

# Intuitive Meeting Room Technology Meets Intelligent Building Technology

Gira Giersiepen GmbH & Co. KG, Radevormwald/Germany



SMART Board® interactive whiteboards support the current meeting rules and protocol standards.

Modern electrical installation are not just for turning on lights. They also provide convenient, one-touch control over a variety of building systems. Gira meets the challenges in modern building technology with innovative ideas and successful solutions. To achieve this, the company has made easy-to-use SMART Board® interactive whiteboard systems part of its internal communications process.

Transparency, communication and design are at the foundation of Gira's company philosophy. Founded in 1905 and now employing a staff of about 900 in Radevormwald, Germany, Gira produces switches, outlets and system components for the intelligent building technology market. Its emphasis is on high design quality, flexible solutions and future-oriented technology. Internal communications have always been a high priority in product development. The SMART Board interactive whiteboard systems installed in all of the meeting rooms two years ago help the company meet its demands in terms of flexibility, growth and communications effectiveness.

## Amazing technology, new possibilities

"Before we had the SMART Boards, we worked with normal overhead projectors, which were moved on a trolley into the meeting rooms. Besides the cable clutter, we had other problems, such as the restricted field of view and strong shadows," says Sascha Marré, head Gira's customer service and technical hotline.

"Photographing flipchart drawings was also clearly problematic. The constant page flipping and time-consuming reproduction of pictures for distribution to all meeting participants afterwards was really an issue."

To overcome these limitations of old-fashioned technology, Ulf Thiele, head of the company's customer center, spearheaded a move to equip all twelve meeting rooms with SMART Board interactive whiteboard systems. "I was already convinced

## Challenge

Find a presentation tool that supports current meeting rules and protocol standards and enables the integration of common applications, such as Microsoft Word, Excel, and PowerPoint.

## Solution

Gira Giersiepen GmbH & Co. KG uses a total of twelve SMART Board® 685 interactive whiteboard systems on height-adjustable mounts in all meeting rooms.

## Result

Easy and intuitive communication in meetings and the illustration of technical circuit diagrams are now fostered.

of the potential of SMART solutions at the defense company, Thales, where I worked before. Old presentations could be improved tremendously, making decision-making processes run faster. Overall, we're now working more productively and efficiently."

### Quick start for meetings

The quick start alone is a huge advantage. Before installing SMART Board® interactive whiteboard systems, technology setup on the days before every meeting was time-consuming. "It is also excellent that the SMART Boards support our current meeting rules and protocol standards," says Thiele. "Since all meeting rooms are now equipped to the same technological standard, all employees – no matter which meeting room they're in – have the sense of familiar surroundings and can completely concentrate on presentations." Now, thanks to touch functionality of the interactive whiteboards, speakers focus on their presentations and on meeting participants, and they aren't distracted by pointers in their hands, all leading to more lively interaction. Key facts can easily be highlighted with a pen. "The speaker is just more flexible in his presentation," says Thiele. At the end of each meeting, the collected information is sent out to all meeting participants with little effort, and the time-consuming note-taking, photographing and post-processing is eliminated.

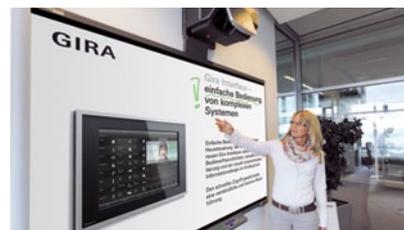
### Easy presentation and development of technical circuit diagrams

The ways in which the SMART Board interactive whiteboard systems are used varies. They're used in all twelve meeting rooms, in every meeting and in every discussion, without exception. According to Marré, a typical scenario might be one in which someone pulls up a technical circuit diagram for a customer. The drawing can be immediately integrated into the existing presentation and annotated over with a pen or a finger. "The USB functionality is often used, too. Any employee can bring information from a USB key directly into the SMART Board and present it," adds Marré.

### No reservations, no difficulty in staff adoption

Normally, corporate changes can present big challenges, but not in this case. "The SMART Board is self-explaining and outstanding in its ease of use and intuitiveness. Just half an hour of active work on the board is easily enough to understand how to use it in a presentation," says Marré. Additionally, training provided by SMART and the internal training sessions established by Gira made all staff comfortable with the technology. Employee feedback and acceptance of the new technology has been, from the beginning, highly positive. The integration of common applications like Microsoft® Word, Excel® and PowerPoint® is also well appreciated. Inserted notes can be saved directly in the same file format. Basically, any employees who can work with the applications have no difficulty using them on the interactive whiteboard, and can create interactive and efficient presentations.

In the end, Marré has nothing but praise for the SMART Board interactive whiteboard. "The SMART Boards are so uniquely integrated into the corporate process that we can't imagine working without them."



The acceptance of the new technology has been, from the beginning, highly positive.

**"Our company especially needed a presentation tool that reflects professionalism. The SMART Boards helped us set a technological standard that is accepted by the whole team and help us achieve our business objectives. The SMART Boards now guarantee us easy starts and intuitive performance in each presentation."**

**Sascha Marré**, Head customer service and technical hotline, Gira Giersiepen GmbH Co. KG

#### About SMART

SMART Technologies is a leading provider of collaboration solutions that transform the way the world works and learns. We believe that collaboration and interaction should be easy. As the global leader in interactive whiteboards, we bring more than two decades of collaboration research and development to a broad range of easy-to-use, integrated solutions that free people from their desks and computer screens, so collaborating and learning with digital resources are more natural.

---

### SMART Technologies

Toll Free 1.888.42.SMART (U.S./Canada)  
or +1.403.228.5940  
[smarttech.com](http://smarttech.com)