



# Creative Executive Offices

THE VARIABLE | Winston-Salem, NC

## THE CHALLENGE

The Variable was ready for a change. Success and rapid growth had forced the strategic marketing firm into several costly moves out of office spaces they had outgrown before their lease was up. The newly renovated Bailey South building in downtown Winston-Salem gave them the opportunity to design the office they needed and wanted. They were looking for a partner who could help them realize their dream of a future-proof, technologically integrated, sleek, and creative-oriented space — all while staying on budget and on an accelerated timeline. They wanted an office as dynamic and capable as they are. That's where KONTEK stepped in.

## OUR SOLUTION

KONTEK is no stranger to high-expectation clients. We helped The Variable navigate their budget and time constraints to deliver an office they could feel was uniquely theirs. When compromise was required, we made sure it was the right choice to make — and when nothing but the best would do, we brought their dream to life through expert engineering and integration. The Variable is now well-positioned to tackle the future, whether that is in-house with expanded capacity or with a hybrid solution allowing collaboration with clients (and employees!) from all over the country and the world.

KONTEK understood what we were trying to accomplish. We knew issues were going to arise, but we also knew we had a partner who would work with us to resolve them. That's pretty damn important.

— Keith Vest  
Founder & Chairman, The Variable

## HIGHLIGHTS

- **Centerpiece stadium theater** spanning two floors, ready to host the next all-hands meeting or pitch contest or virtual brainstorming session. Equipped with a HD high-brightness projector and a large ambient-light-rejecting screen, along with an 82" display and a 43" confidence monitor.
- **Flagship conference room**, driven by an Extron NAV AV-over-IP solution and a Biamp Tesira system with Parlé AVB microphones for video conferencing, supported by much-needed room scheduling touch panels.
- **Precisely zoned and commissioned sound system** creating flexibility across the organization for playing music in one, a few, or all zones in the system. Similarly, the system can send one room's signals to any other across the entire office.
- With **global command and control**, this system is infinitely scalable, the ultimate in flexibility, and ready to meet any of The Variable's AV needs, now and in the future.
- **Abundant meeting rooms and huddle spaces** with turnkey, elegant solutions providing for virtual collaboration and in-house presentations.