

IMPROVED COMMUNICATION AND COLLABORATION

# Urban Outfitters

## Urban Outfitters Breathes New Life into Corporate Campus with Q-SYS Platform

📍 Philadelphia, Pennsylvania

When [Urban Outfitters](#) moved into its new corporate campus, a complete redesign breathed new life into the 100+ year old shell of a dilapidated navy shipyard in Philadelphia. The facility boasts 350,000 ft<sup>2</sup> of space for its brands, including Free People and Anthropologie. The campus, which includes a number of common areas like the cafeteria, coffee shop, library, fitness center and outdoor courtyard, was in need of a more integrated and flexible networked audio, video and control (AV&C) system. [Q-SYS](#) was up to the task.



“Because Q-SYS offers audio, video and control in a single device, we reduced the number of interconnection points, which results in much less programming time.”

**David Schwartz**

President, Essential Communications

## Challenges

### Unified AV&C Solution

A corporate campus is a hub of activity, with various departments and teams working together towards a common goal. In such a setting, clear and effective communication is vital for smooth operations and optimal productivity. This is where networked audio, video and control plays a crucial role. It was crucial for the Urban Outfitters corporate campus to have technology in place that could enhance capabilities and overall experience. The AV upgrade was a collaboration between [DBS Audio](#), the provider of loudspeaker systems, and Essential Communications, the installer of the original control and processing system. David Schwartz, founder of [Essential Communications](#), sought a more tightly integrated AV&C solution.



HOME

MIXER 1

MIXER 2

VOLUMES

# URBN

## Solutions

### Reduced Programming Time

“By deploying a single processor, we greatly simplified the installation without sacrificing on features,” explained David Schwartz. “Because Q-SYS offers audio, video and control in a single device, we reduced the number of interconnection points, which results in much less programming time.” The previous control processor and DSP were replaced with just one [Q-SYS Core110f processor](#), which manages the AV&C processing for the entire installation. To further expedite the installation, they also deployed a Q-SYS NS-1124P network switch (now updated to [NS Series Gen 2 Network Switches](#)), pre-configured specifically to meet the performance requirements of Q-SYS systems. This represented enormous time-savings when installing Q-SYS on a local AV network.

### Smooth Operator

User control is provided via three [Q-SYS TSC Series Touch Screen Controllers](#), which allow for audio level and source select controls in each of the zones. Essential Communications took advantage of the [Q-SYS UCI Editor](#) to build simple-to-use UCIs for any user to control. The UCI Editor offers drag-and-drop programming, allowing the integrator to quickly build UCIs without the need to do any actual programming.

“What I love about Q-SYS is that it doesn’t make any sacrifices to provide a better experience for both the end-user and us, as the integrator,” Schwartz explained further. “The tools provided to the integrator simplify and expedite the installation process, while its feature set enables us to deliver the absolute best experience for our end-user.”



Q-SYS is a globally recognized manufacturer of audio, video and control (AV&C) solutions for huddle rooms to stadiums—and everything in between. Our systems make it easy for your team to design and integrate flexible, scalable solutions and deliver the native IT integration and standards-based technology your customers expect.

[qsys.com](http://qsys.com)

©2023 QSC, LLC all rights reserved. QSC, Q-SYS and the QSC logo are registered trademarks in the U.S. Patent and Trademark Office and other countries.

#### QSC, LLC

1675 MacArthur Blvd.  
Costa Mesa, CA 92626 USA

**Phone** 1.714.957.7100

**Fax** 1.714.754.6174

**Toll Free** 1.800.854.4079

**Outside the U.S.** 1.714.754.6175