



ViewSonic  | Case Study

TECH IN CUBE CREATES A FUTURE-READY WORKSPACE WITH END-TO-END DIGITAL COLLABORATION SOLUTIONS



"This project demonstrates that ViewSonic is not simply a display manufacturer. It delivers an end-to-end partnership approach covering consultancy, design, product selection, video conferencing solutions, installation, and after-sales support."



Tech in Cube

Location

Dijitalpark Technopark Inc., Ataşehir

Interviewed

İbrahim Gedikoğlu - Managing Partner

Industry

Co-Working / Technology /
Corporate Workspace

Challenge

1. Different usage scenarios for meetings, training, seminars, and shared work
2. Need for complete video conferencing setups suited to different room types
3. Requirement for manageable, standardized, sustainable, and future-ready infrastructure

Background

Tech in Cube set out to create a professional display and collaboration infrastructure for its 3,500 m² next-generation co-working space within Dijitalpark Technopark Inc., establishing a sustainable technology environment that enhances user experience and supports future expansion. Implemented in collaboration with ViewSonic and Etkin Proje, the project deployed display, video conferencing, and wireless presentation solutions across 12 areas under a unified project architecture.

Challenge

Tech in Cube needed to support a wide range of activities, including meetings, training sessions, seminars, shared work sessions, and corporate events. A single technology configuration would not have been sufficient to address these different requirements, making it necessary to plan each space according to its capacity, intended use, and user profile. This approach ensured an efficient meeting experience for both in-room and remote participants.

Another key requirement was to establish a manageable, standardized, and sustainable technology infrastructure that could support both current operations and future expansion. To simplify deployment and ongoing management, consultancy, product selection, installation, commissioning, and after-sales support were delivered through a single, centrally coordinated project approach.



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Solution

1. Scenario-based solution architecture developed for 12 different areas
2. Interactive displays, LED, video conferencing, and wireless presentation infrastructure
3. Centralized end-to-end project management from consultancy through installation

Result

1. Integrated professional display and meeting infrastructure across 3,500 m²
2. Scenario-based planning for 12 rooms and functional areas
3. Standardized, scalable infrastructure managed through a single point of contact



IFP6534



IFP7550



IFP8652-1B



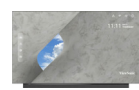
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TRS10



UMB202



LDM163-182



CDE4330



IFP105UW



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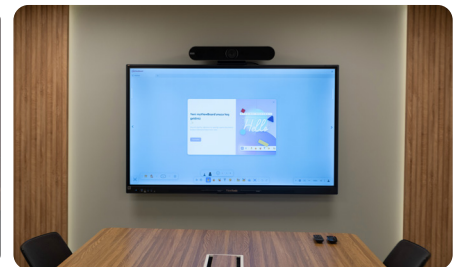


WPD-900

Solution

The project began with a detailed needs analysis and solution architecture process. The purpose, capacity, user profile, and future expansion plans of each area were evaluated individually to define the appropriate display sizes, interactive capabilities, video conferencing systems, and wireless presentation solutions. The customer then validated these solutions at the ViewSonic showroom by experiencing different display, camera, audio, and collaboration technologies in real-world usage scenarios before the final configuration was selected.

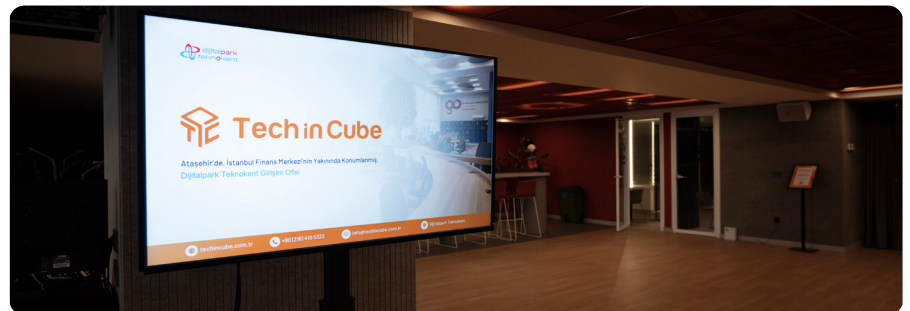
Based on this approach, tailored solutions were deployed across the meeting rooms, amphitheater, seminar area, training room, lounge, and foyer using ViewBoard interactive displays, an All-in-One LED display, commercial displays, video conferencing systems, and wireless presentation technologies. Every stage, from needs analysis and system design to installation, commissioning, and after-sales support, was delivered through a single end-to-end project approach, resulting in an integrated, centrally manageable, and scalable technology infrastructure.



Result

The project delivered a professionally planned display and meeting infrastructure for Tech in Cube's 3,500 m² next-generation co-working environment. Solutions for the meeting rooms, amphitheater and seminar area, training room, lounge, and foyer were tailored to the purpose and capacity of each space. Scenario-based planning across 12 areas ensured that the technology infrastructure met the requirements of different user groups while providing a consistent user experience. This approach also improved flexibility across different meeting and collaboration scenarios.

A standardized and scalable technology approach simplified daily operation and supported future expansion. By integrating displays, video conferencing systems, and wireless presentation solutions under a unified infrastructure, the project created a centrally manageable digital workspace that supports meetings, training, seminars, shared work, and corporate communication. The end-to-end project approach also streamlined deployment and long-term management, providing a sustainable foundation for future growth.



Watch Video



Founded in California, ViewSonic is a leading global provider of visual solutions and conducts business in over 100 countries worldwide. As an innovator and visionary, ViewSonic is committed to providing comprehensive hardware and software solutions that include monitors, projectors, pen displays, commercial displays, All-in-One LED displays, ViewBoard interactive displays, and myViewBoard software ecosystem. With over 35 years of expertise in visual displays, ViewSonic has established a strong position for delivering innovative and reliable solutions for education, enterprise, consumer, and professional markets and helping customers "See the Difference." To find out more about ViewSonic, please visit www.viewsonic.com.