



ARCHITECTS AND DESIGNERS MUST INCLUDE TECHNOLOGY IN EARLY PLANNING STAGES TO MAXIMIZE MODERN CAPABILITIES

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In just the last two decades, the use of internet connected devices, smart appliances and digital displays has become ubiquitous in nearly all indoor environments, including skyscrapers, transit hubs, stores, hotels, restaurants, hospitals and stadiums. While architecture clients increasingly want to create experiences for guests using digital signage such as indoor LED video walls, outdoor LED Signage, or touchscreen information displays, many architecture and design firms still view integrated building technologies as add-ons to consider later, rather than a core foundational system like HVAC, electrical and plumbing.

This traditional design process is familiar and comfortable, but in order to maximize the capabilities, cost-effectiveness, visual appeal and overall value of modern internet-connected buildings, it's important to consider a project's technology backbone early in the design process.

A client who wants to incorporate experiential design and energy-consciousness into their building or space will be best served by architects and designers who are knowledgeable about current and upcoming technologies, and the power, data and physical infrastructure required for optimal performance and impact.

If they want a large interactive touchscreen, for instance, the space needs to be designed to strategically incorporate the display with the proper electrical and data infrastructure, in addition to accommodating the expected audience, whether socially distanced or not. If these factors aren't considered early, a firm could end up being forced

to use a less-than-ideal technology or cause costly late-stage design revisions to "correct" a problem that could have been avoided at the outset.

Architects are increasingly realizing the importance of early collaboration. According to Will Wright of the American Institute of Architects Los Angeles Chapter, it's important to integrate architecture and technology at the very beginning of the design process for multiple reasons. "The technology itself," he says, "may lend greater flexibility to what's achievable with design performance and impact. It will help inform what is feasible and effective and will elevate a human-centered approach to the program."

CONSULT WITH AN EXPERT

Part of the need for knowledgeable teams stems from the vast selection of products available, each with unique requirements and benefits. A client who wants a large video display in its lobby might not know the specific costs, capabilities, space requirements, or maintenance procedures for paneled video walls or direct view LED screens, so it's vital that someone sitting in early meetings can answer questions and provide realistic recommendations to achieve all of the desired goals.

Firms can tap into the technology zeitgeist by tasking internal teams to learn more about the current products available or by including a third-party contractor in planning sessions. Some major global technology manufacturers like LG provide building industry professionals with training and literature to



help explain products' functions and installation requirements. They enable cost-benefit analyses and even preview upcoming product timelines that ensure clients have access to the latest and greatest technologies for multi-year building projects.

“ EARLY INTEGRATION FACILITATES A MULTI-DISCIPLINARY APPROACH, WHICH IN TURN WILL OPTIMIZE RESULTS BY INCLUDING A DIVERSE SET OF STAKEHOLDERS TO CONTRIBUTE TO THE DESIGN PROCESS, ”

says Wright.

CHOOSE THE RIGHT TECHNOLOGY PARTNER

Another simple way for firms to integrate technology knowledge into their process is to work with a leading manufacturer like LG that provides BIM-compatible product data to fit in an existing workflow alongside other core building infrastructure. Partners can browse and integrate a wide range of technologies, from smart TVs to video walls and commercial air conditioners to solar panels, without ever leaving their design program. This allows virtually instant comparisons of costs and space requirements, reducing research time and simplifying product selection.

In most technology installations, major advantages can be gained through connectivity and automation, which both require significant forethought. Integrators can now organize digital signage systems to offer consolidated control of content management and powering displays on and off, but only if the right

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displays and wiring are used. For oversized displays that are heavy or power-hungry, proper physical and electrical infrastructure is crucial.

CREATE DIGITAL EXPERIENCES

As the drive for energy efficiency certifications such as LEED coincides with businesses' desire to deliver a "wow factor" through digital experiences, it's up to

architects and designers to stay on top of the latest options from leading technology and equipment manufacturers. There is an ideal technology solution





for every room and every need, and we work directly with building industry professionals to help them integrate the best possible designs and capabilities for each unique project.

The popularity of digital displays, interactive experiences and internet-connected devices of all kinds is

poised to continue growing exponentially as more manufacturers find ways to improve the functionality of their products. Whether large or small, architecture and design firms planning for long term success and growth can provide better service to clients through greater understanding of current high-tech products and the benefits they offer.



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