

# **AXIS Communications Touch-Table UI**

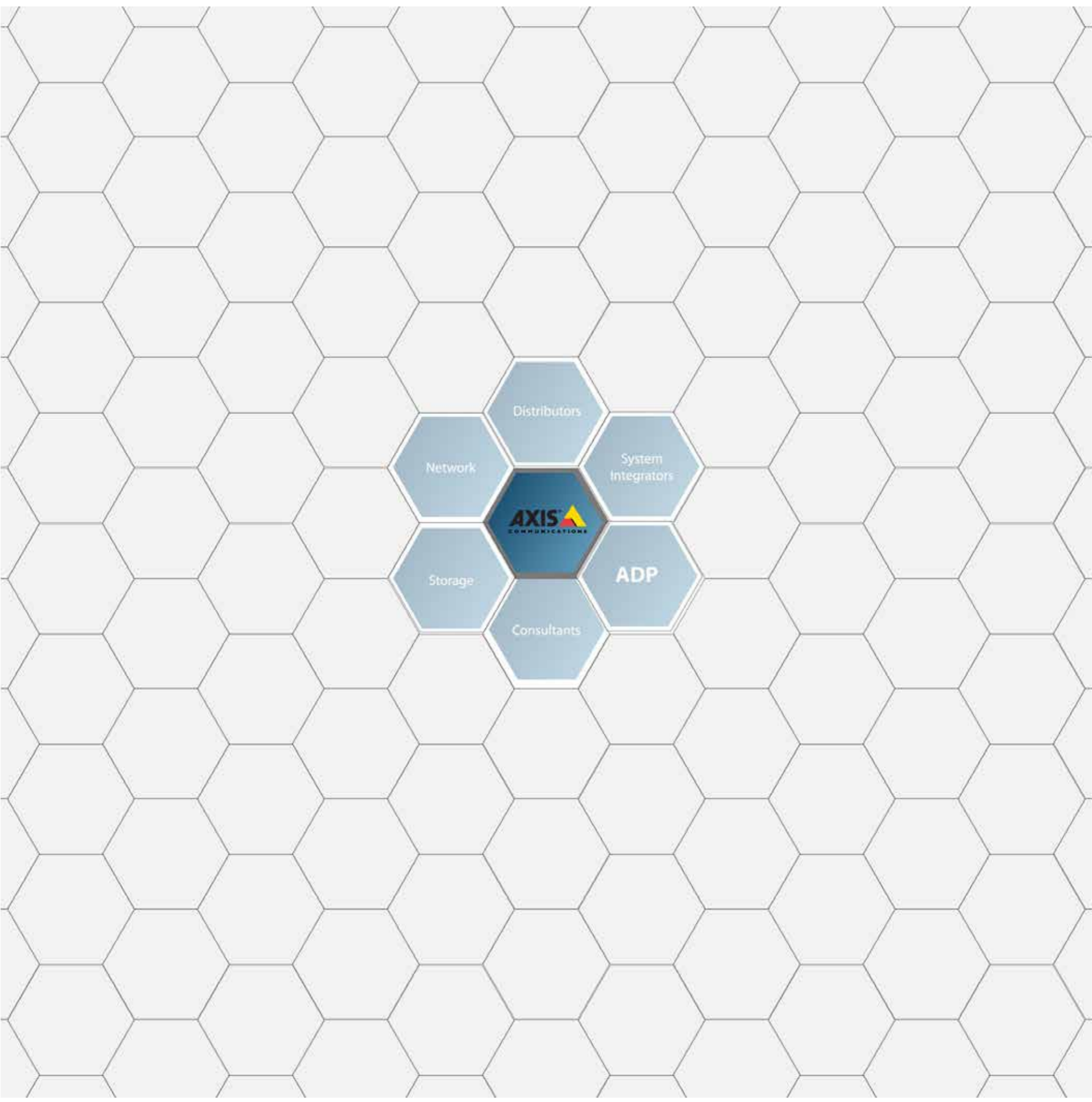
**PROJECT:** design a touch-table UI to rapidly intake new potential clients and link them with specific vendors and products for later follow-up, relationship-building, and sales

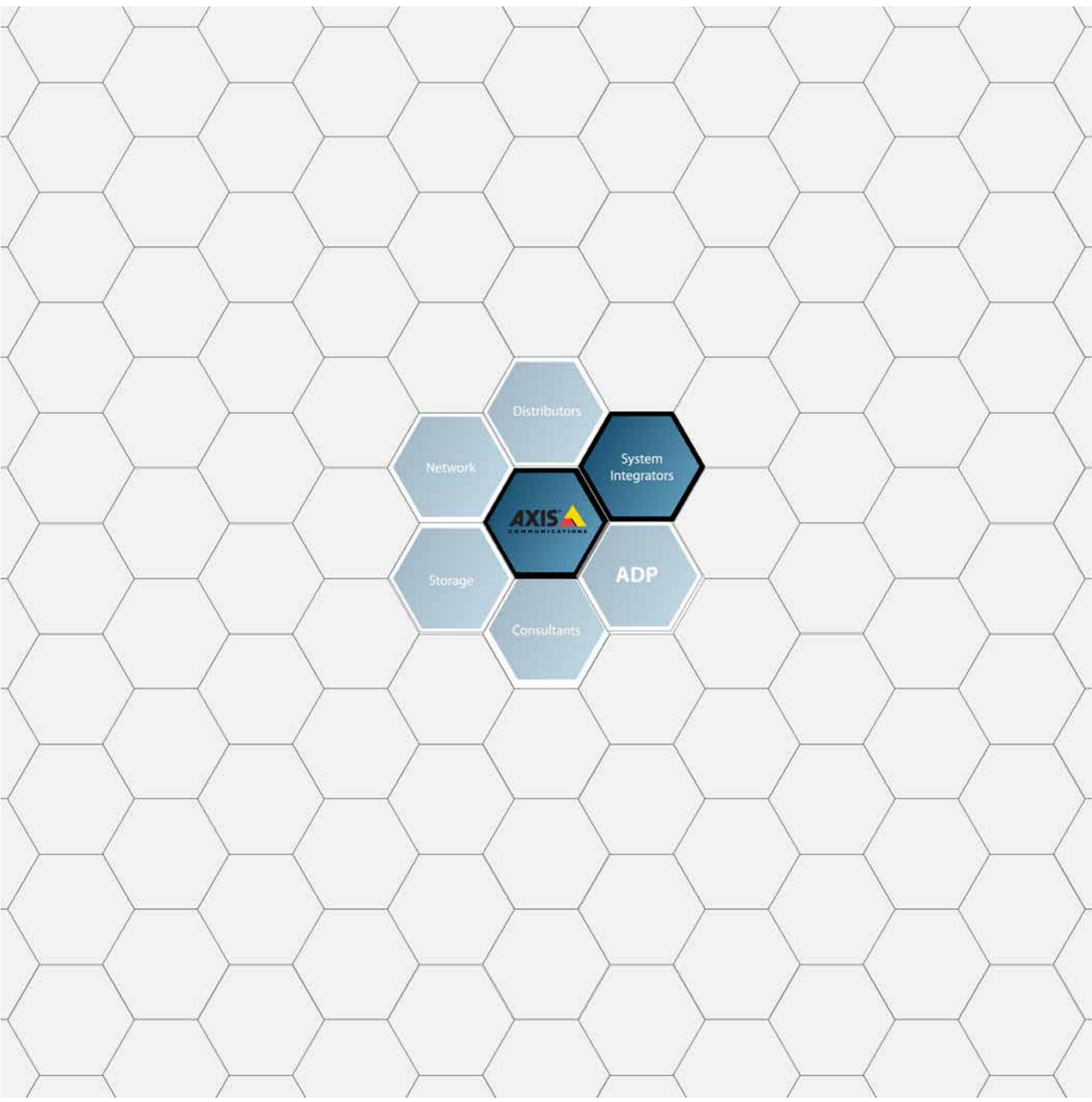
**CLIENT:**  **AXIS**<sup>®</sup>  
COMMUNICATIONS

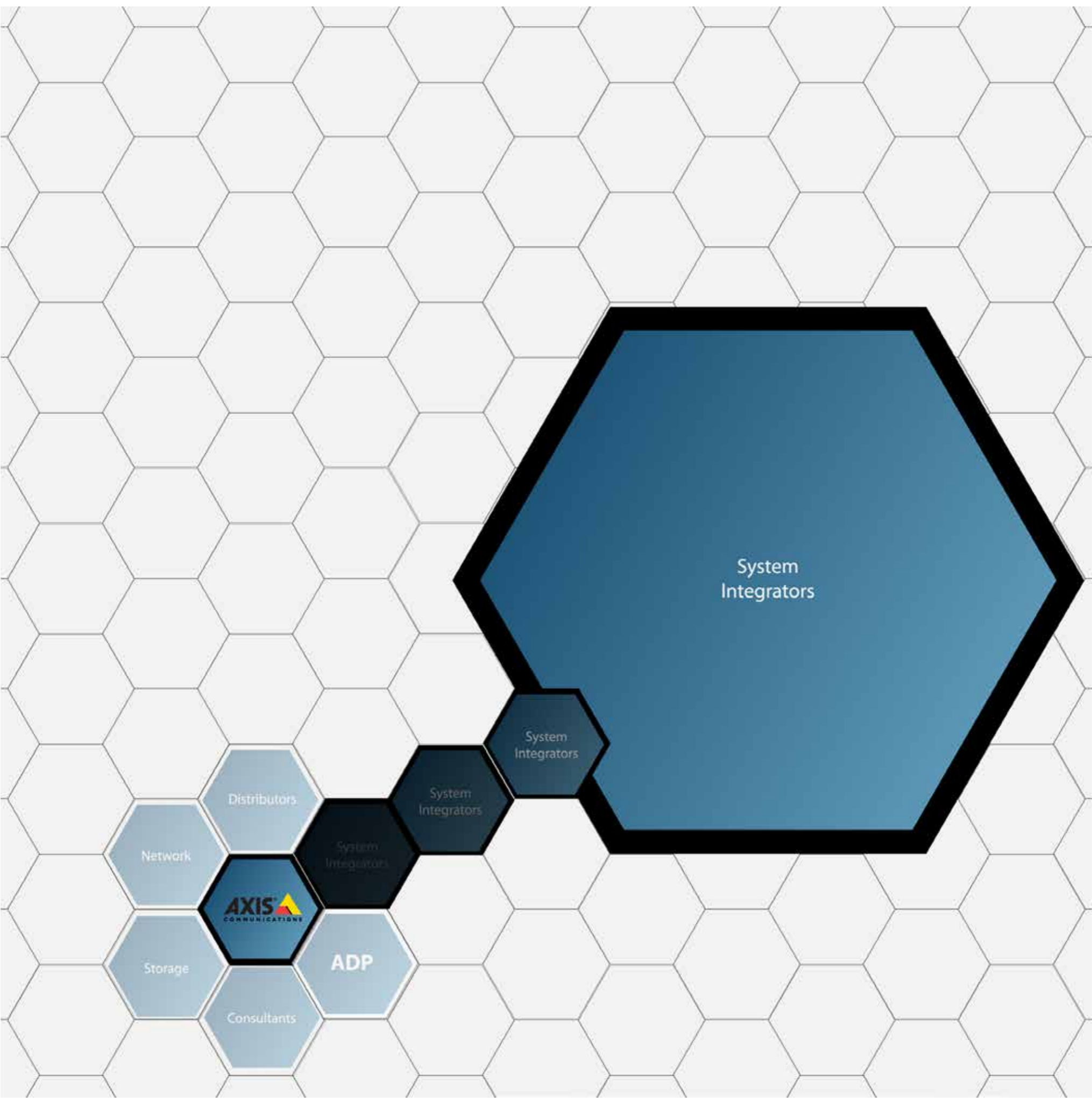
**ROLE:** design an innovative interface to provide targetting to sales when following up leads generated at convention kiosks

**CHALLENGE:** Leads generated at conventions often resulted in a cold-call, because there was no method for linking convention participants with their specific interest in **AXIS** products and vendors.

**SLIDES:** 11







System Integrators

System Integrators

System Integrators

System Integrators

ADP

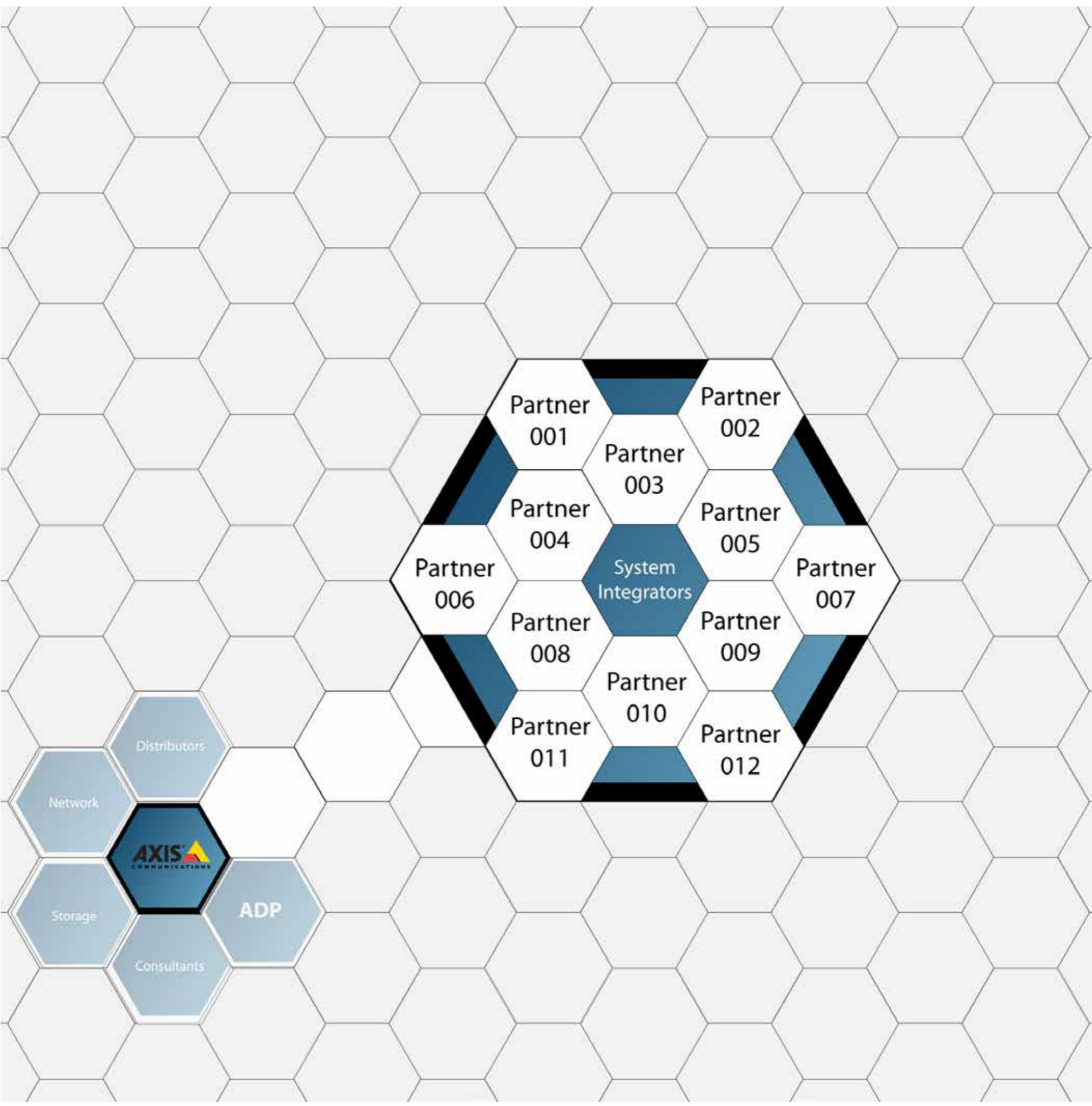
Consultants

Storage

Network

Distributors

AXIS COMMUNICATIONS



Partner 001

Partner 002

Partner 003

Partner 004

Partner 005

Partner 006

System Integrators

Partner 007

Partner 008

Partner 009

Partner 010

Partner 011

Partner 012

Distributors

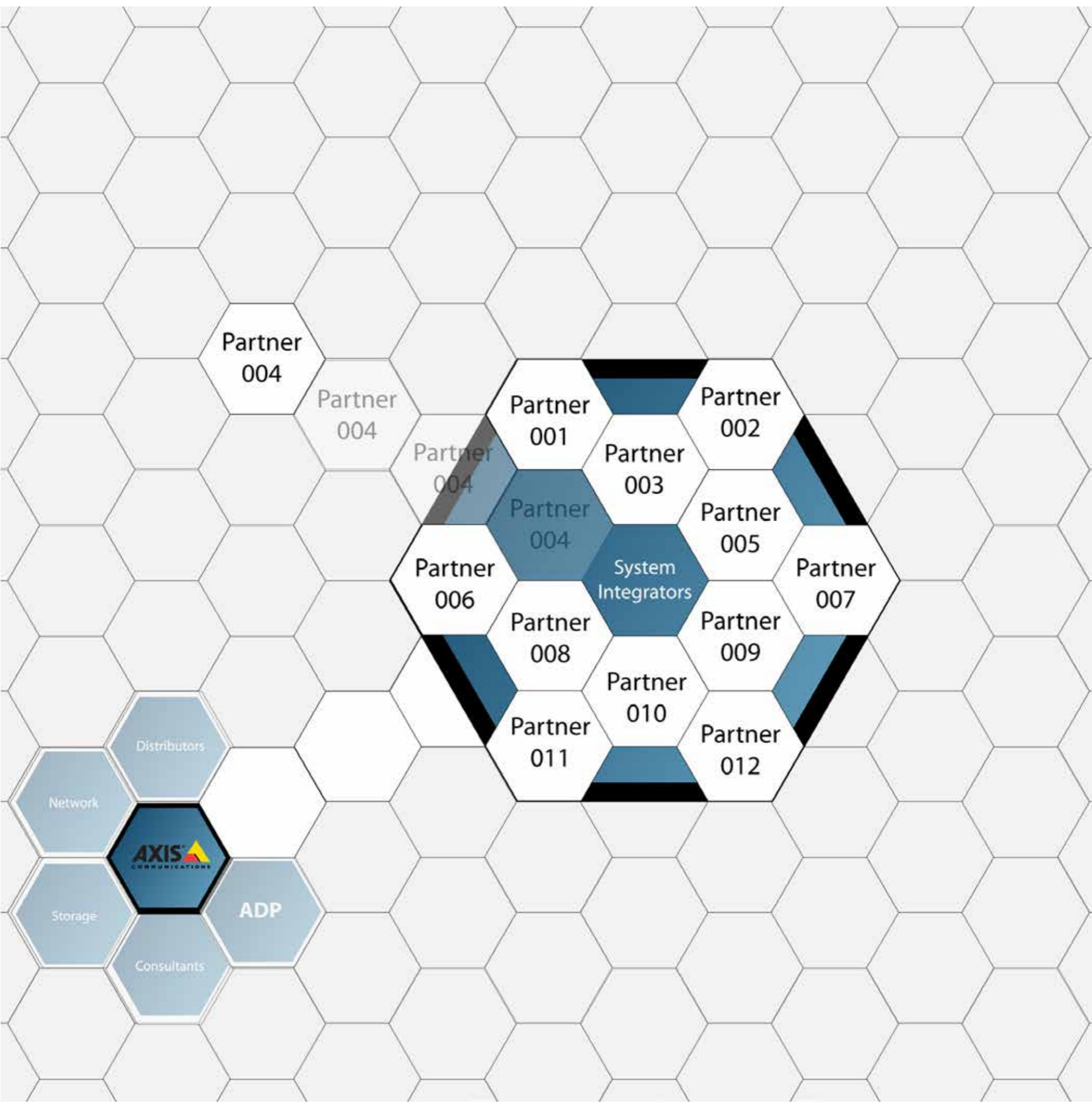
Network

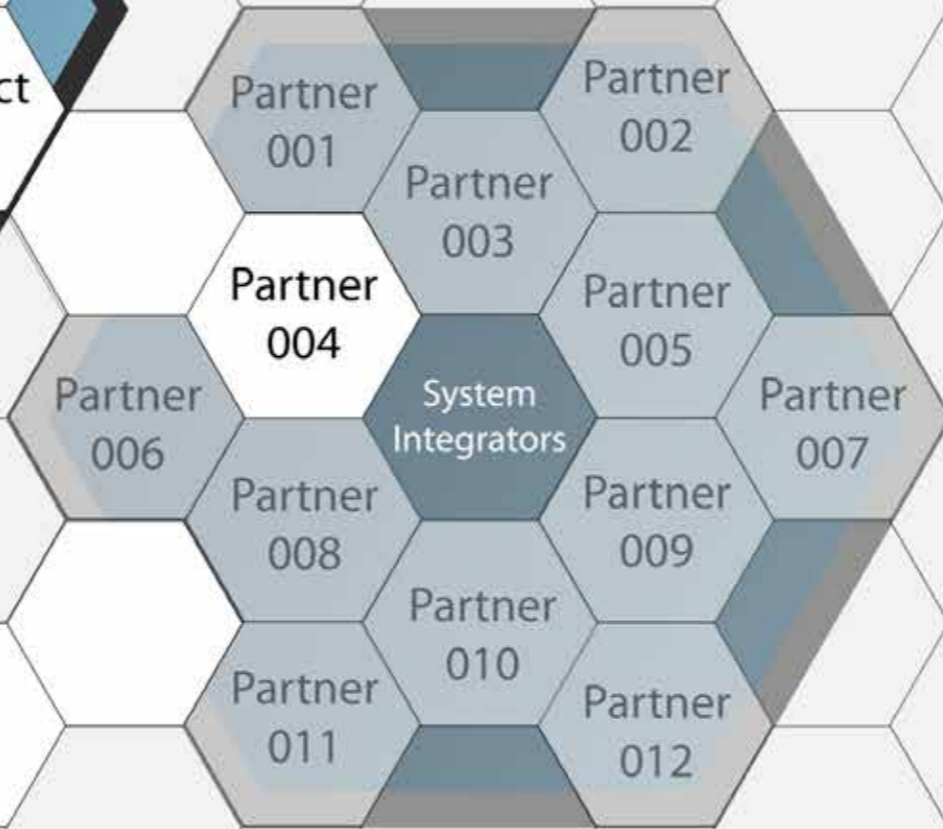
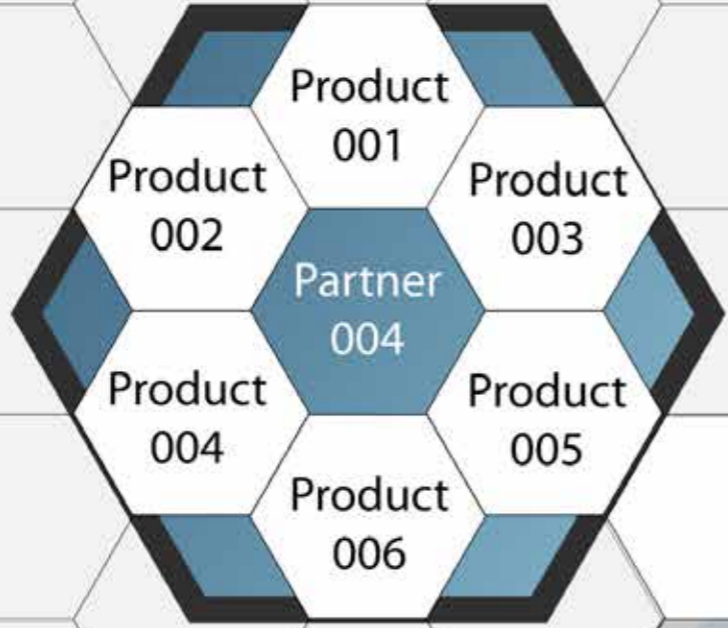
AXIS COMMUNICATIONS

Storage

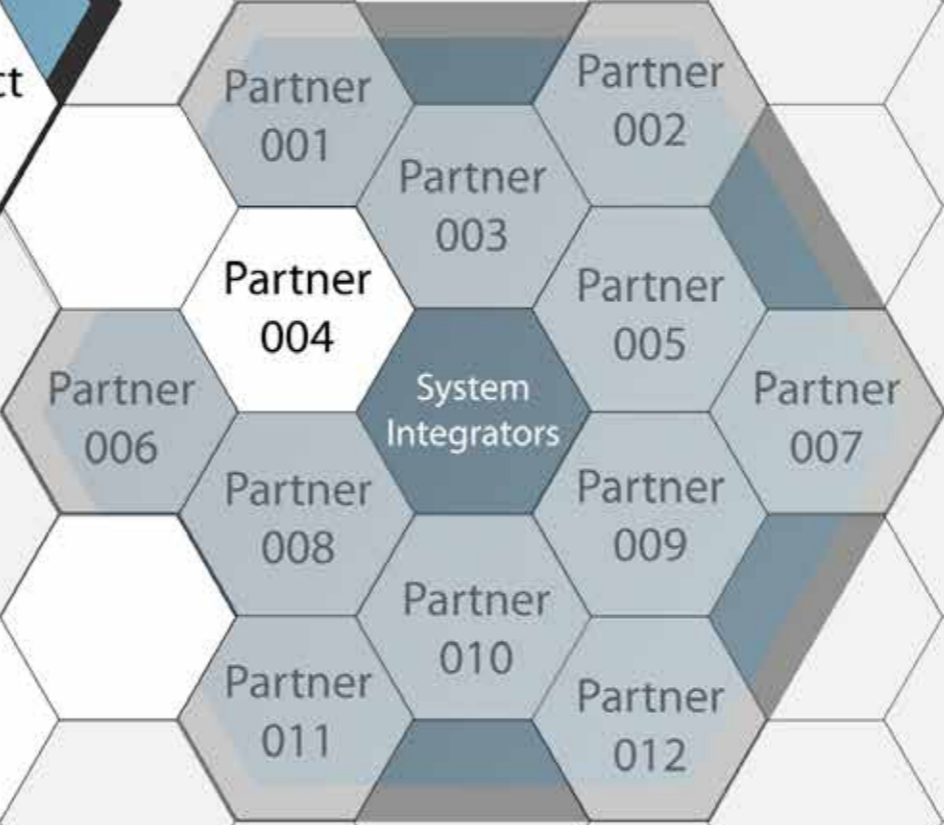
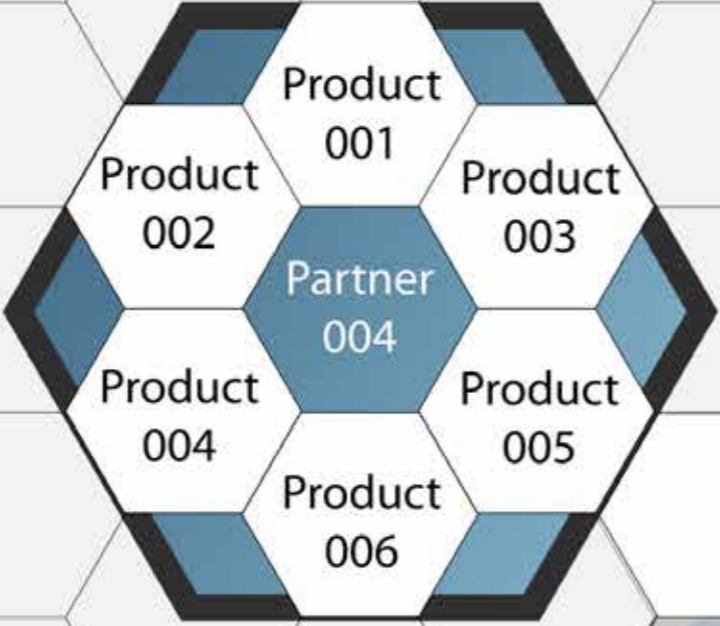
ADP

Consultants





My  
Cart



Consultants

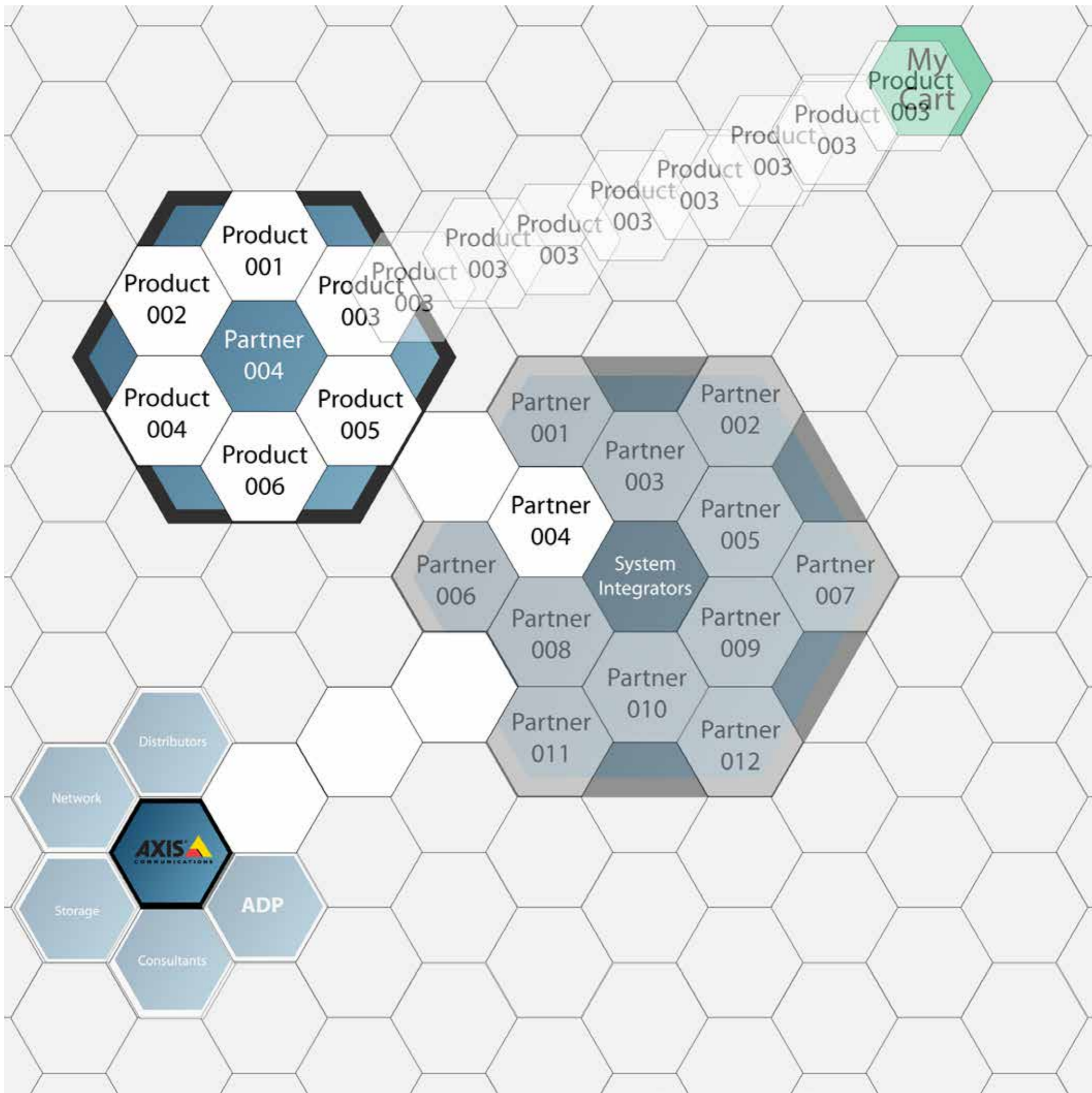
ADP

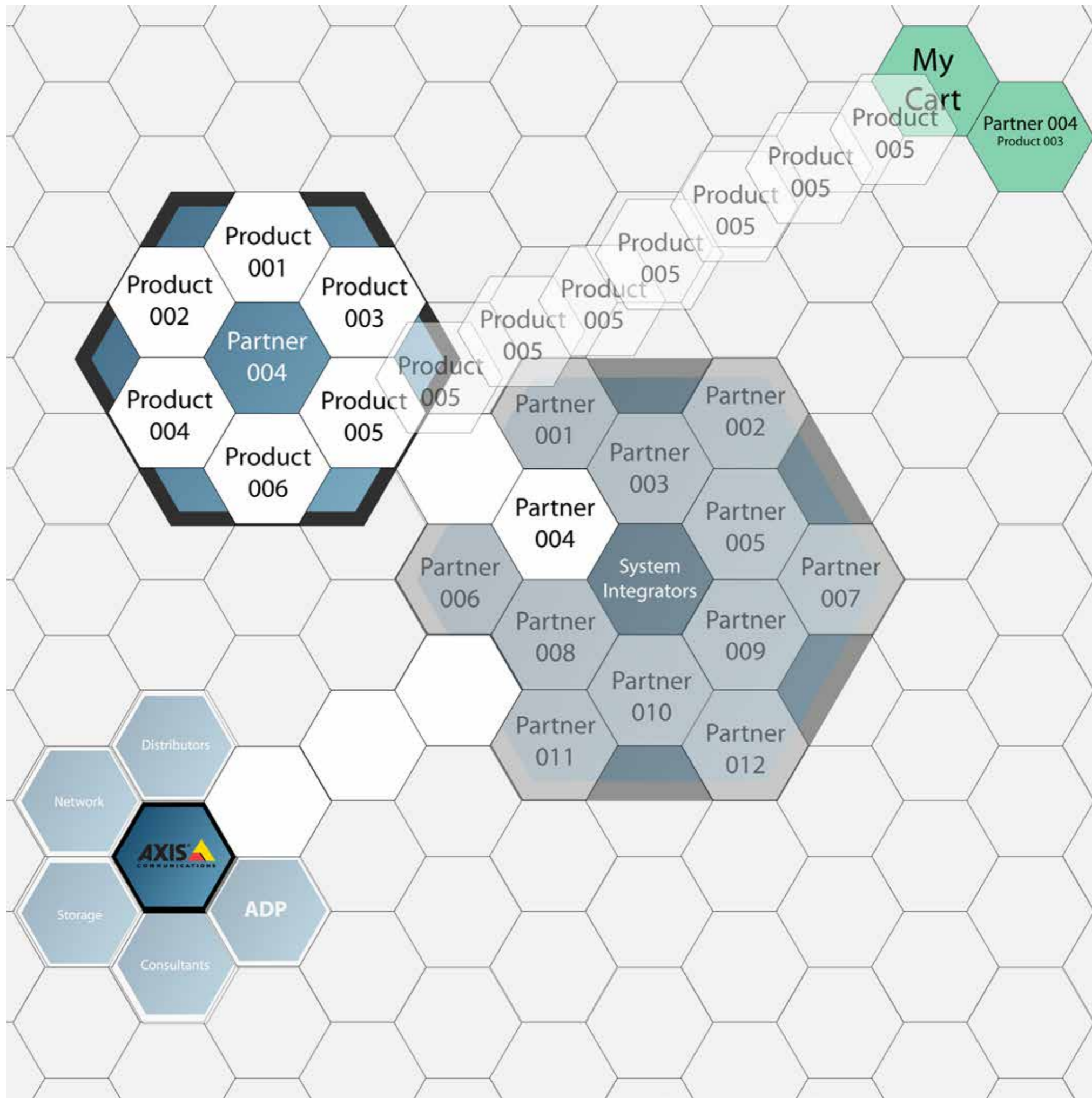
Storage

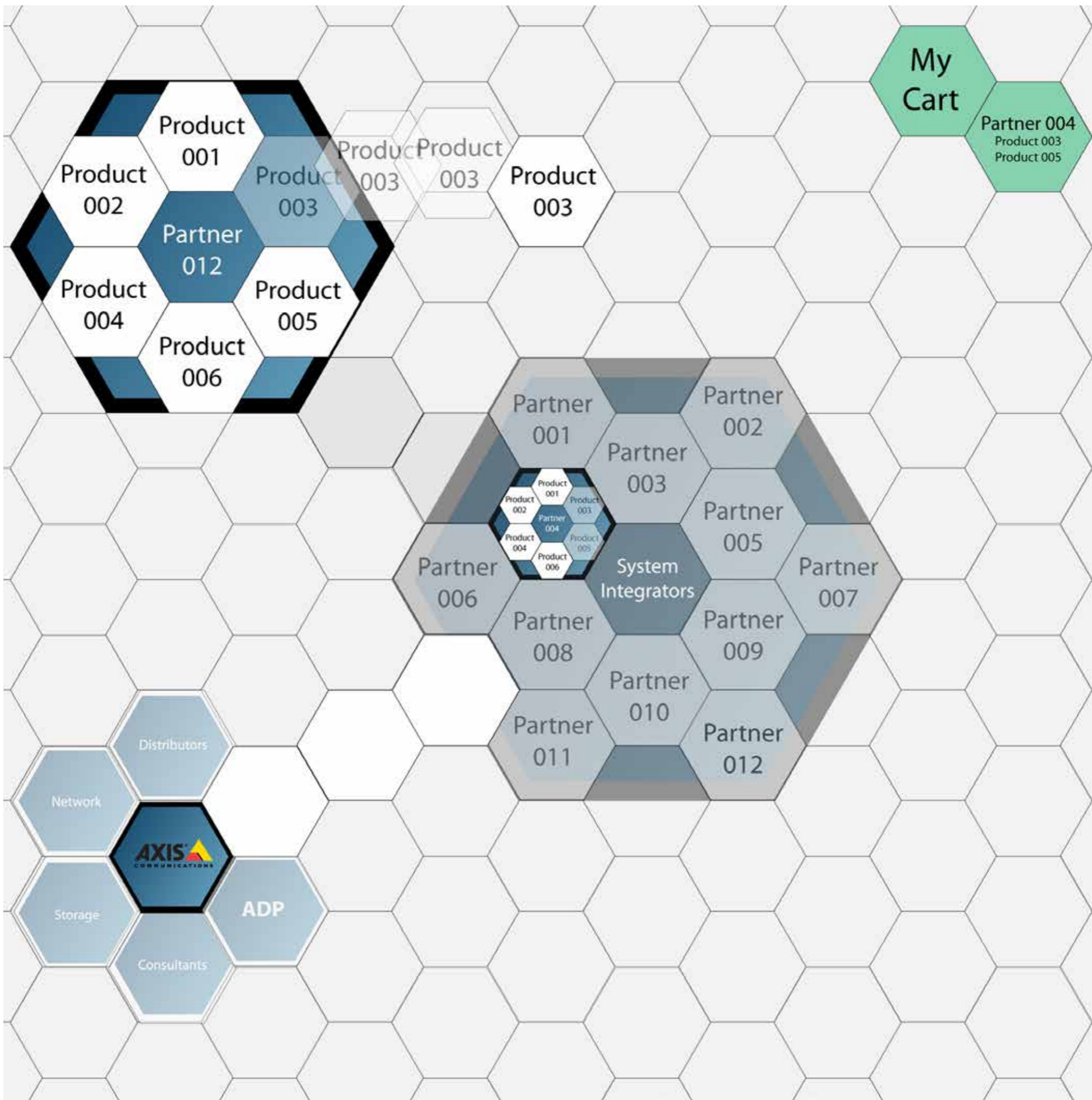
Network

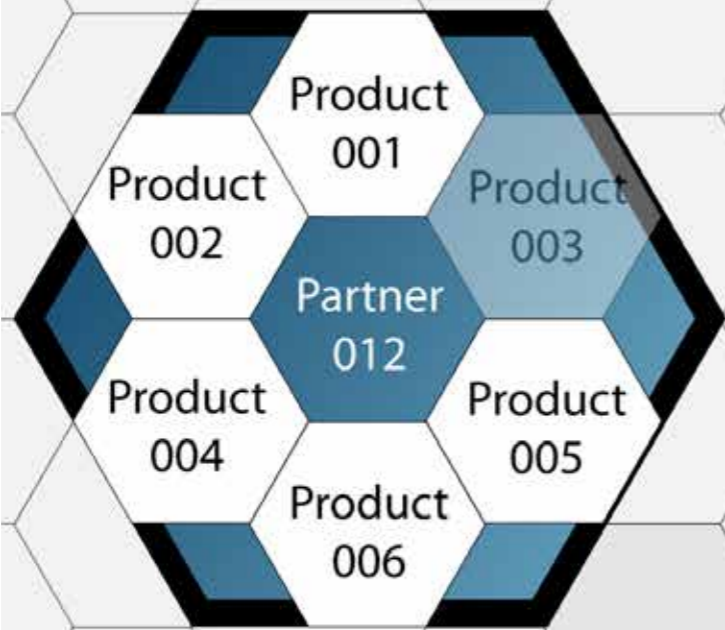
Distributors











### Spectrum Development Group

**PAVILION A  
BOOTH #1245**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in leo lacus, eu vulputate ipsum. Aliquam varius lacinia pharetra. Vestibulum luctus tempus mi, id mollis arcu ultricies in. Cras id est dui, quis malesuada dolor. Fusce tincidunt luctus odio et tristique.

*Click on product image to learn more*

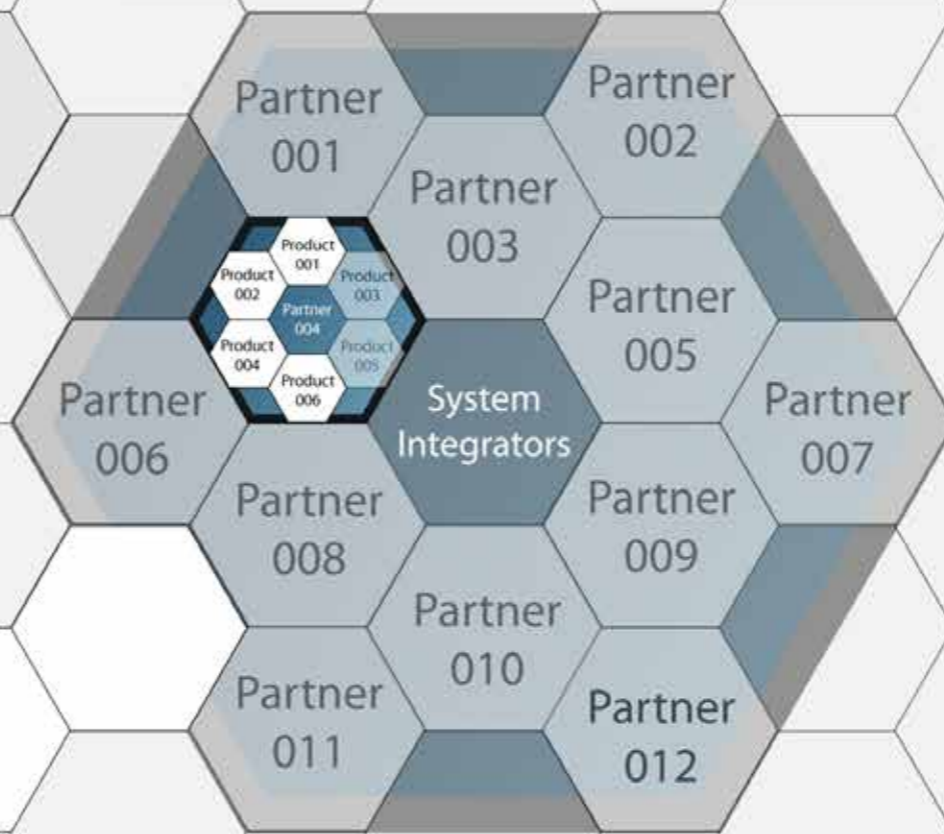
Product 003

### Spectrum Mobile Suite

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in leo lacus, eu vulputate ipsum. Aliquam varius lacinia pharetra. Vestibulum luctus tempus mi, id mollis arcu ultricies in. Cras id est dui, quis malesuada dolor. Fusce tincidunt luctus odio et tristique.

My Cart

Partner 004  
Product 003  
Product 005



# VERIZON CENTER content delivery system

**PROJECT:** design a comprehensive content delivery system for the Verizon Center sports and entertainment complex in Washington, D.C

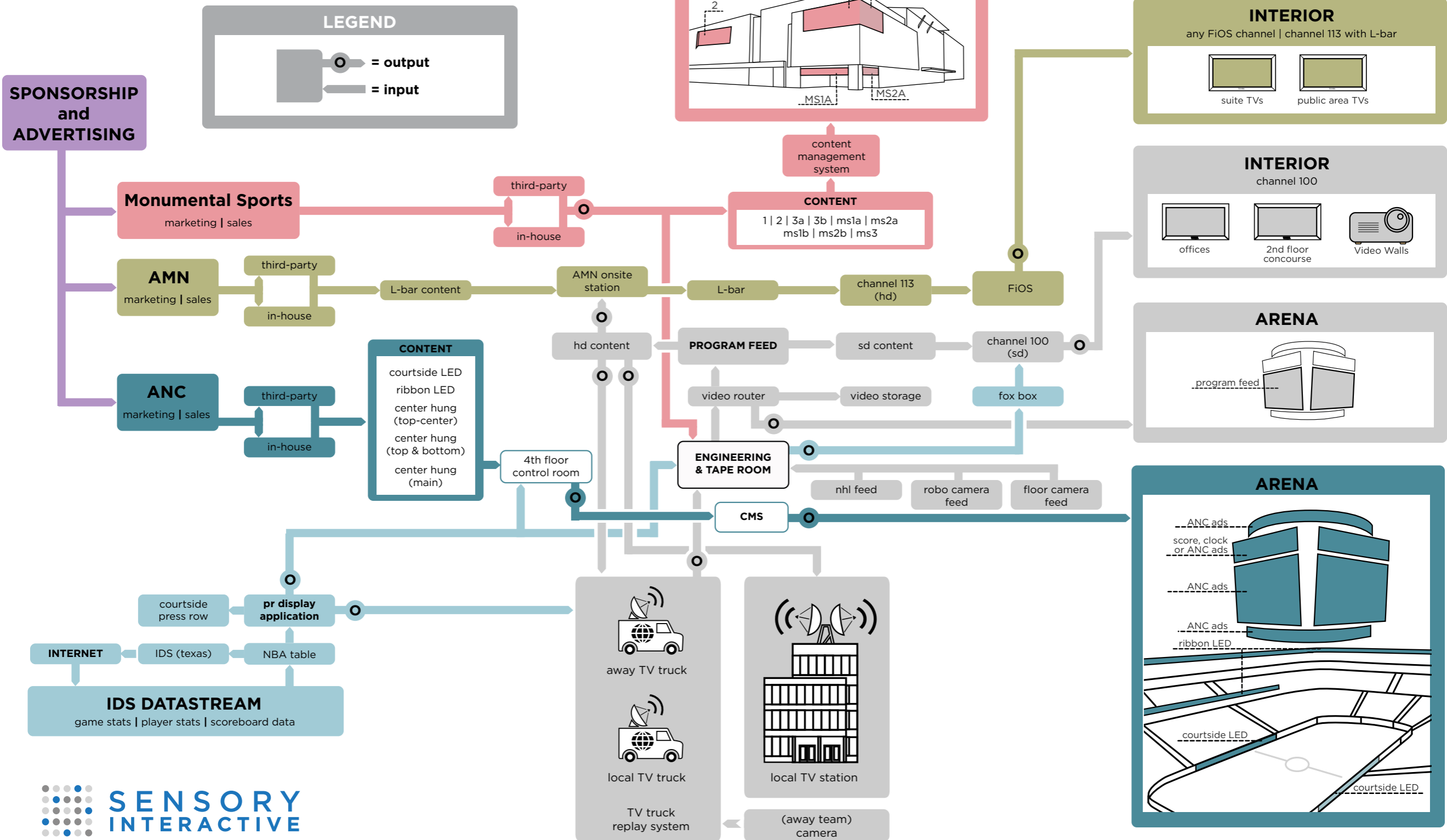
**CLIENT:** The logo for Monumental Network, featuring a large red letter 'M' with a white star in the center, followed by the words 'MONUMENTAL NETWORK' in a bold, blue, sans-serif font.

**ROLE:** create a map of current content flow, then design a content delivery system that improves content management and permits every screen in the complex to display a single source of content at the same time (an “exclusive moment”)

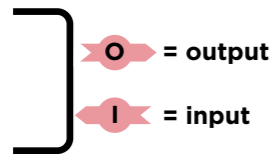
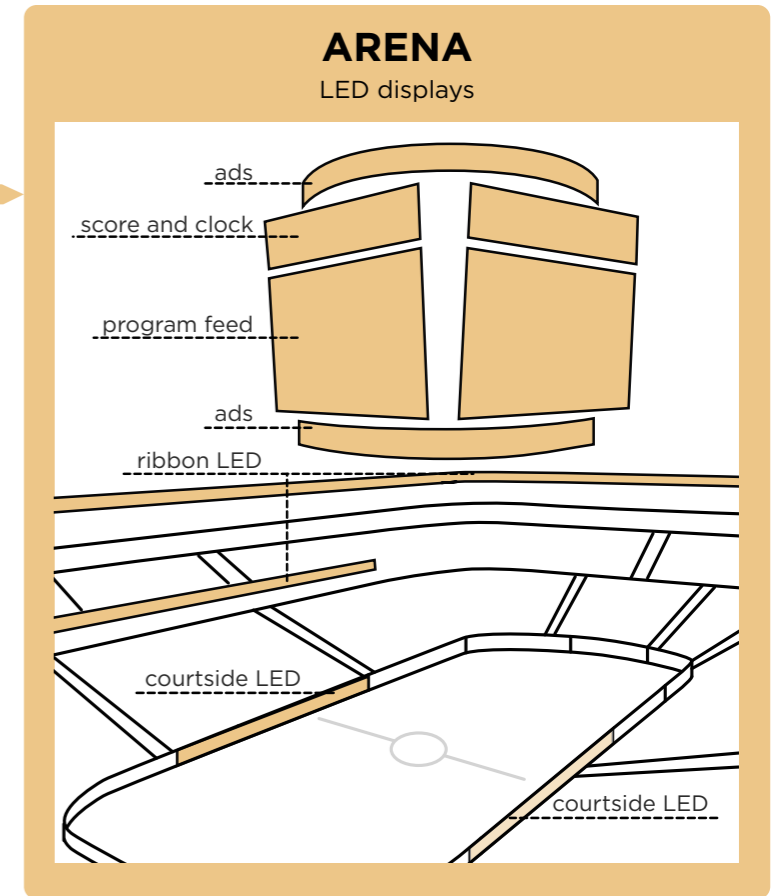
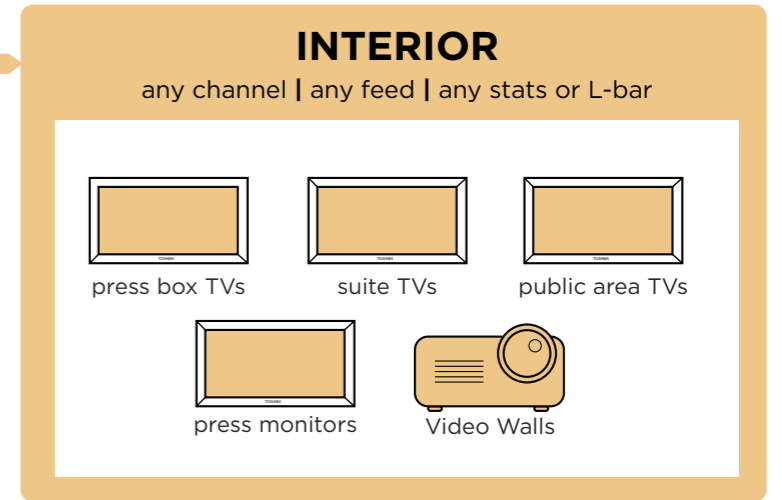
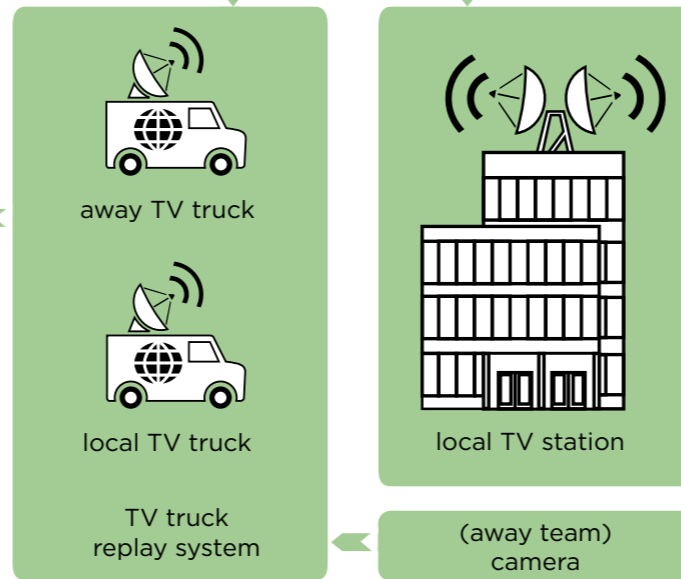
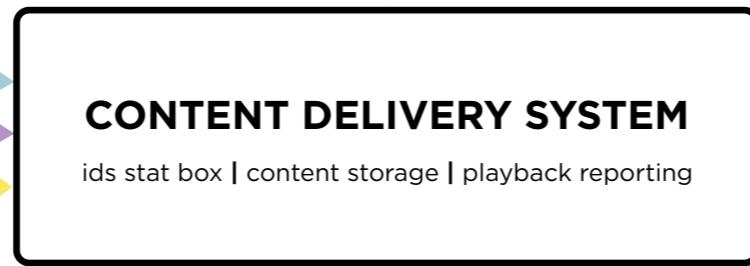
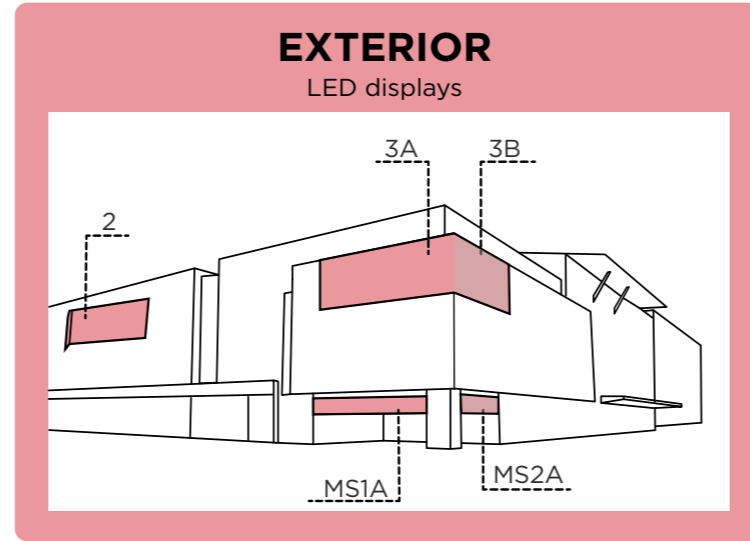
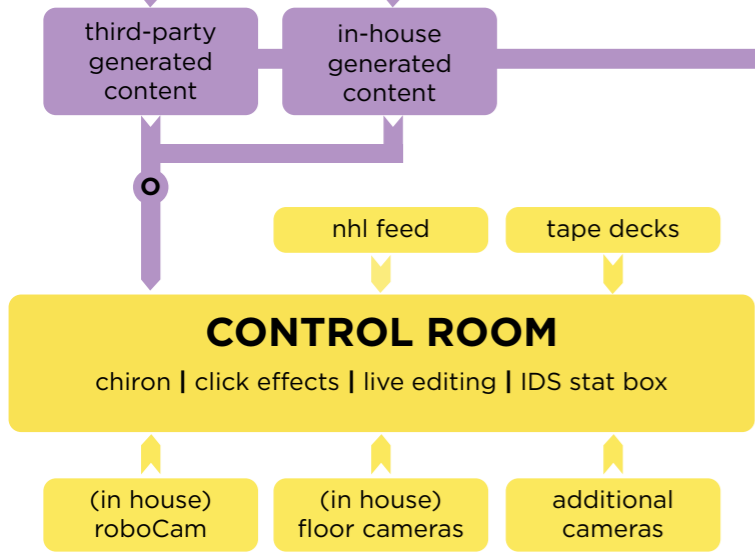
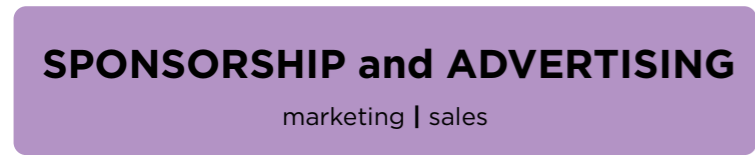
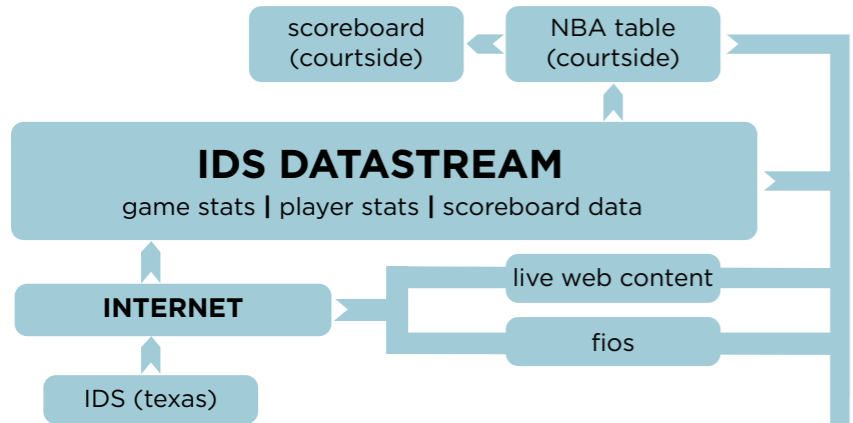
**CHALLENGE:** Remain vendor-agnostic; determine the best design that the existing hardware infrastructure can support

**SLIDES:** 4

# CURRENT CONTENT DELIVERY SYSTEM VERIZON CENTER, D.C.

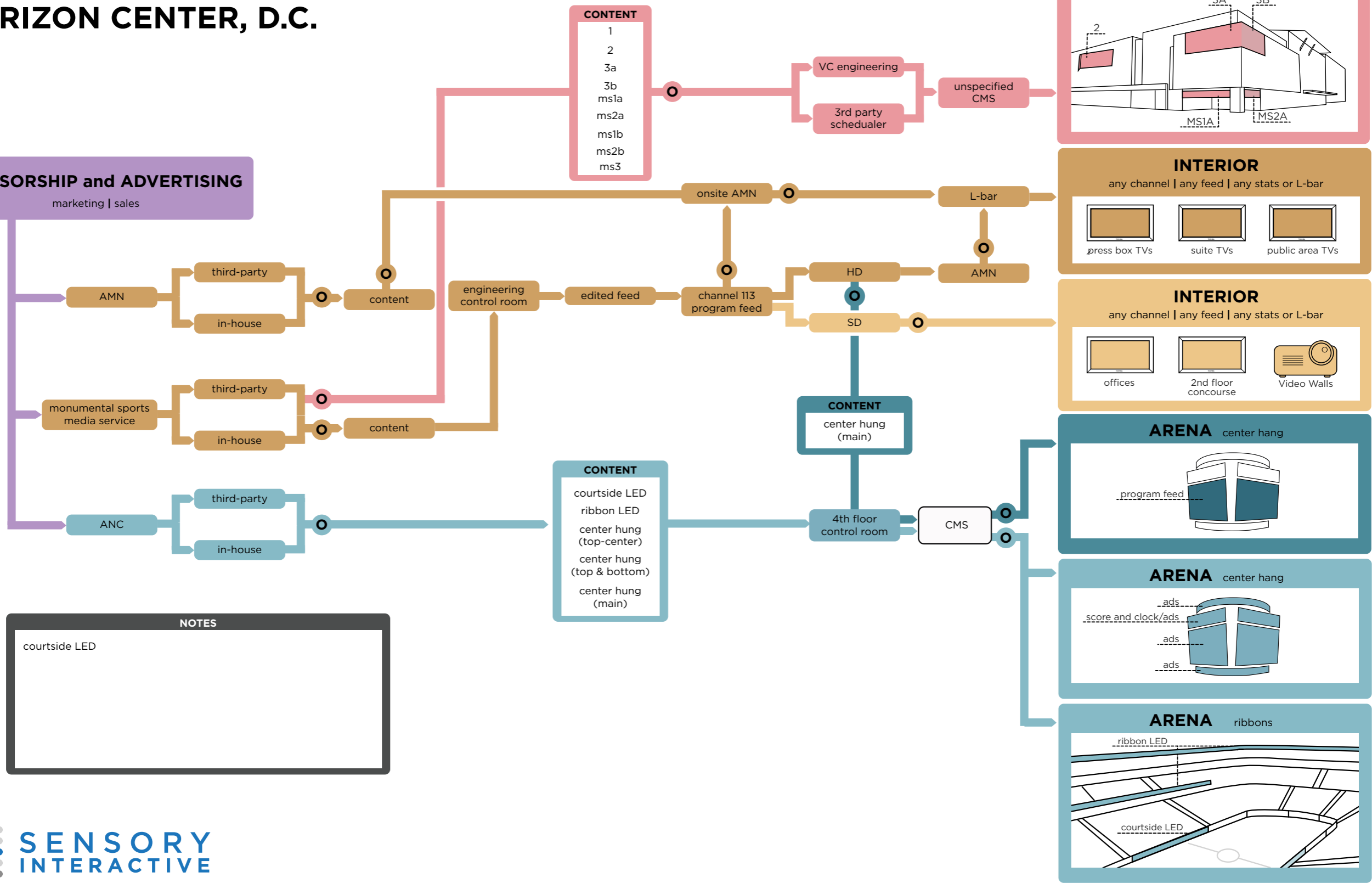


PROPOSED CONTENT DELIVERY SYSTEM  
**VERIZON CENTER, D.C.**



CURRENT PATH TO EXCLUSIVITY  
**VERIZON CENTER, D.C.**

**SPONSORSHIP and ADVERTISING**  
 marketing | sales



**NOTES**

courtside LED



PROPOSED PATH TO EXCLUSIVITY  
**VERIZON CENTER, D.C.**

**SPONSORSHIP and ADVERTISING**

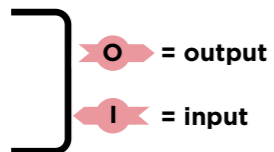
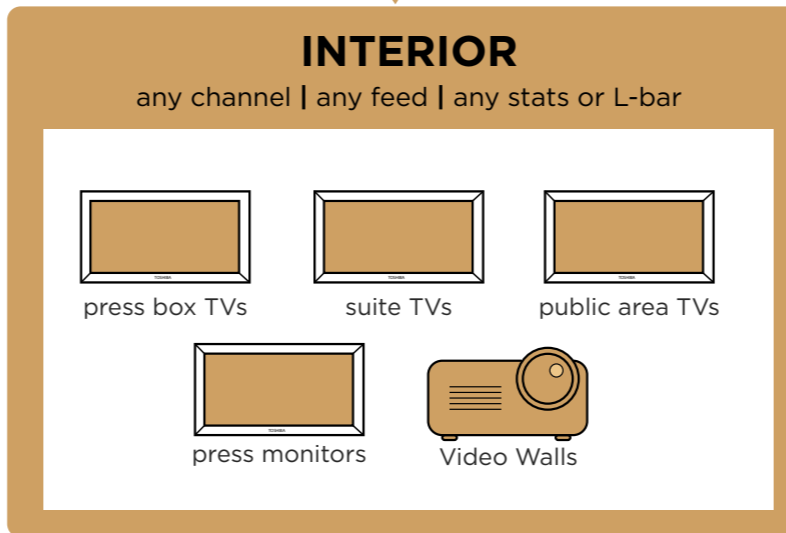
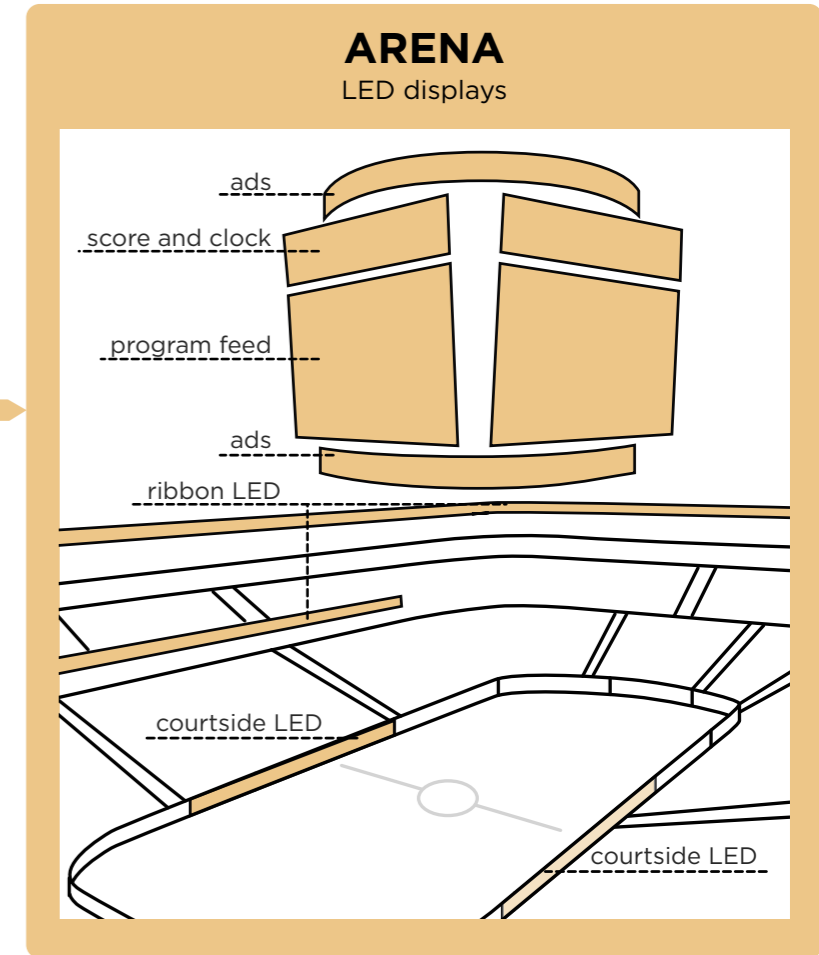
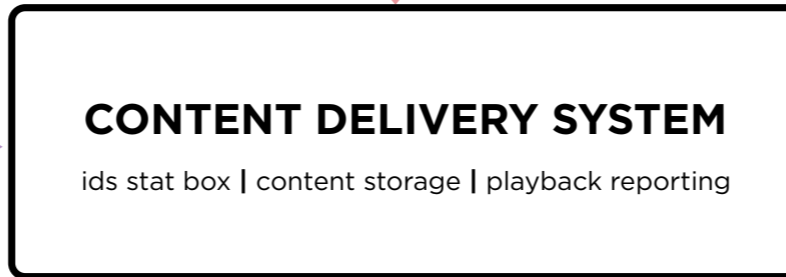
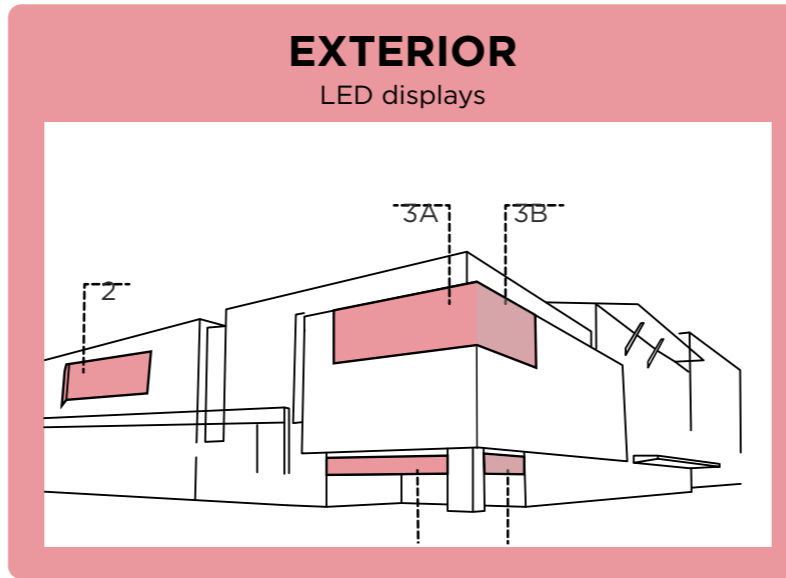
marketing | sales

media sales

third-party

in-house

content



# Saint Luke's Hospital interactive History Wall

**PROJECT:** design an interactive, browsable user experience for a 4-foot high, 30-foot wide History Wall installation in Saint Luke's Hospital with matrixed content

**CLIENT:**  Saint Luke's Hospital

**ROLE:** design a UI for visitors to interact with and explore the history of Saint Luke's Hospital in both chronological and thematic pathways

**CHALLENGE:** large-format touchscreen requires users to stand close to a larger-than-viewable screen; up to three users at once; content pathways may be thematic or chronological, and differs per user

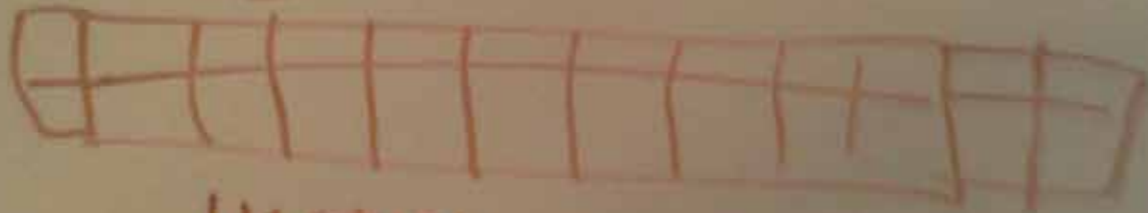
**SLIDES:** 6

- KINETIC TYPE

③

⑤

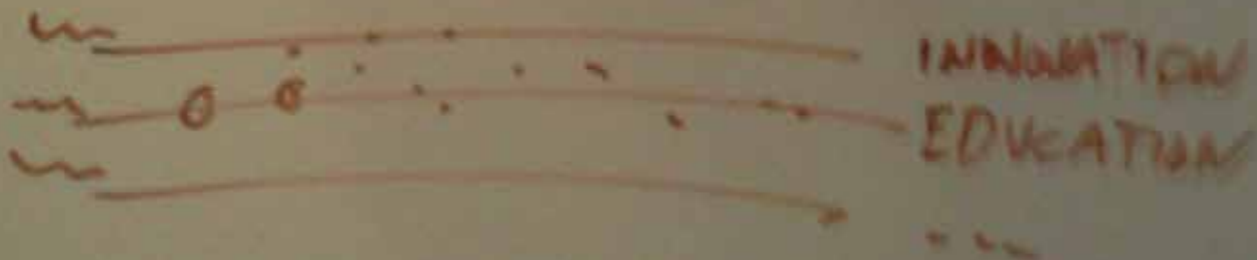
2x12  
x



HISTORY WALL

③

1923



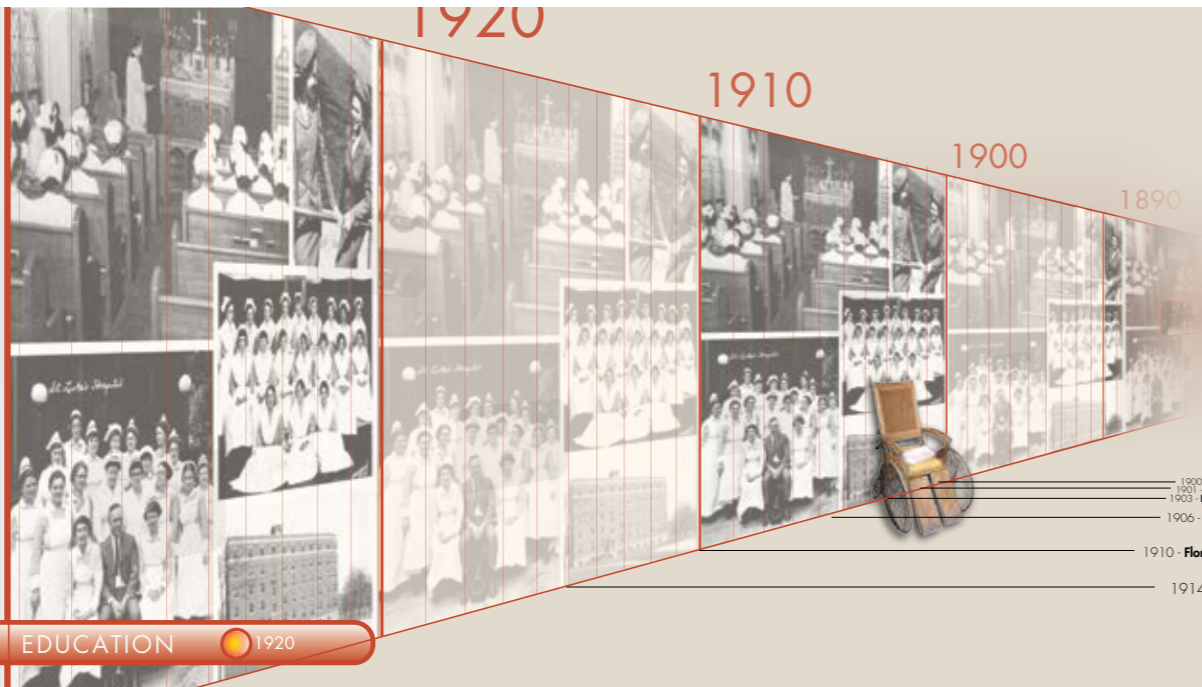
INNOVATION  
EDUCATION

INNOVATION  
EDUCATION  
ORIGINS

PEOPLE  
PROCEDURES  
FIRST HEART  
NEURO RESEARCH

NOTHING  
MEDICAL EDU.

FACILITIES  
PEOPLE  
FAITH  
ARTIFACTS  
STATISTICS



1920

1910

1900

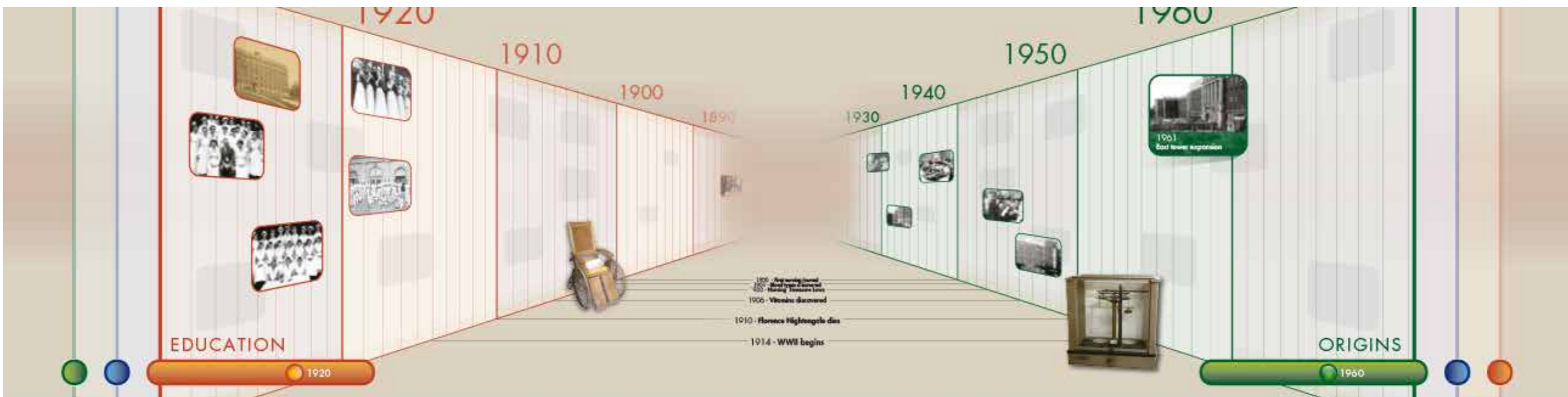
1890

- 1900 - First nursing journal
- 1901 - Blood types discovered
- 1903 - Nursing Licensure Laws
- 1906 - Vitamins discovered
- 1910 - Florence Nightengale dies
- 1914 - WWII begins

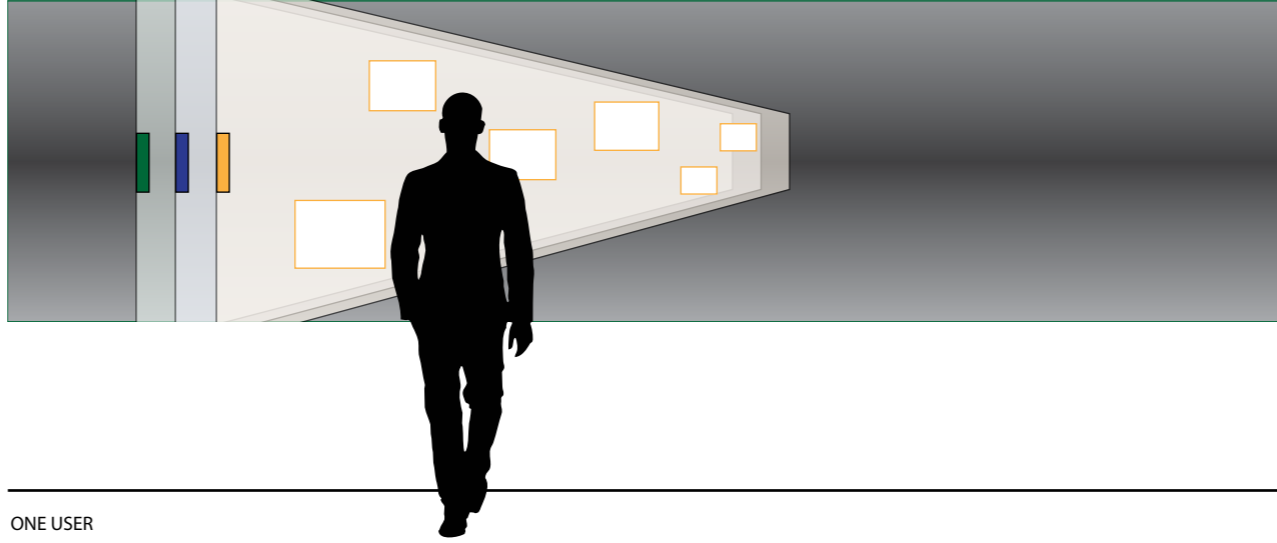
EDUCATION

1920





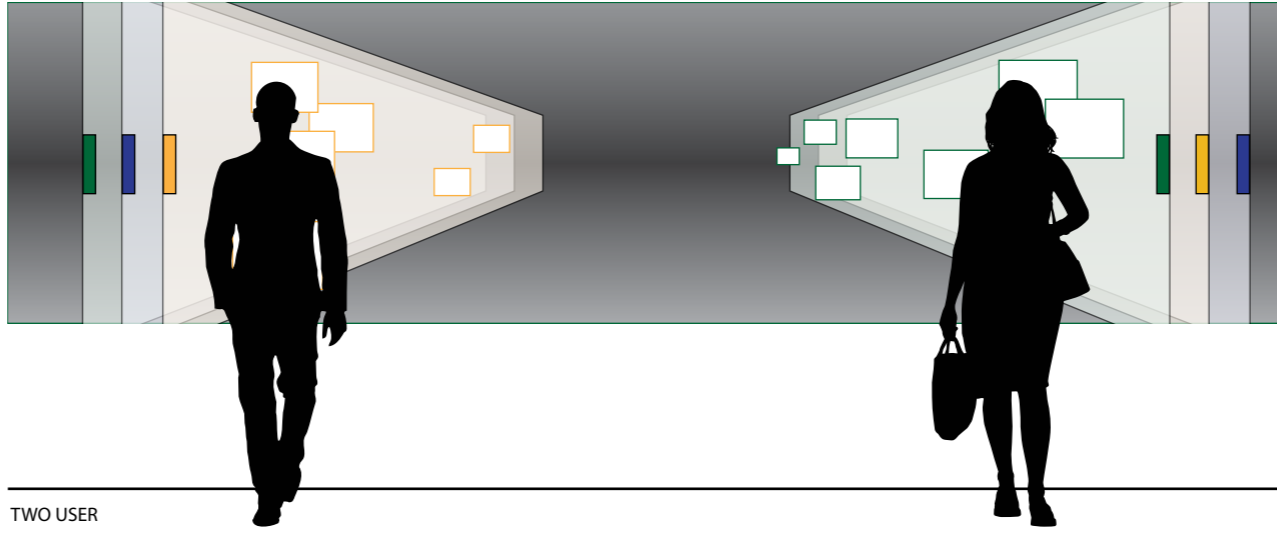
10 FT



ONE USER

8 FT

8 FT

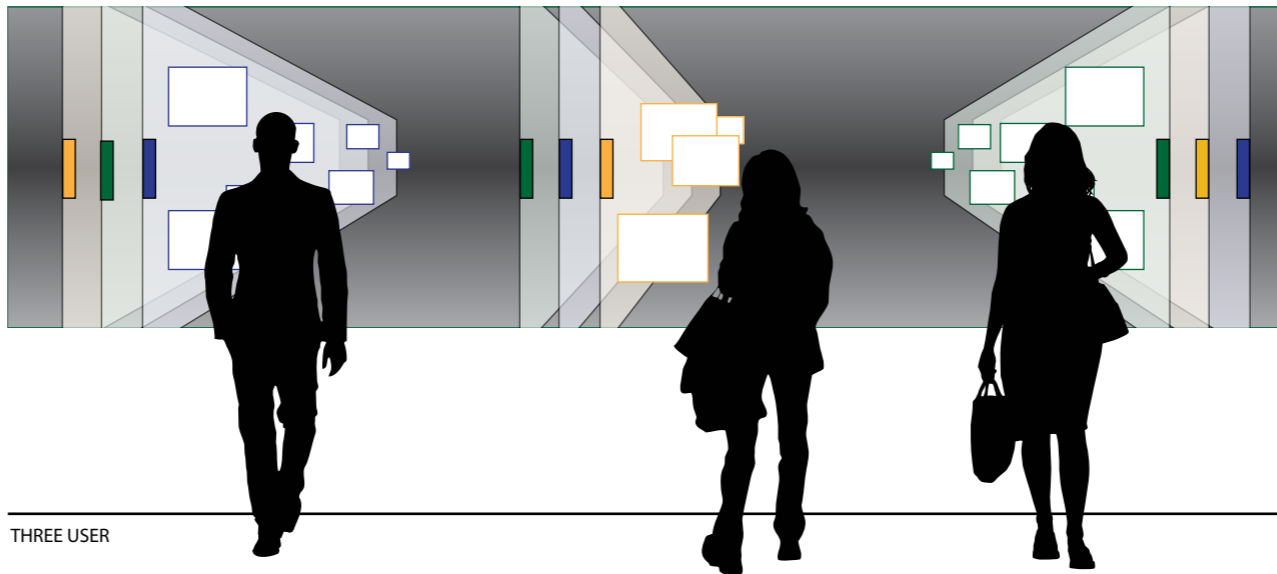


TWO USER

5 FT

5 FT

5 FT



THREE USER



TOUCH TO  
EXPLORE.

Pull the timeline towards you or push it away  
to explore the full range of Saint Luke's History.





Saint Luke's  
Hospital

1970  
1975  
1980  
1985  
1990  
1995  
2000  
2005  
2010  
2015  
2020

2010  
2015  
2020

1970

CRUISE  
YACHT



# SL GREEN REALTY CORP. media room UI

**PROJECT:** design a UI for the conference room in the SL Green corporate headquarters to manage multi-media content input and display

**CLIENT:** The logo for SL Green Realty Corp. features a stylized blue square icon to the left of the text "SL GREEN" in a bold, blue, sans-serif font. Below "SL GREEN" is the text "REALTY CORP." in a smaller, blue, sans-serif font, separated by a thin blue horizontal line.

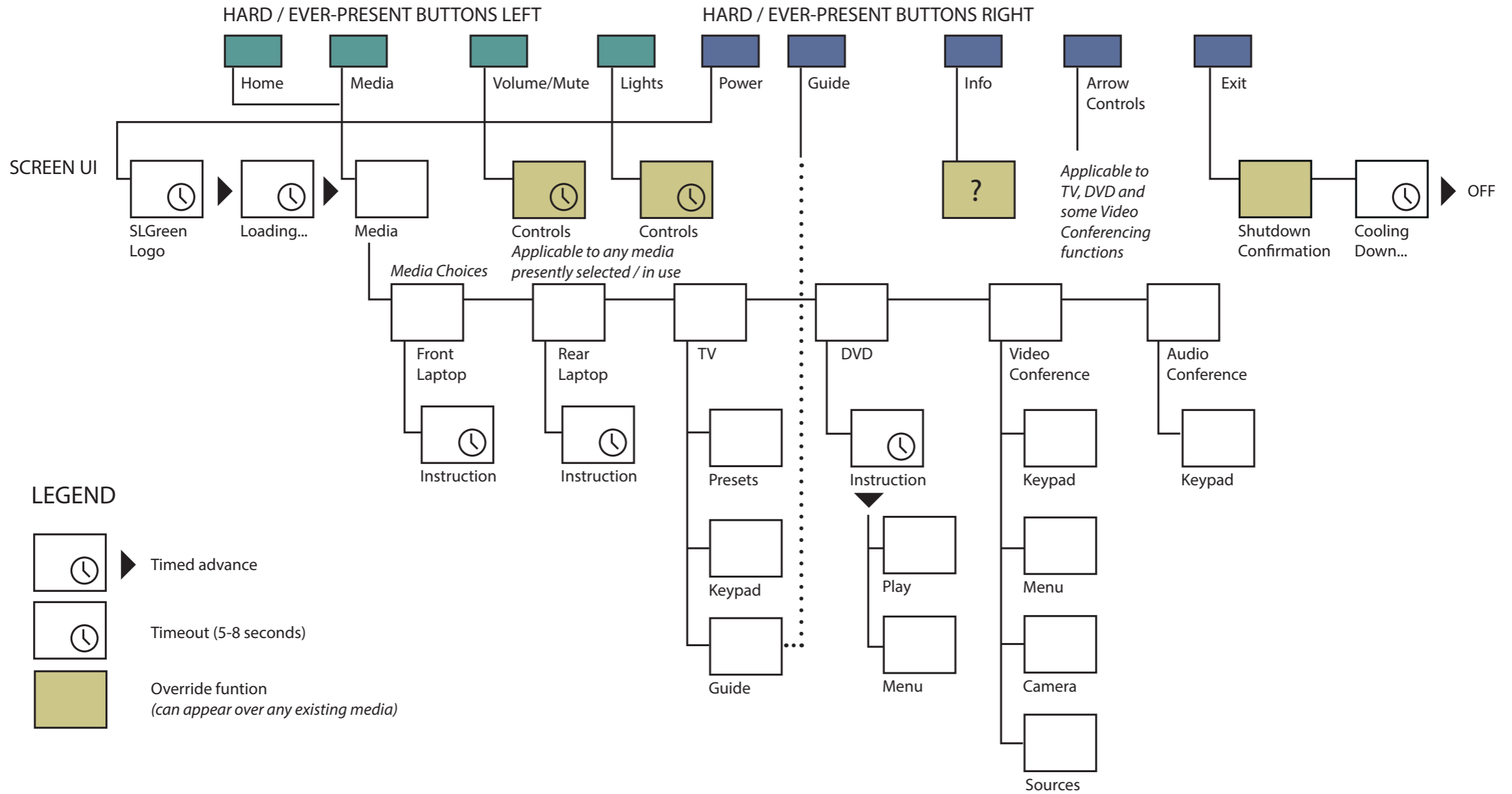
**ROLE:** design a UI for users to easily manage content during conferences and events; UI back-end is driven by a Crestron content management system

**CHALLENGE:** Content sources vary widely in input source and media type. User technical skill should be assumed to be Basic User. Content presented in this venue should look effortless.

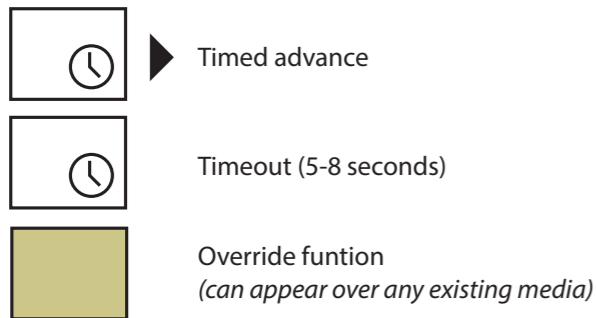
**SLIDES:** 6

# SL Green Conference Room Media Interface Flowchart

VERSION 1: 10.04.2012



## LEGEND



*Instruction screen times out and returns to Media, Front Laptop Selected*

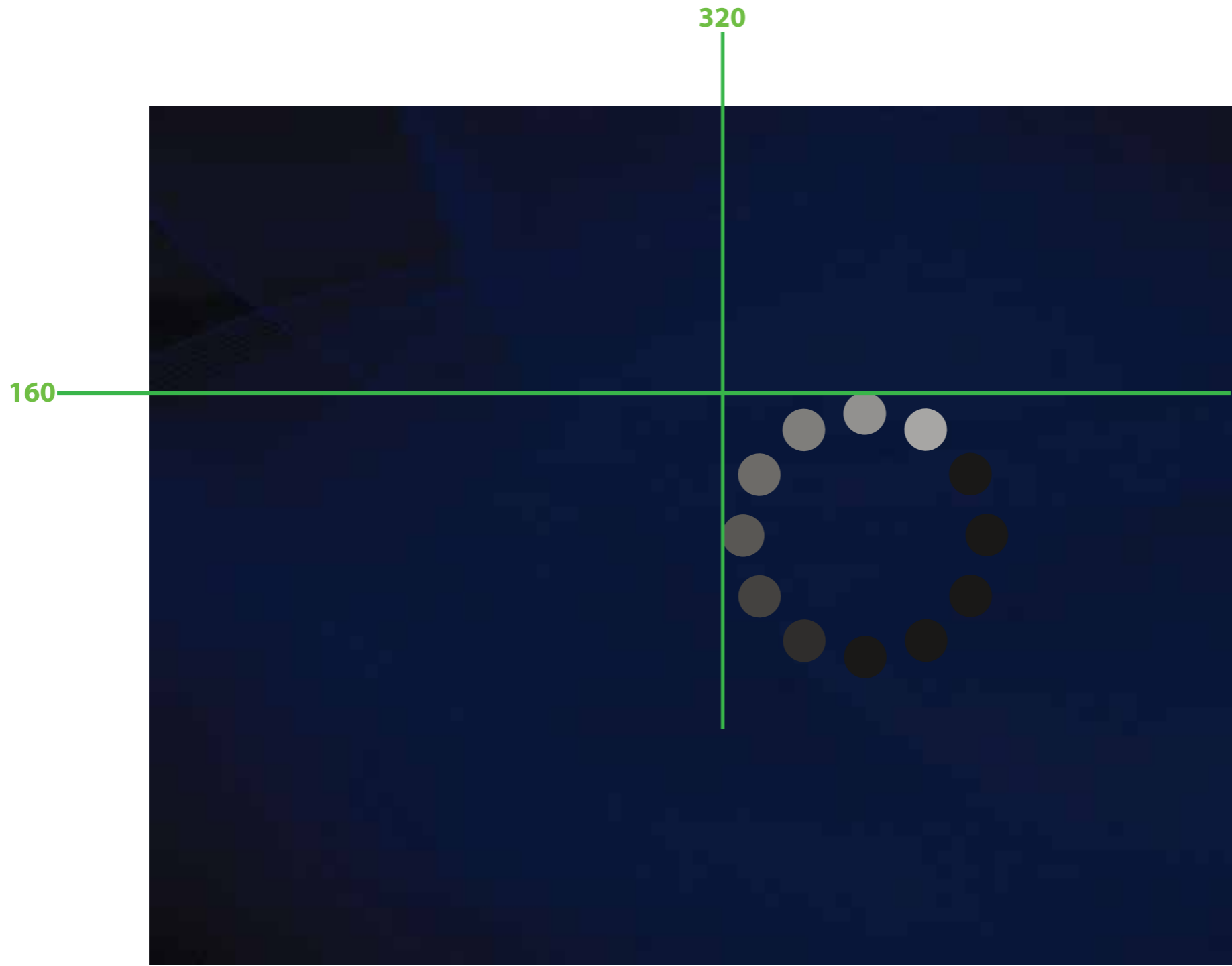
*Instruction screen times out and returns to Media, Rear Laptop Selected*

*Media stays on last selected screen: Presets, Keypad or Menu until hard button is pressed for different selection*

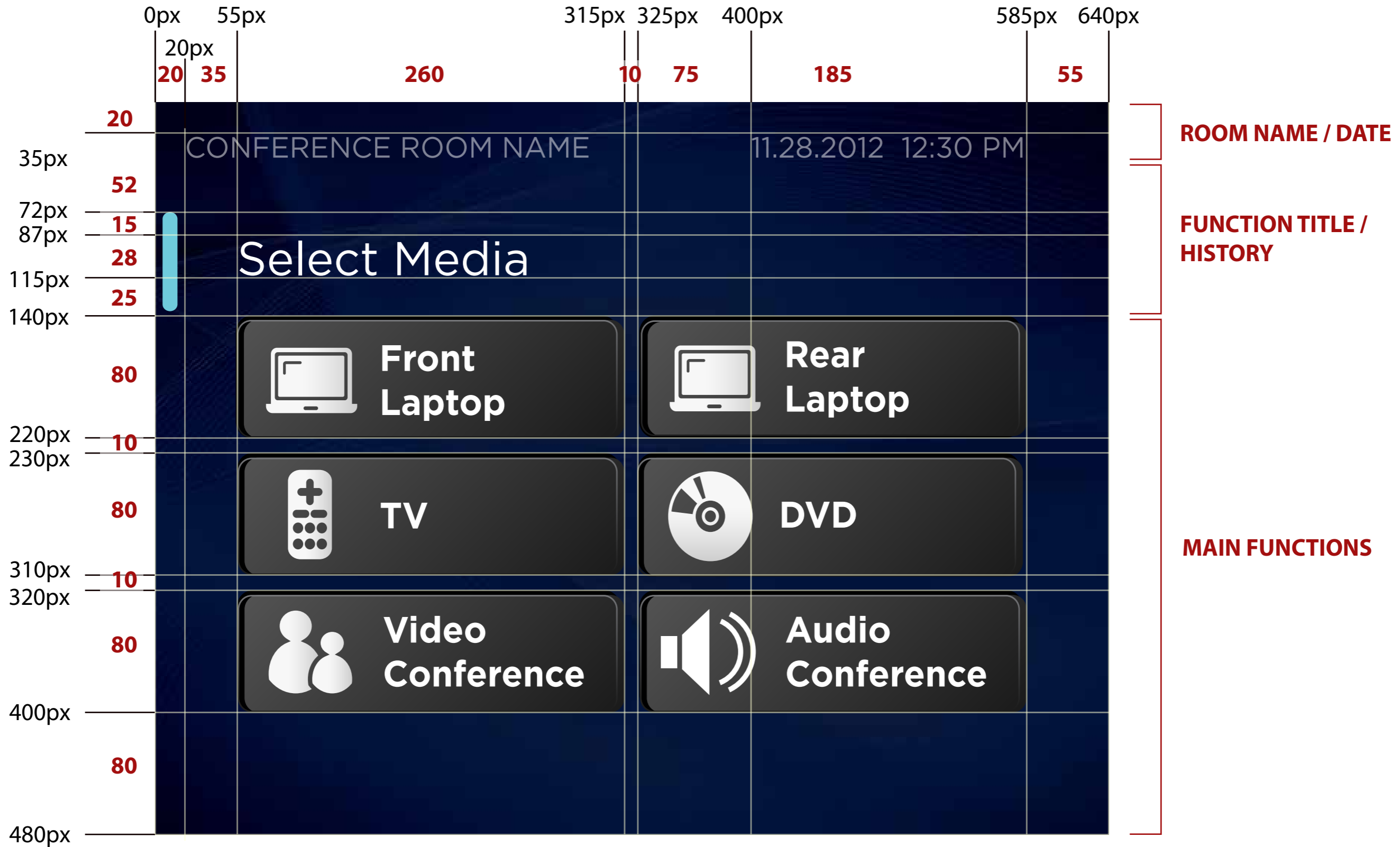
*Media stays on last selected screen: Play or Menu until hard button is pressed for different selection*

*Media stays on last selected screen: Dialing, Menu, Camera, or Sources until hard button is pressed for different selection*

*Media stays on Dialing until hard button is pressed for different selection*



# 640 x 480 Common UI



Home

CONFERENCE ROOM NAME

11.28.2012 12:30 PM

Power

Media

# Select Media

Guide



**Front  
Laptop**



**Rear  
Laptop**



**TV**



**DVD**



**Video  
Conference**



**Audio  
Conference**

Volume



Mute

Info

Lights

Exit

Home

CONFERENCE ROOM NAME

11.28.2012 12:30 PM

Power

Media

# Media ▶ **Front Laptop**

Guide



Volume



Mute

Info

Lights

Exit

Connect laptop to VGA cable and audio cable at the front of the room

Home

CONFERENCE ROOM NAME

11.28.2012 12:30 PM

Power

Media

# Media ▶ TV

Guide

**Current Channel** 55 FOX NEWS Channel

Presets



Keypad



Menu



Mute

Info

Lights

**55\_**

Exit

**CRESTRON**

# PHILIPS RESPIRONICS training tool UI

**PROJECT:** design a training tool for the control device of a CPAP/BPAP sleep study machine with a target audience of health service workers and health practitioners

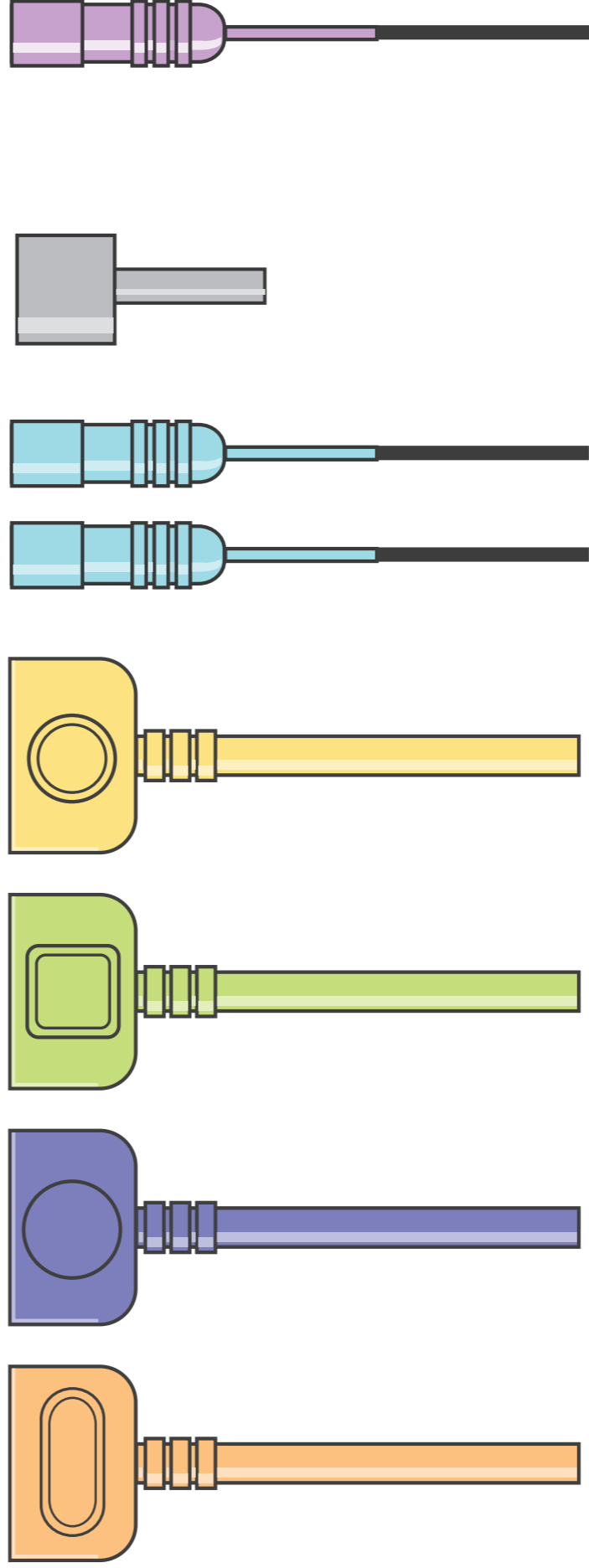
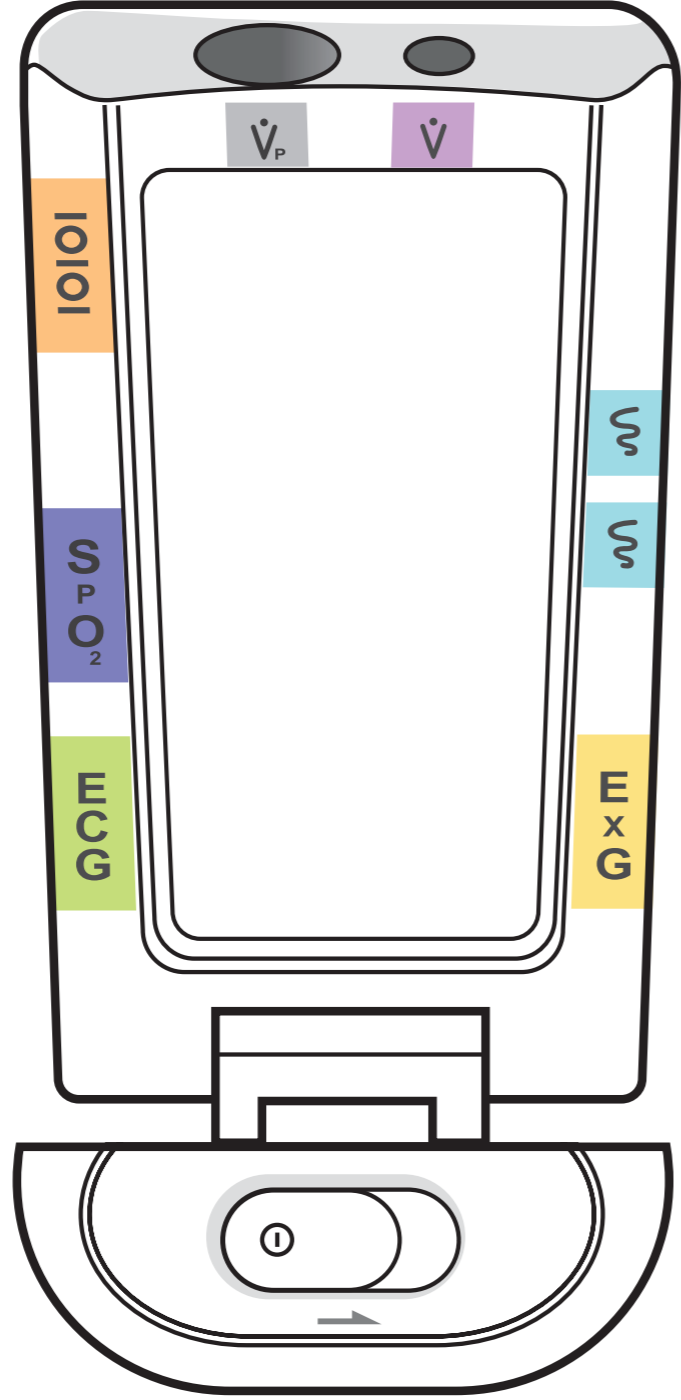
**CLIENT:** The logo for Philips Resironics, featuring the word "PHILIPS" in blue above a black swoosh, and the word "RESPIRONICS" in black below it.

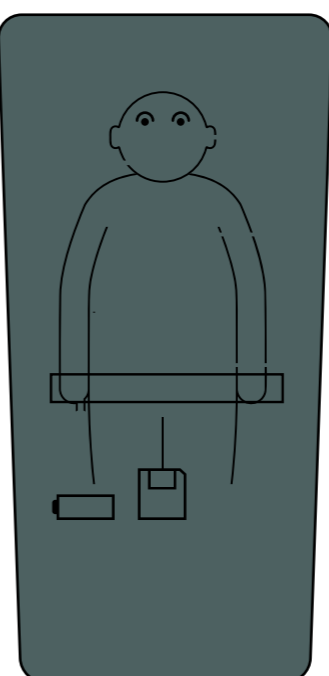
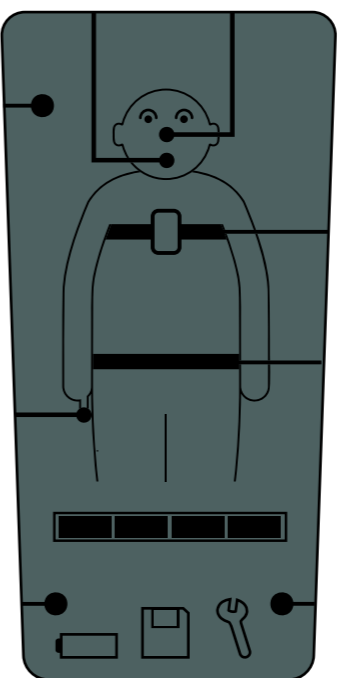
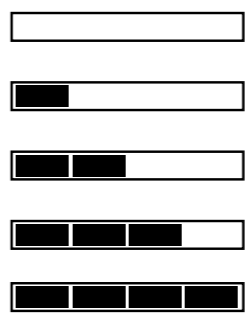
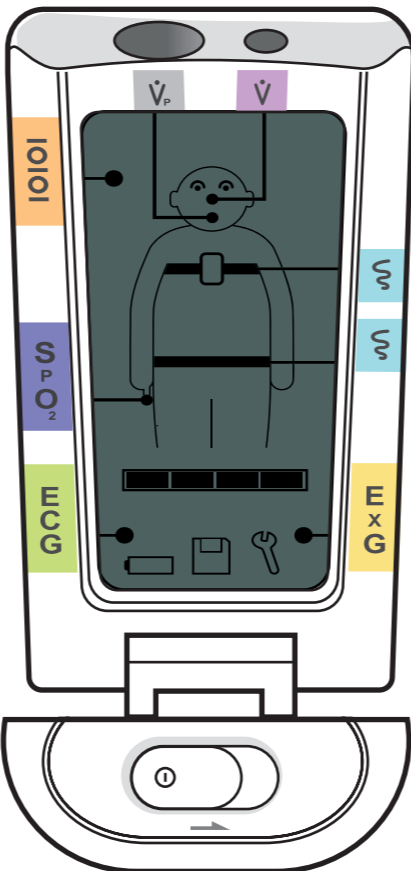
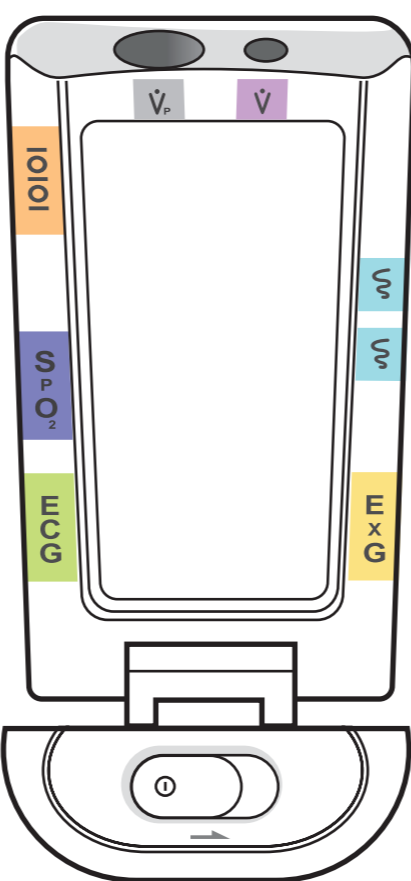
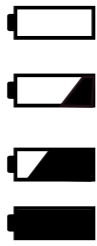
**ROLE:** design a training tool for the Alice PDx Diagnostic System, a tool that measures data and data quality in sleep studies; tool will run as a stand-alone application

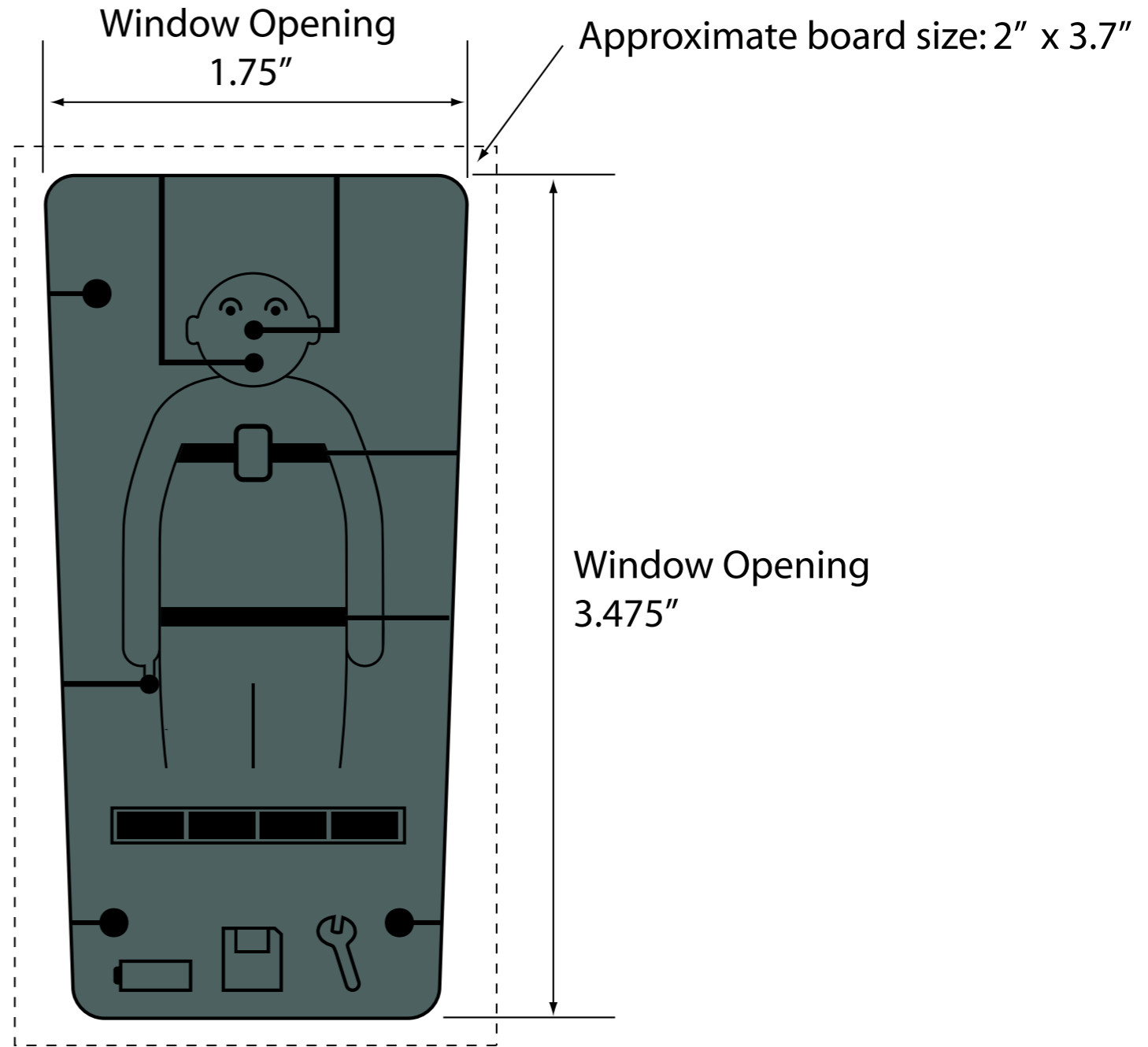
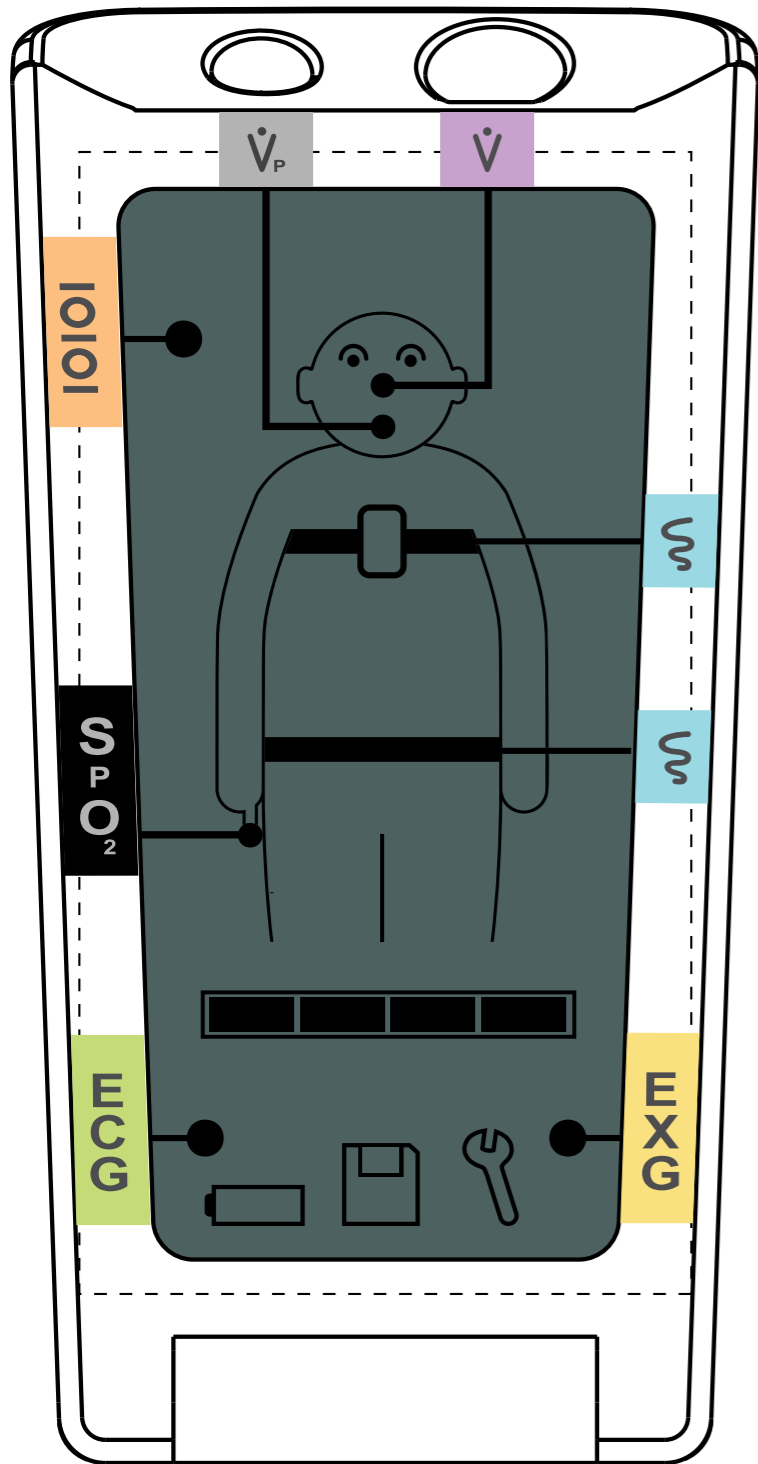
**CHALLENGE:** Training software must accurately portray procedures, and function as both a training and testing tool for the UI on the control device

**SLIDES:**









# SENSORY INTERACTIVE live SEGD event

**PROJECT:** design the step-by-step process from bringing participants at a high-profile SEGD event to pose for a still image and rapidly processing and deploying those images to a Times Square giant LED board

**CLIENT:**  **SENSORY  
INTERACTIVE**

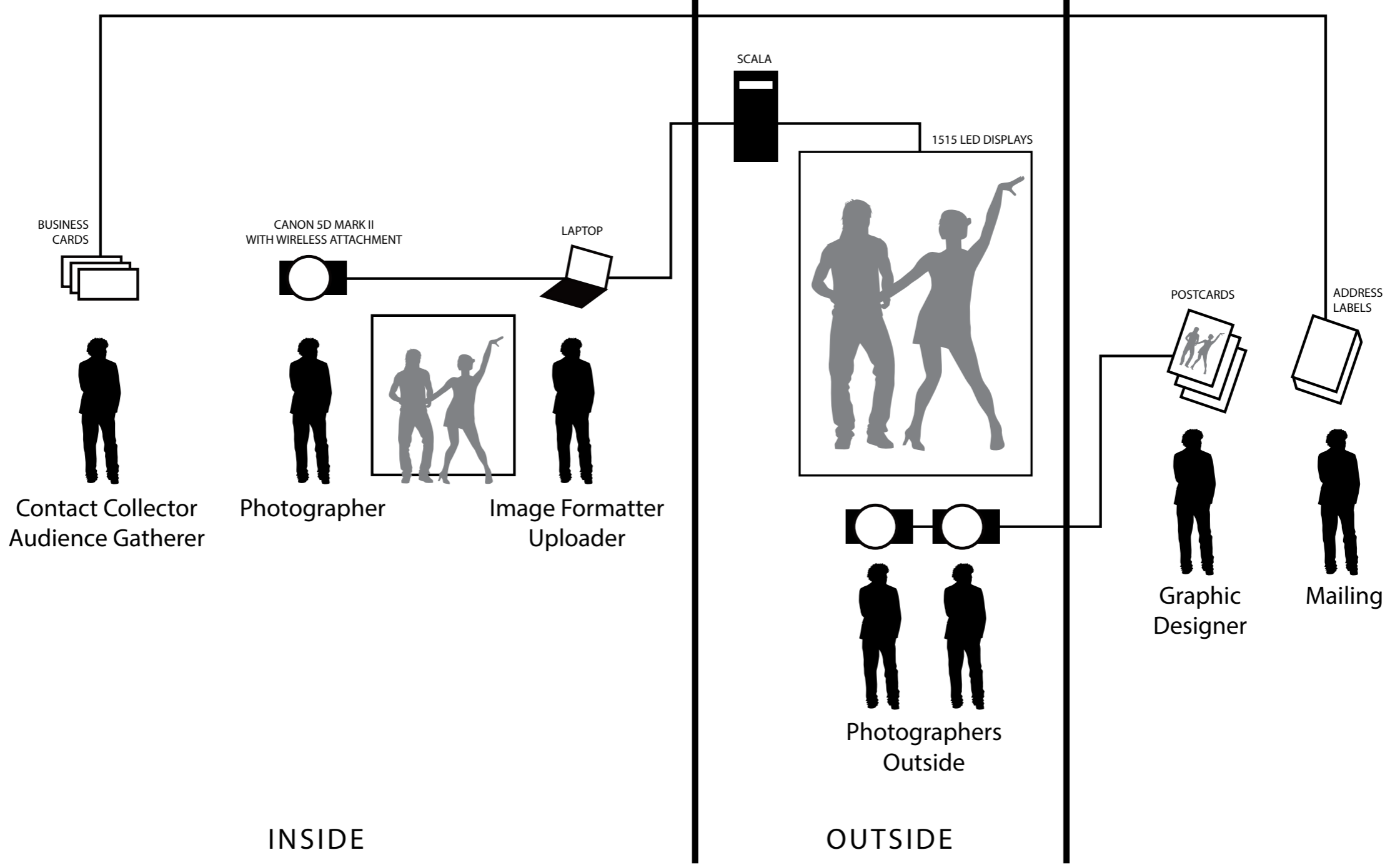
**ROLE:** technical specialist : image processing : content management and distribution. Plan the process, specify the hardware, site setup, image process, push image to board, schedule content for display... live.

**CHALLENGE:** Everything from live transfer of photos from camera to server, to getting a simple cable drop on the event floor.

**SLIDES:** 1

# DURING RECEPTION

# AFTER RECEPTION



# SENSORY INTERACTIVE virtual immersion room UI

**PROJECT:** design a conceptual UI for a pitch to create a virtual reality immersion room for SL Green

**CLIENT:**  **SENSORY  
INTERACTIVE**

**ROLE:** design the look and feel of a conceptual, high-profile virtual reality immersion room, with an emphasis on futuristic elements and real data display

**CHALLENGE:** The conceptual VR immersion room has screens from near-floor height to ceiling, creating a display too large for a user to view at once. Data should be indicated but not featured until called out in the UI.

**SLIDES:** 1 : see also, Projects Portfolio [video]

# 1515 BROADWAY



SELECTED BUILDING	
<b>1515 BROADWAY</b>	
SIZE:	2,056,442 SQ FEET
HEIGHT:	57 FLOORS
BUILT:	1972
LOCATION:	TIMES SQUARE

VITAL BUILDING DATA		
FLOOR DATA	SERVICES	LOCATION
FAÇADE	GLASS AND ALUMINUM CURTAIN WALL WITH LIMESTONE PANELS	
CONSTRUCTION	STEEL FRAMEWORK AND SPREAD FOOTINGS ON CONCRETE FOUNDATION COLUMN-FREE FLOOR PLATE	
CEILING HEIGHT	11' 8" SLAB-TO-SLAB HEIGHT	
FLOOR LOADS	100 LBS. PER SQ FOOT	
FLOOR 1	LOBBY - ACCESSED VIA ENTRANCES AT THE CORNERS OF 44th AND 49th STREETS AND BROADWAY	
FLOORS 2 - 7	28,700 - 59,000 SQ FEET	
FLOORS 8 - 10	25,123 - 32,000 SQ FEET	
FLOORS 11 - 33	32,300 - 33,300 SQ FEET	
FLOORS 34 - 53	33,799 - 34,979 SQ FEET	
FLOORS 54 - 57	MECHANICAL FLOORS	

### TELECOMM

VERIZON  
NEXTERA ONE

### ELECTRIC CAPACITY

6 WATTS PER SQ FOOT  
EXCLUDING  
BUILDING HVAC

### SECURITY

COORDINATED PROGRAM OF CONTROLLED ELECTRONIC ACCESS, ELECTRONIC SURVEILLANCE AND UNIFORMED SECURITY GUARDS ON A 24/7 BASIS. ELECTRONIC TURNSTILES, MESSENGER CENTER AND EXTENSIVE CCTV COVERAGE



### RESTROOMS

TWO RESTROOMS ON EACH FLOOR WITH ONE A.D.A. UNISEX RESTROOM ON EACH FLOOR

# SENSORY INTERACTIVE conceptual UI, stadium wall

**PROJECT:** design a conceptual UI for a pitch to create a digital interface wall at Patriot Place

**CLIENT:**  **SENSORY  
INTERACTIVE**

**ROLE:** design the look and feel of a conceptual, high-profile digital display that visitors would interact with when attending events at the stadium

**CHALLENGE:** The proposed video wall would be comprised of many individual display tiles with bevel edges, creating breaks when the user stands close - as they would to use it's touch-interactive surface.

**SLIDES:** 2





FANS

GAME

SCHEDULE

NEWS

TEAM

STATS

STADIUM



# Pro Bowl to be Played in Hawaii before Super Bowl XLV



The NFL announced on Tuesday that the 2011 Pro Bowl will be played a week before Super Bowl XLV and return to Aloha Stadium in Honolulu, Hawaii.



## NEWS



The 2011 Pro Bowl will be played a week before Super Bowl XLV and return to Aloha Stadium in Honolulu, Hawaii, the NFL announced Tuesday. The game will be televised live on Sunday, Jan. 30 on FOX at 7 p.m. ET. FOX will televise Super Bowl XLV a week later on Sunday, Feb. 6 from Cowboys Stadium in North Texas.

The decision to play the NFL's All-Star Game the week before the Super Bowl for the second consecutive year follows a significant increase in viewership for the 2010 Pro Bowl, the first Pro Bowl to precede the Super Bowl.

