

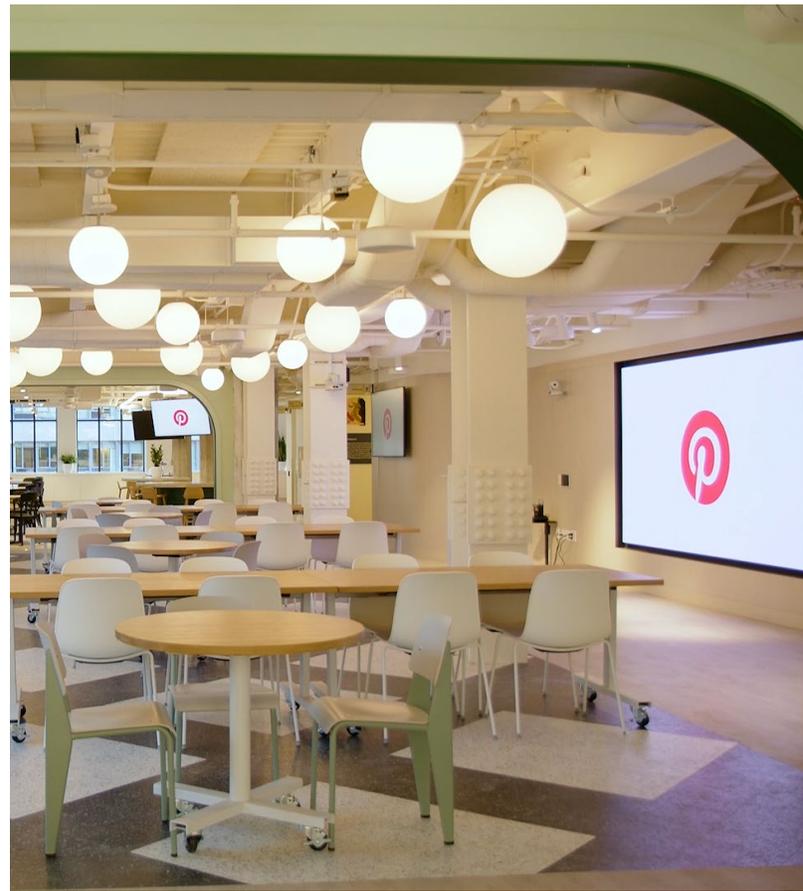
FLEXIBLE, HIGH-IMPACT SPACES

Pinterest

Pinterest Leverages Q-SYS for Digital Transformation

📍 Multiple Global Corporate Offices

Whether it be ideas for recipes, home or style, the visual discovery engine [Pinterest](#) brings people together through inspiration to create and discover. As a frontrunner in digital transformation, Pinterest has shaped their corporate offices to promote high-impact spaces, supporting collaboration, engagement and interaction, and ultimately attracting employees back to the office. As a part of the larger IT department, the Pinterest AV team also decided to upgrade the existing AV systems to keep up with the ever-changing tech cycles and maintain their virtualization mandate. Embracing innovative AV technology that conforms to an enterprise IT tech stack, Pinterest ultimately selected the Q-SYS Platform.



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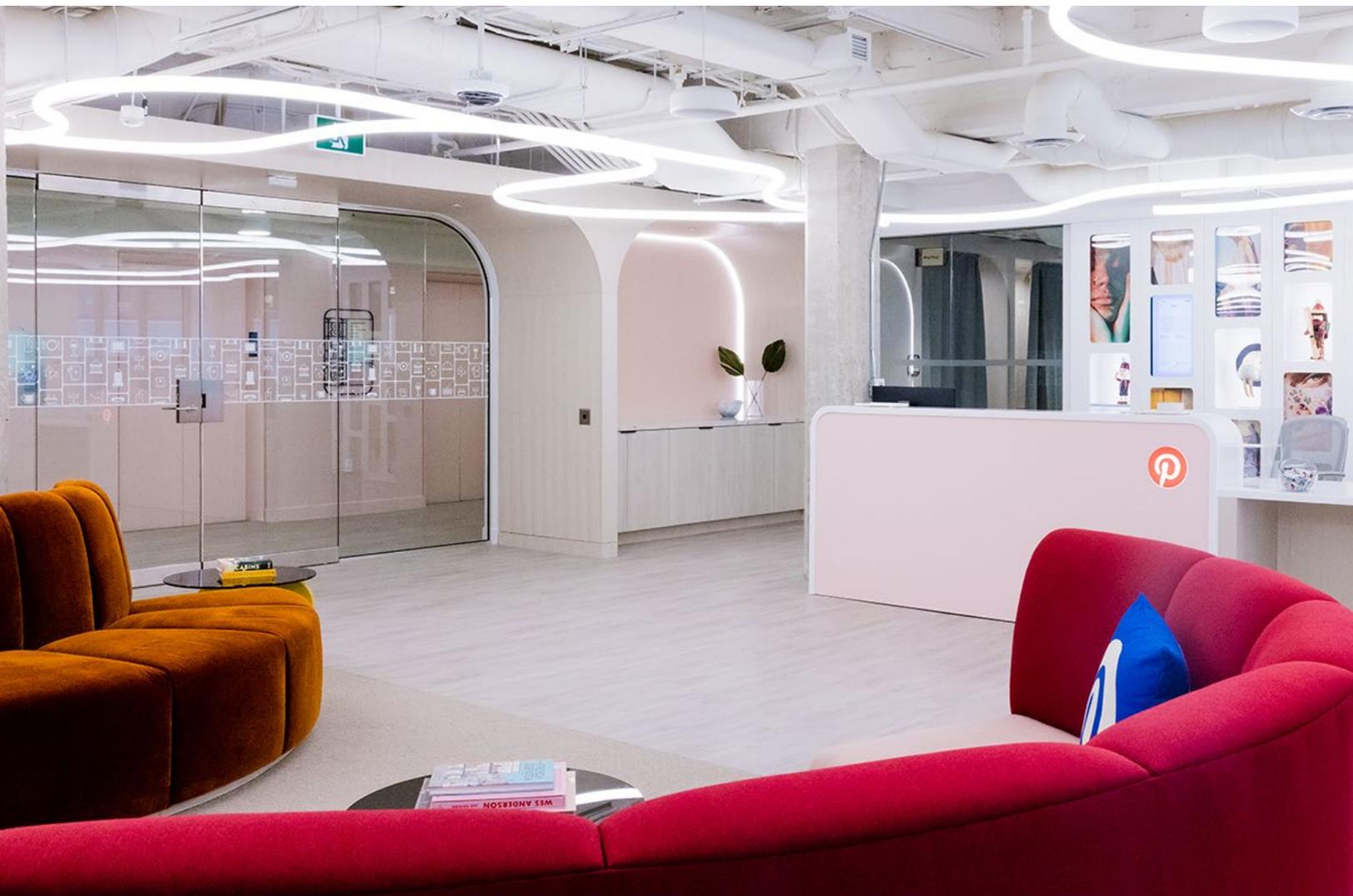
Greg Spydell

Audio Visual Engineer, Pinterest

Challenges

Powering the Innovation of Pinterest

Standardized on [Google Meet](#), Pinterest chose Q-SYS because it allowed them to think differently about their systems and scale quickly where they needed to go. Pinterest has rolled out Q-SYS across five US offices, as well as corporate locations in Canada, Germany, Japan, Mexico, Brazil, Ireland, France and Australia. Greg Spydell, Audio Visual Engineer at Pinterest said, “We were interested in not being so tied to the hardware and went looking for a brand that could scale with us virtually. When we want to add another room, or floor for that matter, we’d prefer that to be a software or virtualization conversion, instead of spending months to get those individual hardware pieces. A platform should be able to bend to the needs of the customer, not the other way around. This is exactly what the Q-SYS platform delivers for us at Pinterest.” This flexibility has allowed Q-SYS to act as a solution in a myriad of different space types, including multipurpose spaces, boardrooms and common spaces.



Solutions

vCore Proves to be a Perfect Fit

By taking advantage of [Q-SYS vCore](#), Pinterest was able to rapidly deploy room control capabilities on top of their existing Google Meet hardware. “When vCore came out we were extremely excited, because it fits incredibly well into our tech stack, and aligns with our overall initiative of virtualization,” explains Greg. This was especially beneficial as the Q-SYS OS is [certified for Google Meet](#). Now the Pinterest team has the confidence that a fully customizable AV environment is enabled, including room automation, proper room-state lighting and display control, along with Google meeting controls from a supported Google Meet controller. Greg adds, “We’re a purely Google Meet house, and that’s what makes Q-SYS a great partner for us. We can actually run systems on our Google Meet hardware and that’s a game changer.”

Creating Immersive Experiences with Q-SYS

With the Q-SYS Platform, Pinterest was also able to explore the possibilities of themed spaces like soundscapes, which were not achievable before. This enabled them to create an inviting atmosphere in meeting rooms that encouraged employees to return to the workplace, as the offices were now far more stimulating, creative, and conducive to collaboration. For instance, their Toronto

office features a Game Room, Library and a Speakeasy, making the workplace not only productive, but fun! Greg describes their future-facing strategy, “Moving forward, the conversation is ‘How do we make the office an experience?’ We need an infrastructure that can be retrofitted to allow for truly flexible spaces that act as destinations for our staff. Q-SYS has allowed us to pivot and scale as the need arises.”

Overall, Pinterest has tapped into the zeitgeist of virtualization to create high-impact and flexible spaces for their employees. Utilizing Q-SYS, particularly the vCore, to boost their Google Meet hardware has allowed Pinterest to create a stimulating and productive work environment. This strategy enables Pinterest to remain a frontrunner in digital transformation and to continue to inspire, create and discover.



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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