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TECHNOLOGY CONSULTANTS: ADVANCING YOUR VISION®

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ONE SQUARE FOOT AT A TIME
- **THE 7X24 EXCHANGE NEW YORK METRO CHAPTER**
... LEADING THE WAY

SPECTRA audio design group

The Leader in AV Technology – The Artists of Audiovisual

By Robert D. Greenberg, AICP

Over the past 40 years there have been enormous changes in the world of audiovisual technology. Clients ranging from across all sectors of the corporate, commercial, retail, governmental, hospitality and residential market have relied on Spectra's experience and innovative approaches to ensure that their corporate facilities and homes remain at the cutting edge.

A LEADER IN THE FIELD

Founded by Michael Goodrich, President, and joined by Jason Derector, Principal, this full service audiovisual, design, engineering, installation, & programming company has become a leader in their field. Spectra offers such a unique and wide range of highly technical services. The firm provides audiovisual design, audiovisual systems installation, hardware procurement, budgeting services, GUI programming, LAN/networking, lighting controls, motorized shades, acoustics, sound masking, video and audio conferencing, video walls, digital signage, cabling and commissioning.

"We work very methodically with our clients, interior designers, MEP engineers, general contractors and architectural design firms, nationwide," states Derector. "Our team provides the comprehensive range of turnkey services necessary to facilitate and subsequently execute the successful design and integration of these highly technical project build outs."

The firm successfully plans and manages projects throughout the tri-state area and has completed major projects across the country including Miami, Chicago, Washington, San Francisco, Minnesota, Iowa, Dallas, Houston, Los Angeles, Boston and Utah. Spectra is also worldwide; recently finishing projects in Toronto, London, Brazil, Anguilla

"In today's world, a typical commercial and/or residential construction project has a multitude of low voltage sub-systems. These systems include audio, video, lighting, video conferencing, WIFI, tele-conferencing, motorized shades and HVAC. At Spectra our team designs, engineers, manages, implements and aggregates all of these technology sub-systems. Additionally we integrate the systems to ensure they are seamless and easy to use."

Jason Derector, Principal, Spectra New York

& Tokyo. The firm has grown consistently from a staff of six in 2008 to an organization of over 60 as their reputation continued to grow.

"It's a testament to our hard work, our versatility and our ability to offer a very unique, distinctive and diverse portfolio of services," states Derector. "We are not reliant on one specific vertical market."

Their exponential growth over the past ten years now includes all major commercial and residential sectors ranging from law firms, financial organizations, Fortune 100 businesses, broadcasting centers, governmental agencies, home residences and educational facilities—projects large and small. "We have an experienced project team working comprehensively as a collective unit. We deliver from start to finish."

A HIGHLY EXPERIENCED TEAM

Michael Goodrich's background is Electronics Technology. Michael has been involved in technology design and deployment since the 1970s. Michael brings a plethora of experience and a vast array of knowledge from his successful past history with decades of effective design and installation.

Derector is an information systems engineer, a graduate of University of Vermont with a B.S. in Management Information Systems. Together, they are highly trained in the all low voltage core competencies with many years of industry experience.

Spectra's engineers, project managers, programmers and installers are the lifeblood of the company. "Our technicians are the absolute best in the business. That is one of the major keys of our ongoing success," says Derector

Among the firm's early projects were NBC at 30 Rock Plaza, American Institute of Architecture, Forbes and retail leader Fendi. Recently they have worked with The Clariant Group on the Hyatt at 157 West 57th Street—one of the tallest hotel/residential projects ever built in New York City.



The firm's client base includes HBO, AT&T, Forbes, CBS, National Basketball Association, Coach, Mattel and Tory-Burch. Additionally, Spectra has worked with professional firms in New York and in major U.S. cities such as Abernathy & McGregor, FCB, Creative Artists Agency, CMG, Octagon, Weber Shandwick, and the leading hotels of the world, real estate industry leaders Cushman & Wakefield and Jones Lang LaSalle; and an impressive list of residential projects for stars of stage and the sports world, as well as leading banks, non-profit institutions, manufacturers and religious organizations.

NEW PARADIGMS ACROSS THE INDUSTRY

Hyatt Park at 57th Street demonstrates that technologies must be "inordinately easy to use for the traveler in their hotel rooms," explains Derector, "while the Hyatt's amenity spaces are a marvel. The ballroom has a 35-foot ceiling with Crestron lighting systems as well as a Titan HD projector and motorized projection screen that drops down out of the ceiling using state-of-the art technology. With a press of the button the building's music system including fiber optic backbone, provides the background music from floor-to-floor throughout the hotel—a new technology that we helped to incorporate."

Tavern on the Green required incorporating new technology while protecting the landmark's structural supports of the wood beams in this historic building. "A unique project for us," recalls Derector, "in which we successfully incorporated the necessary contemporary cabling, wiring and technology for comprehensive video and music distribution, data and telephone and WiFi in this 1870's landmark building."

The firm recently completed a 5,000 square foot TriBeCa residential project that included AV, motorized shades, dedicated home theater, WIFI, phones, AV equipment. An innovative DMX lighting system can create 'color shows' on the walls throughout the space, motorized shades, TVs, lighting and outdoor space. Invisible (transducer) speakers from Stealth Acoustics, for example, stay hidden in the walls and ceilings using creative solutions.

"Projects sometimes take years from concept to completion so the relationship doesn't end on 'Day 2'—the day

"SPECTRA has proved to be a great strategic decision for our office. They provided end-to-end solutions for all of our AV needs and they have delivered with dedication that is second to none."

Creative Artists Agency, New York, NY

"It was critical for us to find a firm that could help us design and implement a system for our triplex that would allow us to manage lighting, heating and cooling, blinds, TV and sound systems. Spectra exceeded our expectations."

Weisz Residence, New York, NY

after project completion. Our goal is to share ongoing, continuing partnership with our clients for years to come," states Goodrich.

Spectra prides itself on its leadership role across the industry. The firm's phrase, '*artistic AV systems*', means that clients are just as interested in the overall aesthetic value of the space as they are on the technical side. 'Form over function' is no longer the goal in the use of modern technology. "We create form *and* functional spaces, we work closely with the architect, design and interior decorating team to ensure that the AV components blend in and synchronize with the other critical aesthetic elements of the space," notes Derector.

"The systems need to operate and function impeccably so when an event takes place the video is crisp and calibrated perfectly, the sound is optimized, and the audio system is impressive," Goodrich points out. "We pride ourselves on our ability to not just to meet the performance criteria but to *exceed* them!"

LOOKING AHEAD

"Our clients are our number one priority so we are not looking to grow any larger," explains Derector. "It's important for the principals at Spectra to never lose their personal touch with our clients."

"We always have an eye on the future," states Derector. "Our industry is ever-changing—evolving, dynamic—and we are well versed in keeping ourselves apprised and privy to all of the latest and greatest technologies. We work closely with designers, architects and manufacturers and we are constantly evolving our business to adapt for the up-to-date emerging technologies."

"We try to achieve being one step ahead. As Wayne Gretzky has notably stated, it's not about "where the puck is *now* but where the puck is *going*," notes Derector. "Spectra will continue to help our clients design, specify and create a successful project," states Goodrich. "Our clients know they can rely on us." ■

For further information please visit www.spectra-ny.com or call (212) 744-2255.-

