Q-SYS
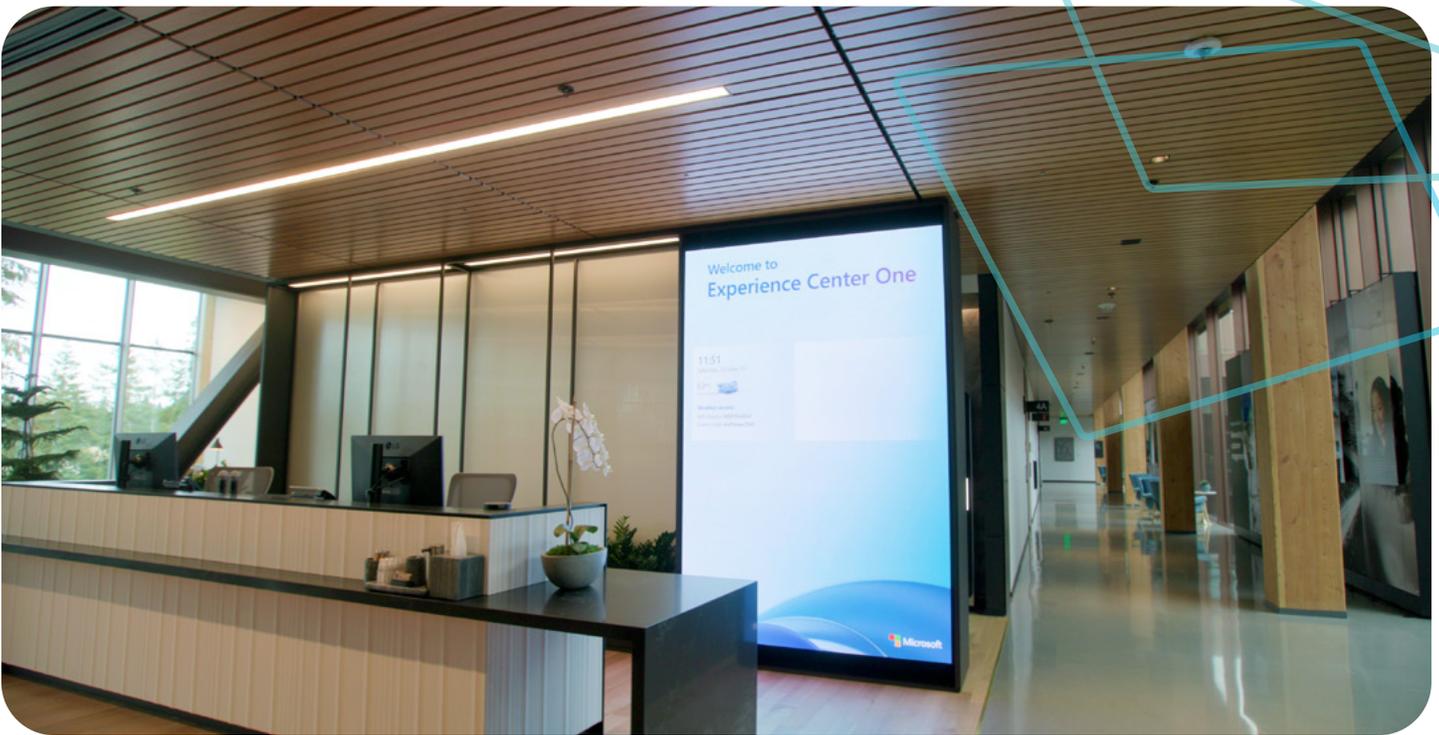
CASE STUDY

Microsoft Experience Center One (EC1)

ADDITIONAL FORMATS

Online | Video

JUMP TO

Overview
Challenges
Solutions

70+
enabled spaces

1500+
points of failure removed

7
consolidated systems

1
platform

Q-SYS

Microsoft Experience Center One (EC1)

Microsoft

CUSTOMER NAME
Microsoft

LOCATION
Redmond, WA

INDUSTRY
Corporate

Delivering the Q-SYS Full Stack AV Platform for Microsoft Experience Center One

Microsoft's Experience Center One (EC1) in Redmond, Washington, stands as a flagship destination for organizations exploring the real-world applications of AI, data, and next-generation collaboration technologies. Designed as a hybrid briefing center, technology showcase, and executive engagement hub, EC1 offers immersive journeys into how AI and digital transformation reshape entire industries.

Challenges

As Microsoft planned EC1, the team needed a technology architecture capable of:

Supporting the Center's storytelling mission, where AI-driven demos integrate live data, media, interactivity, and real-time collaboration.

Centralizing control and monitoring for the entire showcase.

Adapting as exhibits and engagement programs evolve.

Delivering reliable, flexible AV across many distinct spaces.

"Our goal was to design a future-proof building that would allow a comprehensive set of emerging technologies to be infused as we move forward," said Dave Buscarino, Director, Design Infrastructure and Technology, Microsoft. "Every touchpoint, from lobby music and hallway background sound to digital signage, self-discovery moments, and the immersive tunnel, was infused with Q-SYS technology."

Together with Q-SYS, Microsoft delivers these experiences using a centralized, software-defined AV platform that unifies audio, video distribution, control, monitoring, and room automation across EC1 so every space, from theaters to demo labs to executive meeting rooms, operates with flawless consistency, intelligence, and scalability.

> **Q-SYS allowed us to take a look at the art of the possible within the AV realm. Taking what was historically a fixed design, we built a unified, centrally managed AV-over-IP architecture connecting more than 1,200+ endpoints, all orchestrated through Q-SYS.**
>
> **Dave Buscarino,**
> Director, Design Infrastructure and Technology, Microsoft

Solutions

UNIFIED AV FOUNDATION

Complementing Microsoft's platform, Q-SYS delivered its Full Stack AV Platform. "Any large-scale deployment like EC1 needs the flexibility to put AV wherever collaboration happens," said Vic Bhagat, Senior Director of Alliances at Q-SYS. Instead of relying on racks of single-purpose AV boxes, EC1 adopted a network-first approach, consolidating seven subsystems into a single software-based Q-SYS Platform that unifies audio, video, and control across more than 1,200 endpoints. This removed **1,500+ potential points of failure**, simplified lifecycle management, and made it easy to scale as exhibits and programs evolve.

SIMPLIFIED USER CONTROL

In EC1's high-impact spaces, Q-SYS provides a unified layer of room control that goes beyond audio and video. Lighting, shades, environmental settings, and source selection are all managed through Q-SYS UCI, giving presenters a single, intuitive touchscreen to shape the space around each engagement. "High-performance workplaces and, in particular, high-impact spaces require a different level of room control. You want the ability for users in the space to customize their environment," Bhagat noted.

FULL STACK DELIVERY

With the opening date fixed and only three weeks left to complete roughly three months of AV commissioning work, Microsoft needed a faster path that would still deliver the full system vision. "We were informed that the project was running behind, and we suddenly had roughly three weeks to deliver about three months' worth of work," Buscarino explained. "We relied heavily on Q-SYS Professional Services not only to help us design but also implement and commission our systems. They really truncated the timeline to get us across the finish line."

Using the Q-SYS Full Stack AV Platform, the team built a software-based AV system that could be quickly configured, expanded, and updated. Q-SYS Reflect enabled remote access, allowing teams to troubleshoot, deploy updates, and commission systems from anywhere. By pre-configuring the Q-SYS Core processor, control interfaces, and monitoring templates off-site and leveraging Q-SYS Reflect for remote commissioning and validation, the team compressed what is typically a 12-week AV deployment into three weeks.

Integrated touch interfaces allow presenters to adjust lighting, shades, and environmental settings without leaving the flow of the meeting.

Q-SYS CONTROL

Q-SYS Control
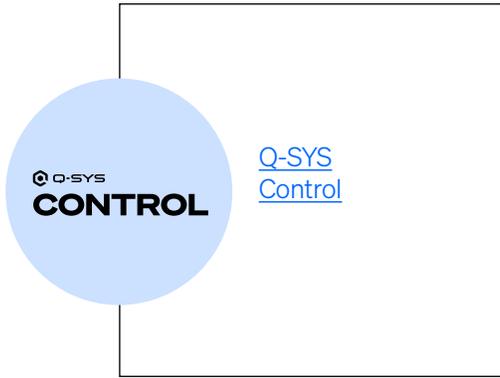
Solutions

THE ART OF THE POSSIBLE

"Q-SYS allowed us to take a look at the art of the possible within the AV realm," said Buscarino. "Taking what was historically a fixed design and thinking outside of the box, we built a unified, centrally managed AV-over-IP architecture connecting more than 1,200+ endpoints, all orchestrated through a single Q-SYS system."

One example: the **immersive tunnel** whose motion-reactive visuals and locally recorded soundscapes shift with a live weather feed, delivering a calming "moment of Zen" as visitors transition from high-intensity demos.

"What seemed simply unbelievable now becomes unbelievably simple. That is what we are collaborating with Q-SYS to realize," added General Manager for Microsoft Teams Partner Engineering, Albert Kooiman.
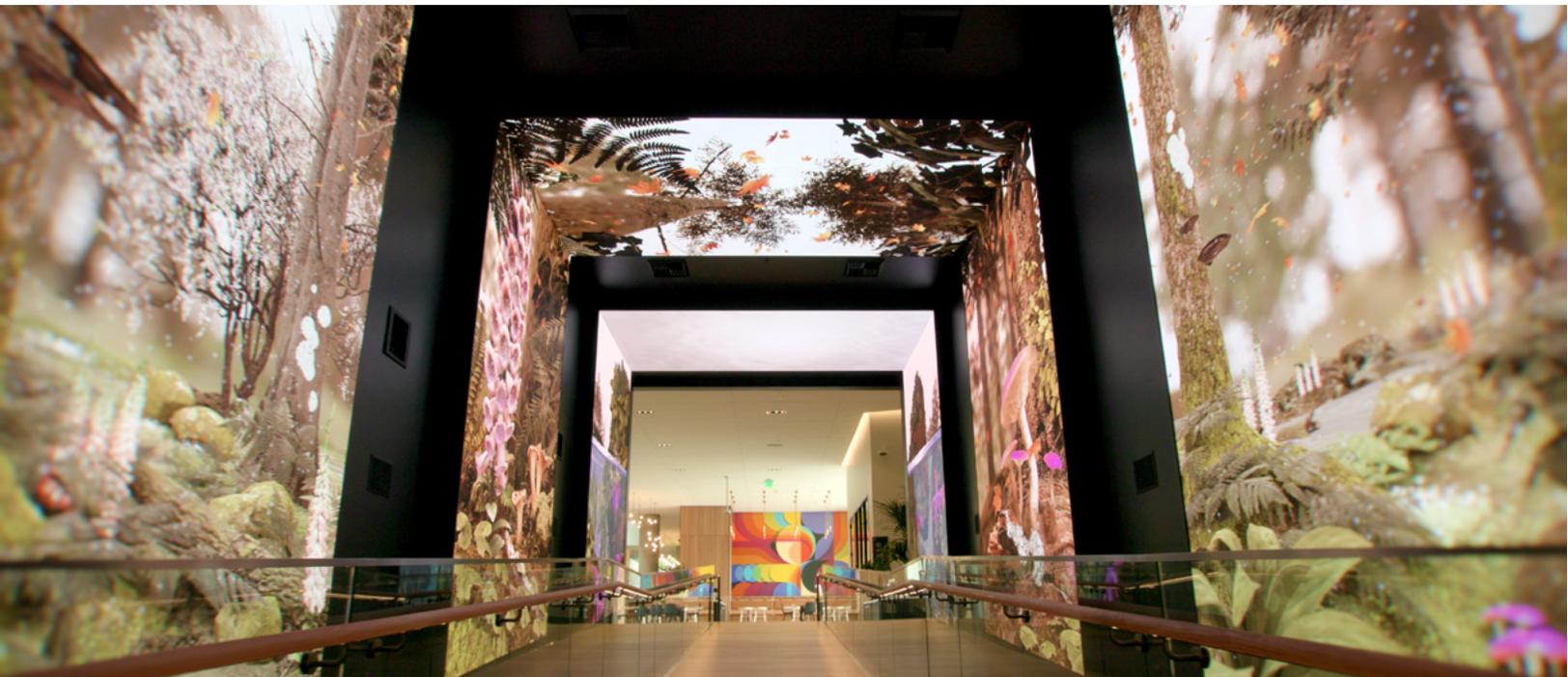
UNIFIED TEAMS EXPERIENCE

Microsoft standardized on Teams Rooms across 24 engagement spaces, including divisible multipurpose rooms and a range of briefing suites, all monitored in the Teams Rooms Pro Management Portal. Q-SYS audio, video, and control components that are certified for Teams Rooms provide a common AV foundation, enabling the Microsoft experience to scale from the large three-way divisible multipurpose space to smaller briefing environments while supporting the specific requirements of each room.

Solutions

FUTURE READY ARCHITECTURE

Because Q-SYS is software-based, EC1 can adopt new AI, collaboration, and AV capabilities without needing to replace hardware, which is important for a facility showcasing fast-evolving AI technologies.

Microsoft EC1 represents the future of enterprise engagement: immersive, data-rich, AI-driven, and highly interactive. Q-SYS ensures these experiences operate with precision, reliability, and scalability, supporting Microsoft's mission to help organizations accelerate AI transformation. As global leaders walk through EC1, the very infrastructure powering their journey exemplifies the modern, software-defined, AI-integrated enterprise they aspire to build.

AI-ENABLED COLLABORATION

Beyond meetings, Albert Kooiman emphasized: "Collaboration now happens everywhere, not just in traditional conference rooms. That is what we are working on together with Q-SYS. The networked AV environment is bringing incredible flexibility to spaces here in this building, because you can now start collaborating from any place, and there is opportunity to capture that data for AI, enabling summaries, transcriptions, and even the follow-up action items."

![Q-SYS logo] Q·SYS

Q-SYS is a globally recognized manufacturer of audio, video and control (AV&C) solutions for huddle rooms to stadiums–and everything in between. Our systems make it easy for your team to design and integrate flexible, scalable solutions and deliver the native IT integration and standards-based technology your customers expect.

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