

Fahrenheit 212 Catalyzes Client Growth with HD Visual Communications from Panasonic.

The Challenge

Fahrenheit 212 is an innovation consultancy located in New York City. They work with many of the world's most recognizable brands, creating innovation strategies that lead to the development and commercialization of profitable new products and businesses. Successful execution of their business model requires in-depth and ongoing collaboration with clients—insights and innovation strategy sessions, pitch meetings and presentations using digital content and product models. However, Fahrenheit 212's global client base makes the frequent, in-person meetings so critical to their success an expensive and time-consuming proposition.



Fahrenheit 212 thought a videoconferencing solution might be one way to solve this problem and a few years back purchased a system from a company with an established presence in the market. While serviceable, that solution proved not quite up to par. Connecting with other parties meant multiple, tedious tests prior to meet-

ings along with a complex configuration of cables and adaptors. Once live meetings were finally underway, Fahrenheit 212 found it difficult, if not impossible, to enrich them with supporting media such as content from a laptop. Further, the stationary, standard-definition camera was restricting and didn't convey a feeling of personal connection among the participants—a critical element in Fahrenheit 212's proven collaboration strategy.

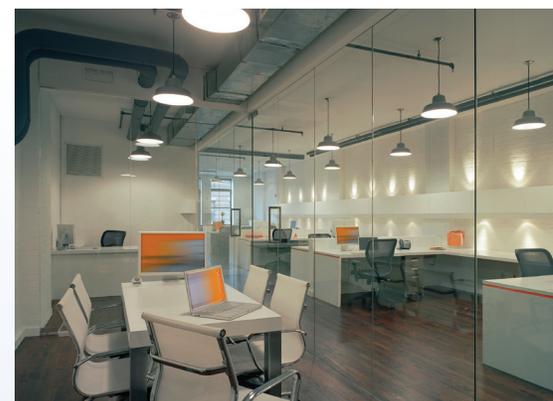
The Solution

A Panasonic HD Visual Communications System completely changed the way Fahrenheit 212 leveraged video conferencing technology. "As I was taking the Panasonic demo system out of the box, I thought to myself, 'hmmm ... this is certainly different,'" said Jose Cruz, IT Operations Director. "First of all, it came with an HD pan/tilt/zoom camera which I hadn't expected and also a second, HD sub camera that you could hold and move around. The connections were simple and intuitive and I could picture how everything fit together before we actually set it up. What also surprised me was the help I got from Panasonic. I was able to speak directly with a Panasonic engineer which was pretty impressive," said Cruz. "Other companies would hand me over to various third parties depending on the component in question which is a hassle. With Panasonic, I had access to

Fahrenheit212

Customer Information

Fahrenheit 212 is a leading innovation consultancy that catalyzes top-line growth through the creation and commercialization of new products, services, brands and businesses. Founded in 2005, Fahrenheit 212 has differentiated itself in the marketplace through its focus on breakthrough, transformational ideas and a results-oriented business model. The consultancy has worked with Fortune 500 companies across the globe, including consumer brands such as Coca-Cola, Best Buy, Campbell's, Hershey, Nestlé, Nutrisystem, General Mills and Adidas.



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– Jose Cruz, IT Operations Director



an expert that could answer questions about any part of the system.” But it was in the testing phase that the Panasonic system truly shone. Cruz continues. “First of all, the clarity was unbelievable. During the test, we used the camera to read a book from thirty feet across the conference room. That’s how clear it was.” Cruz also tested other systems from competing manufacturers. “I have to say, I was surprised by how lopsided the test results were in Panasonic’s favor,” said Cruz. “The Panasonic system is elegant in its simplicity. The engineering choices they made were spot on. They had to address cross platform capability and they’ve done that extremely well. The video and audio are sent over a single connection and I love to way you can switch to the sub camera or to content on a laptop with a single remote click. Second, the Panasonic system offered more features but cost far less than the other systems we tested. This solution raises the bar to a point where their competitors are going to have to rethink the way they’ve been doing things.”

The Impact

The Panasonic HD Visual Communications System has begun to unshackle Fahrenheit 212 executives from expensive and time consuming travel but without sacrificing the kind of robust, interpersonal collaboration on which their business depends. “We have clients on both coasts as well as in Europe and Asia and it costs a fortune these days to fly a team out to meet in person, not to mention it lowers productivity by taking them out the office.” said Cruz. Now, Fahrenheit 212 executives routinely conference with clients in HD all over the world. “They’re amazed by the clarity and how they can pick up the nuances of facial expression and body language—crucial subtleties that are lost in the two-dimensional realm. We’re still able to achieve that level of communication but without leaving the office.”

A Success Story

“Our team is thrilled with the system,” said Cruz. We’re opening a new office in the U.K. and are already looking at installing another one there. The versatility of the Panasonic system is what’s so empowering because it lets us offer our clients options. We can host a multi-party conference; we can push a video presentation; we can give them an up-close, multi-dimensional look at intricate models with the sub camera. When you have the tools to give your customers these kinds of choices, you present yourself as a powerful player and show them you’re really on top of your game.”