

Qmotion®

Application Type: Education

Location: Columbia, South Carolina

Project Scope: Football Recruiting and Conference Room (Williams-Brice Stadium) and Baseball Media Room (Founders Park)

Designer: Elite Audio



CASE STUDY

PROFILE

The University of South Carolina (USC) is a public research university in Columbia, South Carolina. Founded in 1801, its main campus covers over 359 acres in downtown Columbia and offers more than 350 degree programs for over 49,000 bachelor's, master's, and doctoral students.

The University has received numerous accolades for its research, community engagement, and undergraduate and graduate programs from esteemed institutions such as the Carnegie Foundation, U.S. News & World Report, and Financial Times.

Athletics also play a vital part of USC culture. Student-athletes are champions both on the field and in the classroom. They compete in the tough Southeastern Conference, have earned multiple national championships, and maintain an impressive overall 3.28 GPA.

THE CHALLENGE

USC wanted custom, automated shade backdrops for both the Williams-Brice Stadium football recruiting and conference room and the Founders Park baseball media room. Each project came with its own specific demands. For the football space, overlooking historic Williams-Brice Stadium, the backdrops had to provide privacy and, during recruiting sessions, cover the conference room whiteboards. The Founders Park solution needed to provide a background for press conferences and interviews. Both projects had to be aesthetically appealing—incorporating the “USC feel”—while being functional and easy to use. They also had to fit effortlessly in very tight spaces when not in use.

THE SOLUTION

QMotion collaborated with USC and its A/V vendor, Elite Audio, to perfect the design and installation of the shades, integrating the shade controls with the audio-visual systems. Shades were custom-made for each space—from the step-and-repeat pattern of USC’s logo for the baseball team, to the inspirational image-and-text “Discipline” and “Effort” collages for the football room. Also, for the football recruiting/conference room, they overcame the challenge of designing the installation to fit in a pocket setting without any wiggle room. Precision measurements and meticulous manufacturing ensured the solution fit to perfection.

Both projects employed QMotion’s QIS hardwired shades to deliver robust and dependable control. These shades are ideal for commercial applications when power and reliability are of utmost importance. The hardwired motor controls integrated seamlessly with the A/V system, using standard Cat5e or Cat6 cables to connect to both the power and communication panels. Unique to QMotion, this design eliminates the additional expense of proprietary cabling or the difficulty of managing two separate cable installations. In addition to the custom QIS hardwired shades, QMotion deployed the Qlink automated shade solution in the football recruiting room. This system allows users to operate a bank of shades side-by-side with a single motor, ensuring energy efficiency and quiet, unified operation via simple remote control.

KEY BENEFITS

- Custom shading solutions to meet any project need
- Hardwired options for robust and dependable control
- Efficient installation
- Ability to integrate with AV system



VERTICAL MARKET

Education



QMotion® Customer Service

3400 Copter Road
Pensacola, FL 32514

877.849.6070

Qmotioninfo@qmotionshades.com

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