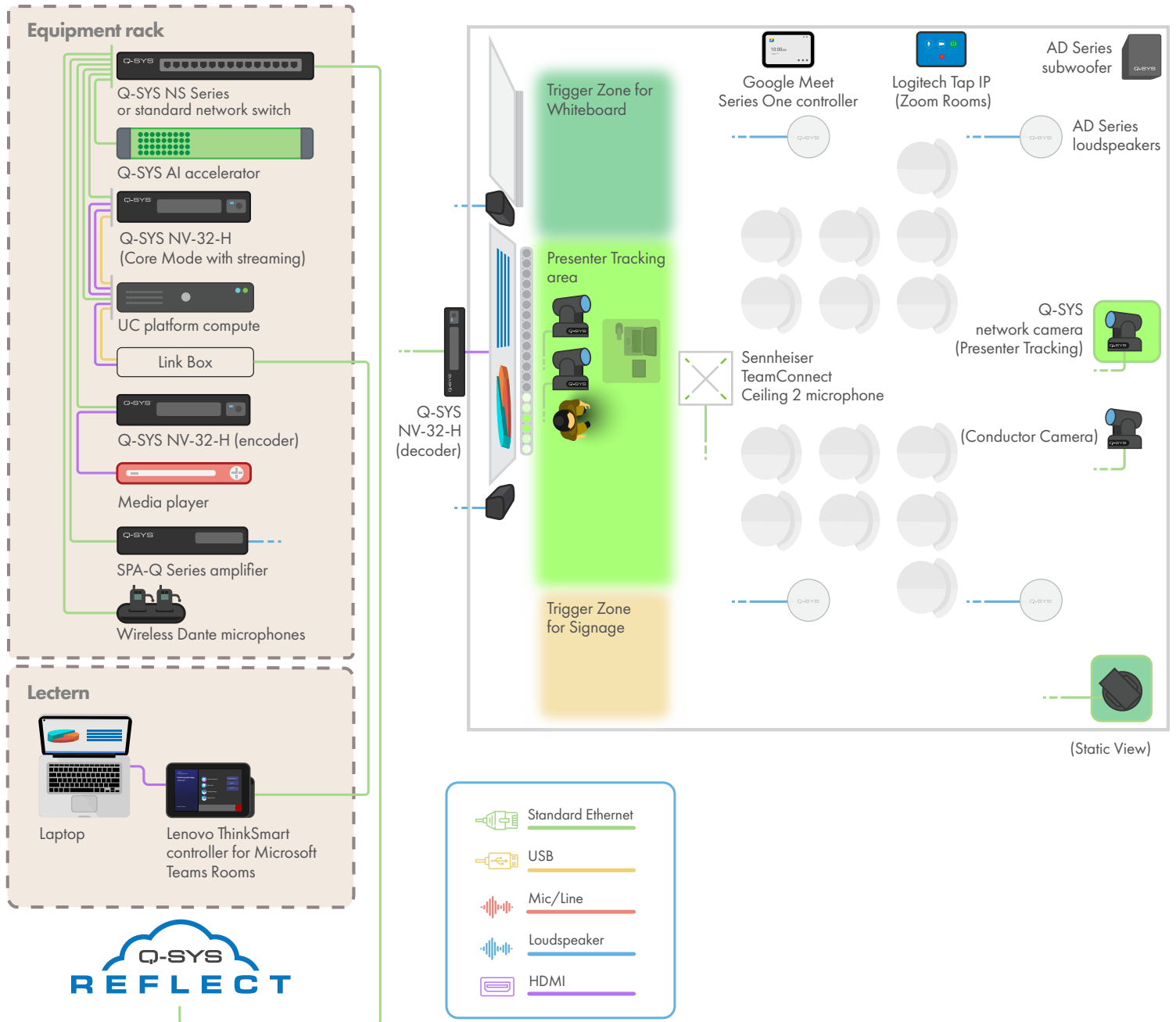
Helpdesk Simplified: In addition to the room controls, participants can request help at the push of a button on the control interface. Q-SYS uses webhooks to alert support staff through their messaging platform when a button is pressed and with Q-SYS Reflect Enterprise Manager, support staff can try to remotely support the issue before sending a technician to the room.

Full-body Presenter Tracking: As the Q-SYS presenter navigated the room, Q-SYS VisionSuite's adaptive full-body camera autonomously tracked and ensured the presenter was always kept in sight with smooth broadcast-quality pan and tilt movements, even when turned away from camera.

Scene Analysis and System Configurability: As shown in our Graphical User Interface (GUI) up on a display, our Q-SYS VisionSuite tracking technology ensures that you can meet the needs of different presentation styles. This includes the ability to adjust to the presenter's body dimensions, toggle deadband settings, and tune transition times.

High-Impact Collaboration + VisionSuite

Equipment layout



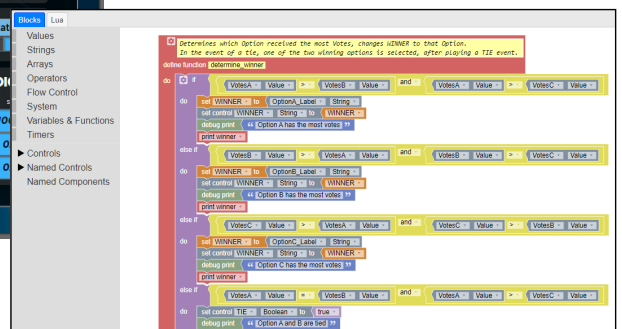


The Experience

Realtime Feedback: Q-SYS supports building and campus operations by playing a vital role in real-time data collection and analysis. Q-SYS can gather data from visitors and users regarding their AV experience to fuel decision-making for immediate and/or future improvements. Compile insights directly from staff and the system can make localized adjustments based on feedback and even funnel usage data via Q-SYS Reflect into a managed service provider or a data parsing tool.



Custom data dashboard within Q-SYS Reflect



Experience Center/Corporate Retail: When a customer interacts with a product, it becomes an opportunity to captivate and build a memorable brand experience. In this demo, there were three different colored water bottles shown on pedestals. Upon lifting up one of these bottles, a hidden light sensor connected to Q-SYS via QIO-GP8x8 was triggered, and a custom promotional video would play. As the environment is reacting to the customer's interests, the system can be configured to relay sales personnel or concierge for assistance.

Divisible Room: This experience spoke to Q-SYS' flexibility and speed to convert one large area into multiple rooms with different purposes using discrete audio, video, and control functionality. With many offices and corporate campuses serving a multitude of departments and teams, one room configuration does not fit all. In this demo, participants saw how Q-SYS enabled automation in a divisible room as it reconfigured itself based on a single action or trigger, or in this case a wall divider being attached to the opposite side of the room. Video was rerouted and separated with independent PA systems and background music, while customized user controls were also split between the two rooms. The Q-SYS Control engine provides the versatility to create custom presets within Q-SYS or integrate with off-the-shelf third-party control systems.

Cafe: Cafes, dining areas, and spaces alike need audio and visual support to create relaxing or productive environments for patrons, all while ensuring staff members can adjust various settings when needed throughout the day. The Q-SYS User Control Interface you saw was customized to provide staff with source selection, channel control for TV displays, and playback/volume control for background music via native network video endpoints and licensed streaming devices. With presets, Q-SYS can automatically reset the space at the end of each day to ensure consistency every day.

The Finale: We asked for one last vote from the group, this time to showcase vision-based control capabilities within Q-SYS. Your group was given a choice between playing modern pop or 70's funk music as their party soundtrack, by choosing a side. This is where the Q-SYS Auto-Framing feature in Q-SYS NC Series cameras counted the number of people on each side and played the genre that had the most votes. Along with the music, guests also got to experience additional in-room effects that were triggered, such as party lights, funky video displays, a bubble machine, and even an inflatable tube man! This dance party was the final demonstration that anything can be controlled, as Q-SYS is the leading singular AV platform that empowers you to create unique experiences as big as your imagination.

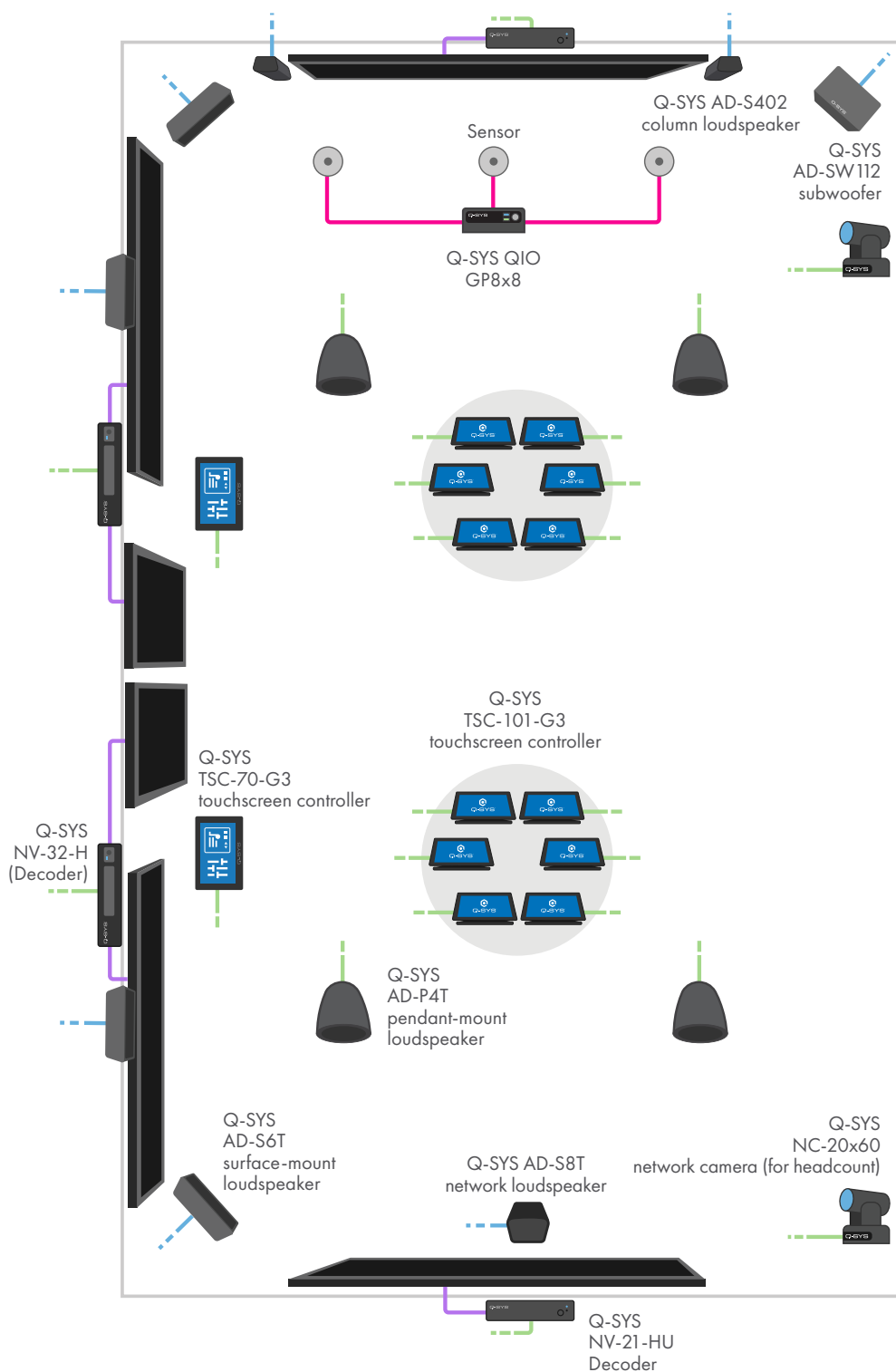
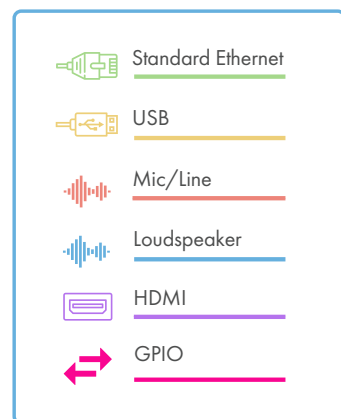
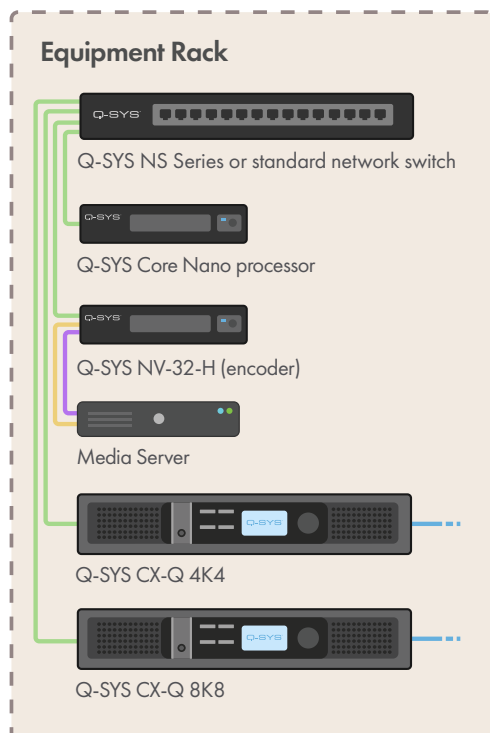


Custom Q-SYS UCIs for cafe / dining applications

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High-Impact Office

Equipment layout



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Q-SYS Products & Solutions



Click on a series to learn more



Q-SYS Core Processors

Q-SYS™
VISION
— SUITE —

Q-SYS VisionSuite



NC Series PTZ Cameras



NV Series Network Video Endpoints



AcousticDesign™ Series Installation Loudspeakers



NL Series Network Loudspeakers



TSC-G3 Series Touch Screen Controllers



NM Series Network Microphone



QIO Series Network I/O expanders



UC Compute Bundle for Microsoft Teams Rooms

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