



CASE STUDY

CLUB INDUSTRIAL

Club Industrial delivers unified collaboration experiences with intuitive audiovisual solution from AVI-SPL

→ Organization

Club Industrial

→ Location

Nuevo León, Mexico

→ Solutions

Crestron, LG, Shure, Q-SYS

MODERNIZATION WITHOUT COMPROMISING THE MEMBER EXPERIENCE

Club Industrial spaces encountered several hurdles, like not having built-in videoconferencing systems and different technology setups across rooms.

Along with standardization challenges, members used various devices and security settings, which made it tougher to maintain privacy and security standards.

Club Industrial is one of the most exclusive business and social venues in Latin America. As member expectations evolved, the Club knew its collaboration spaces and digital experience had to deliver exceptional experiences.



Club Industrial needed a durable, future-ready audiovisual solution that could span the entire location. This solution had to support seven multipurpose rooms, two divisible spaces, a large-format main hall, and digital signage.

“Our members use different devices, security settings, and workflows. We needed a seamless experience regardless of who was using the space.”
— Mayra González, Atención a Socios y Calidad - Club Industrial

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“We wanted every member to walk into a room and immediately feel they were experiencing world-class technology, without needing technical expertise to use it.” — Tere González, Directora General - Club Industrial

The Club needed a reliable partner who could design, deploy, and manage such a system. Leadership chose AVI-SPL to accomplish their vision.

BUILDING A UNIFIED COLLABORATION EXPERIENCE

AVI-SPL worked closely with Club Industrial stakeholders to understand how members use each space.

Using tech from [Crestron](#), [Shure](#), [LG](#), and [QSC](#), among other digital signage and cabling providers, the team designed a solution to create a unified and intuitive collaboration experience across every room.

Each environment can work independently or as part of a connected system. The continuity across spaces ensures consistent collaboration across the entire facility.

“This was about designing experiences that adapt to different types of events and users.” — AVI-SPL Business Development Team

- Members can easily share content on displays in any space with HDMI or wireless connection.
- Architectural audio devices support immersive experiences with background music, reinforced speaker presentations, and hybrid meetings.
- Meetings launch directly from the room system. Integrated cameras, microphones, and speakers eliminate the need for personal laptops and reduce setup time.

“Users no longer worry about cables or setup. Meetings simply start.” — AVI-SPL Engineering Team

Meeting audio is clear and balanced in each room. Ceiling-mounted microphones and architectural speakers ensure consistent audio regardless of whether the room hosts a hybrid meeting or a large presentation.

Centralized touch panels in each space simplify room use. Users can control lighting, audio, video, and conferencing from a single device.

Strategically placed digital signage brings communication to the lobby and hallways, reinforcing branding, and providing wayfinding throughout the Club.

Delivering the intuitive workplace experience

AVI-SPL engineers worked closely with the Club Industrial team to deliver the project. Together, they coordinated a smooth transition to the new technology ecosystem while maintaining implementation standards. This close partnership also helped the teams address any changing requirements within the original timeline.

“AVI-SPL delivered even under tight deadlines and remained responsive throughout the entire process.”
— Club Industrial Project Stakeholder

BUILDING A LONG-TERM STRATEGIC PARTNERSHIP

The team provided solution design, showroom validation, full deployment, continuous technical support, and dedicated on-site technicians.

Our close partnership ensured seamless adoption and optimized daily performance.

“Having an on-site technician gave us complete confidence. We knew expert support was always available.” — Mayra González, Atención a Socios y Calidad - Club Industrial

The success of this project is expanding our partnership beyond install. Club Industrial has asked AVI-SPL to provide long-term ongoing support and on-site expertise.

The Result: A Unified Collaboration Experience for Club Industrial members

AVI-SPL enhanced Club Industrial’s collaboration experience, making it a key part of the Club’s premier brand. Advanced AV and UC technology, user-friendly design, and skilled on-site support deliver a seamless experience.

Members enjoy a seamless and adaptable collaboration experience. People can move between rooms knowing they will have consistent AV and platform performance.





“

AVI-SPL didn't just deliver a project. They became a strategic partner in our evolution. The feedback has been overwhelmingly positive. The technology truly elevated the overall experience.”

**– Tere González, Directora General –
Club Industrial**

Members and employees enjoy multifunctional venues for executive meetings, social gatherings, and hybrid collaboration.

Each space uses intuitive tech to streamline user experiences and elevate the Club's brand and position in the region.

Ready to unify and elevate your collaboration spaces? Let's build a system that improves the experience for everyone together.



ABOUT AVI-SPL

AVI-SPL is a global technology solutions provider, transforming how people and technology connect to drive better outcomes. We help organizations elevate experiences, create new value, and thrive in a rapidly evolving world. As the leading provider of communications, collaboration, and experience technology solutions, we partner with companies—including more than 86% of Fortune 100 companies—to strategize, design, deploy, and manage AV and UC solutions. Our team of experts provides personalized guidance and consistent service delivery so that our solutions drive results today and tomorrow.



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