



## Case Study

# Switchyards Downtown Club

Incorporating, high-tech digital displays into an innovative business

## Overview

Startup hubs are beginning to emerge in the Atlanta area and they are focused on making local startup companies become as successful as possible. Incorporating the latest technology into these hubs was crucial for businesses to vet out ideas and brainstorm in a collaborative setting. The Switchyards decided to integrate the Samsung Flip as a state-of-the-art digital display that will facilitate collaborative and serendipitous interaction with one another.

### **About Switchyards Downtown Club**

*Built in 1928, Switchyards Downtown Club (SDC) is a members-only gathering place designed exclusively to create beautiful startups for consumers. There is not a better place in Atlanta to build, accelerate and grow consumer and design-focused companies. The building is 19,000 square feet and includes an espresso bar, 250-seat Theater, 12 conference rooms and one ping-pong table. It is the first of its kind in Atlanta.*

## Technology Highlights

- Easy activation function that ensures punctual commencement of meetings
- Easy and unlimited connectivity that doesn't require extra effort for users to connect to their own devices for screen mirroring
- UHD picture quality that delivers precise and clear images and content
- Innovative touch-screen for true-to-life writing experiences
- Prompt sharing and saving function that assists attendees during and or after the meeting
- Centralized storage capacity for meetings through use of Tizen 3.0 technology

## Customer Needs

The Switchyards needed to create a collaborative meeting space for start-up companies to meet, create, envision and build business plans from the ground up. Although this location had meeting rooms, a coffee shop, theater space and a play area, Switchyards also needed to give entrepreneurs easy access to technology and digital devices. As these start-up companies do not have access to the latest equipment, Switchyards brought in the tools needed for businesses to meet collectively and bring their ideas to fruition.

## Solution

### Activating and Presenting on the Flip

Walking up to the Flip automatically turns on the display with the built-in sensors that detect when someone approaches. The feature truly brought out the “cool” factor at the Switchyard during users first interaction with the device. Not only does the Flip turn on when approached, it can also become active when the pen touches the screen to begin writing. Once on, the Flip displays vibrant and realistic images that are ideal for start-ups as they are trying to bring their ideas to life. With true-to-life imagery and content, users can quickly decide on ideas and rule others out based on the remarkable colors and resolution of the Flip.

**Pulling People out of their Comfort Zone** When working in a collaborative setting, it is hard to get people to comfortably interact with one another in brainstorming sessions. The Samsung Flip has been a tool that businesses at the Switchyard have found brings people out of their comfort zone and become more interactive, sharing ideas. Not only is the Flip fun to use but also pushes meeting participants to further their imagination to explore never before thought of ideas.

### Develop and Design Freely

As the Samsung's Flip was introduced to the Switchyard, users were immediately able to incorporate the display into their meetings. With its intuitive navigation features and innovative touch display, meetings were instantly more imaginative, as users were able to create content for everyone to view. Writing on the Flip is easy with its true pen-to-paper feel and an assortment of colors, styles and font sizes. Users can create a unique project plan that is tailored to their own thoughts while up to three additional team members can add their own ideas simultaneously.

### Mobile and Versatile Connection

The Switchyards has many different meeting spaces throughout the building for businesses to meet. Having a digital display in each conference room can become expensive so Samsung's Flip became the perfect solution to incorporate into this startup hub. Moving the Flip is easy, as it was mounted to a wheel-based stand for its office. Users are also able to connect and share content on the Flip easily with either a PC, tablet, phone or USB drive and then connect to the Flip with an HDMI, USB port, screen mirroring or through the network drive.



### Protecting Project Information

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## Result

The Switchyard has become a coveted space for start-up companies to work and create ideas. Not only do the meeting rooms, coffee shop and theater encourage creativity but it also fosters innovation and business success. The Flip was just one more addition to the hub that allowed start-ups to continue to share and learn from one another, as they are trying to achieve their dreams.

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### SMART Signage

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