# Nationwide Health Insurance Provider Standardizes Lightware's Taurus UCX

## Case Study

Lightware Visual Engineering

| Market | Country |
|--------|---------|
| Education | USA |

**Lightware Equipment Used in Project**

TAURUS UCX

**RoomReady selected Taurus UCX to provide simplified user experience with enhanced technology features across hundreds of meeting rooms nationwide**

Established in 1929, an American insurance provider was established to serve more than 114.5 million people with medical, pharmaceutical, dental, behavioral health, long-term care and disability plans through affiliated companies and subsidiaries. The company operates as 34 independent and locally-operated companies, which employs more than 1,200 professionals nationally. Nationwide, more than 1.7 million doctors and hospitals contract with the company to offer a personalized approach to healthcare based on the needs of the communities where their members live and work. They work closely with hospitals and doctors in the communities they serve to provide quality, affordable healthcare.

RoomReady, a leading AV integrator, was selected to complete a nationwide integration for the American insurance provider. Headquartered in Illinois, RoomReady is focused on simplifying video conference technology through unique experiences for customers, partners, employees and communities.





"**We recently completed a large, nationwide installation for a large insurance provider,**" said Izzi Demara, marketing coordinator for RoomReady. "**We integrated technology in a wide range of spaces for this client, including extra-large conference rooms, huddle spaces, training rooms and medium-sized conference rooms. We needed to create a standardized solution to simplify the user experience.**"

Demara added, "**As a company, we firmly believe that simplicity is better when it comes to meeting room technology. Our installations should be quick and painless because we recognize that our customers have businesses to run. We've carefully selected our technology partners to ensure they work within a model that supports our core values.**"

RoomReady standardized Lightware's Taurus UCX, a universal matrix switcher that enables users to share their content easily, switch hosts and control their meeting room easily and intuitively. Taurus UCX offers USB-C connectivity for simplified audio, video, power and control signal handling via one cable. The USB-C ports on Taurus UCX devices are where the user plugs into the system. Users can transfer data, video and audio signals, and the Taurus UCX will charge the connected device.

" **Initially, we created pilot rooms that enabled the client to test out the functionality before we installed the technology in a thousand rooms nationally,"** noted Demara. **"Paul Stuckey, CTS-D, was the engineer leading this project. He presented Lightware's Taurus UCX in our test lab alongside different cameras, speakers, switchers and other technology. We outlined Lightware as the best solution for this application and, at that point, shared the solution with the client to allow them to test the integration in their environment for two months. The solution has been a great fit for the client. As a result, we've completed 300+ rooms in over 50 locations with a standardized solution that can be deployed in different spaces across the country, while providing the same user experience.**
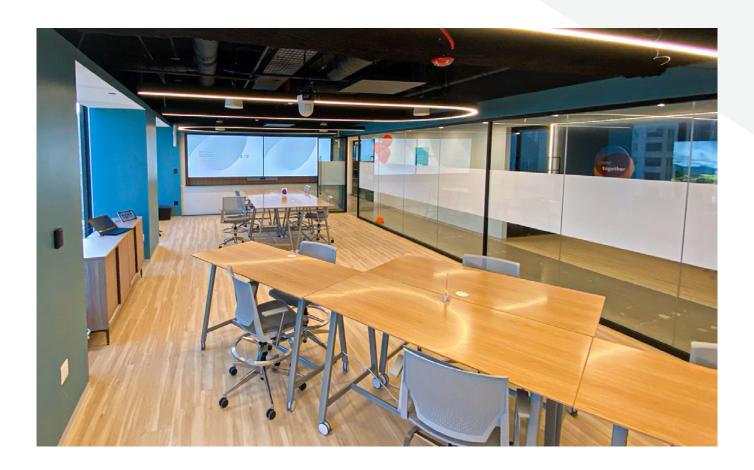
Demara added, **"We selected Taurus UCX because of the simplicity of installation and user experience. Taurus UCX streamlines USB-C to HDMI connectivity. It's incredibly helpful for BYOM applications. Additionally, an important feature for the end user is Taurus UCX's charging functionality. It charges the device during BYOM. Often, the client would have a computer die and prematurely end a meeting. With Lightware's Taurus UCX, the client can charge their device simultaneously while presenting. It eliminates the traditional headaches associated with bringing a device to a meeting.** "

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Lightware's Taurus UCX is designed to tackle challenges in a meeting room and collaboration environment. Featuring an open environment protocol, where every bit of data is openly available for higher level management, control and monitoring systems, Taurus UCX allows seamless connectivity across various video conferencing applications, including Cisco Webex, Microsoft Teams, Zoom and others. It simplifies switching between video conference sources depending on the needs of a particular meeting.

**The client was originally a Cisco house. They recently switched to Microsoft Teams,"** explained Demara. **"Lightware has been very helpful throughout the switch because the technology integrates seamlessly with Teams. Additionally, the client has an advanced BYOM solution with Cisco Webex in their new New York facility. They can connect via Lightware to easily access Microsoft Teams. Lightware has simplified access and connectivity throughout the client's meeting facilities. From the engineering side, it eliminates additional points of failure and unnecessary downtime for complex configuration.**

Lightware's Taurus UCX is the latest in world-class technology that enables users to maximize their experience with boardroom or meeting room technology. Taurus UCX incorporates various devices, such as laptops, web cameras, and USB peripherals, including keyboards, mouses, laptops and displays. It can automate room assets like lights and shades without the complexity of using another control platform. Taurus UCX can be controlled via button panels, web browsers or by connecting a source. Together with the auto-switching and room control capabilities, Taurus UCX creates a simplified collaboration solution.

**For more information about the Taurus UCX product family, please visit lightware.com**