

CASE STUDY

MSI Surfaces



ADDITIONAL FORMATS

[Video](#)

JUMP TO

[Overview](#)
[Challenges](#)
[Solutions](#)

1

Core runs the entire venue

EXPERIENCE CENTER DELIVERS GREATER COLLABORATION

MSI Surfaces



MSI

CUSTOMER NAME

MSI Surfaces

LOCATION

Orange, CA

INTEGRATOR

[IMT](#)
(Innovative Media Technologies)

INDUSTRY

Corporate

Experience Center Delivers Greater Collaboration

[MSI Surfaces](#) is a leading North American importer and distributor of flooring, countertops, tile, and hardscaping products. Their new Experience Center in Orange, California, brings those materials to life in realistic environments designed for in-person and hybrid training, customer demonstrations, and internal events.

The multi-zone space includes a divisible training room for up to 80 people, a lobby and lounge, a conference/dining room, a patio, and even a bowling alley, all of which needed to function as a single, coherent AV environment. By standardizing on [Q-SYS](#), MSI created a flexible, software-driven infrastructure that supports everything from hands-on product training to all-hands meetings.

Challenges

FROM IMPROVISED HYBRIDS TO GLOBAL TRAINING

Before the new build, MSI ran “hybrid” training with basic consumer products. “We would get webcams and set them up on a tripod in a room, run it to a laptop, and make that laptop an additional attendee in a Teams meeting,” said Christopher Courneen, Global HR Leader of MSI Surfaces. As those sessions grew into global product and leadership trainings, that approach couldn’t keep up.

The Experience Center stitches together very different environments, each with its own acoustic profile and use cases. MSI needed background music, live speech, hybrid audio and video, and building-wide event modes to work reliably across all of them, while still allowing spaces to be split or combined at will.



“ Q-SYS is effectively running everything at the Experience Center. To most people, it’s just a beautiful, easy space, but what they don’t see is the magic behind the technology. ”

Christopher Courneen
Global HR Leader, MSI Surfaces

Solutions

ROOM COMBINING AND EVENT MODES

The primary training room can operate as one large 80-person space or be divided into two independent rooms. IMT used [Q-SYS Designer](#) control logic and scripting to associate a single button on the user interface with multiple actions, so staff simply choose combined or separate and whether they want a local presentation or a [Microsoft Teams](#) meeting profile.

In Combined Mode, all training room loudspeakers and cameras operate as one system, with presets covering multiple podium positions despite structural columns. In Separate Mode, each side gets isolated audio, its own camera angles, and independent content routing, while the other side can remain off or run a different session.

Event and overflow modes extend this logic to the rest of the building, allowing content from the training room to be sent to the lobby, lounge, patio, or bowling area with a single command. “We do have an event mode and overflow mode. Bringing that together as one, making sure that no matter what event they have, they’re able to manipulate it from either the user interface or the administration,” said Courneen.



[NC Series](#)
[PTZ Conference](#)
[Cameras](#)



Solutions

CONTROL WITHOUT COMPLICATION

MSI's culture is hands-on. Trainers, marketers, and executives needed to walk into a room, choose the type of session, and start without calling an AV tech. Yet behind that simplicity, they still required granular control for microphone gains, room combining, event/overflow routing, and camera presets. Courneen said, "We are used to custom designing and building the experience exactly the way we want it to be, which made a space like this trickier because we didn't want the technology to be as visible, but we wanted to be able to execute technically more complex things."

Q-SYS serves as the control layer for the center. Wall-mounted [Q-SYS Touch Screens](#) present staff with simple choices, combined vs. separate rooms, local vs. Teams meeting, source selection, while more granular interfaces allow administrators to manage gains, routing, and event/overflow presets.

Power users also rely on the Q-SYS mobile app to operate the system from anywhere in the room. During training, a facilitator can sit in the audience and adjust mic levels, change camera presets, or trigger macros from their phone, without walking to a lectern or AV room. Camera presets are simple to adjust, as [Q-SYS NC Series PTZ](#) natively connect to the Q-SYS Platform via Q-LAN, enabling seamless control and routing without extra hardware or programming. Courneen shared, "One of my favorite features of Q-SYS and of how we use the space is the ability to do everything from my cell phone. I can control everything sitting in the back of the room."



Solutions

The Art of the Possible with the Q-SYS Experience Center

Q-SYS EXPERIENCE CENTER

Before deciding how to build their own Experience Center, MSI needed to see what was possible. “What sold us was a visit to the [Q-SYS Experience Center](#) showroom in Costa Mesa,” said Courneen. “This way we could see what all the solutions were and what’s the *art of the possible*.”

I walked in knowing our pain points and what I wanted, but not fully understanding what solution would get us there.” In the Q-SYS Experience Center, the team could test real scenarios: room combining, hybrid sessions, routing between spaces, and intuitive control surfaces. “I remember sitting in the Experience Center and telling the team at Q-SYS, ‘I want to try this, and here’s how we use this space.’ And they said, ‘Okay, it’s totally possible,’ and they showed us how to do it. Seeing how Q-SYS simplified complexity gave us confidence that our own Experience Center could deliver the same kind of invisible, yet powerful experience.”



Solutions

THE CORE EXPERIENCE

At the heart of the installation lies a single Q-SYS Core, which processes and routes all audio, video, and control signals throughout the Experience Center. As Eric Broyles, Sr. Project Engineer at IMT, puts it, “Everything comes together, and it’s all driven by a Q-SYS Core 610 (consider the X Class Server Cores).” By leveraging Q-SYS, IMT delivered a single, software-defined backbone instead of separate DSP, control, and video systems.

This allows MSI to adjust room behavior, expand use cases, and integrate new endpoints over time by updating software, rather than replacing hardware. Chris Heimlich, Sales Director Western Region at IMT, shared, “It is a very complex system, but using Q-SYS, we’ve been able to make it simple and easy to use for the end user. And that’s super important.”

“Q-SYS is effectively running everything at the Experience Center. To most people, it’s just a beautiful, easy space, but what they don’t see is the magic behind the technology,” said Courneen.

HYBRID INCLUSION WITH MICROSOFT TEAMS

Hybrid training and leadership sessions frequently blend up to 80 in-room attendees with large remote audiences joining via Microsoft Teams. Q-SYS manages audio mixing, camera routing, and USB integration so remote participants see presenters clearly and hear balanced room audio, while in-room attendees experience natural, feedback-free sound. This has turned the Experience Center into a global hub where trainers, executives, and partners can collaborate as if they were in the same space, regardless of time zone.

GREATER COLLABORATION

MSI now runs multi-day trainings, executive meetings, customer tours, and social events without an AV specialist in the room. Trainers and leaders choose what they want to do from a touchscreen or phone, and the system configures itself. “Everybody who’s walked into this space is kind of taken back,” said Courneen. “It’s beautiful, it’s surprisingly functional, and it’s versatile. Deceptively simple and pretty awesome!”



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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