



Scoring a Win for Collaboration:

How Icron Helped the NHL's Seattle Kraken Deliver All-Star Results

Imagine a scenario where your conferencing technology feels more like a penalty than a power play. The Seattle Kraken faced this very challenge in their unique meeting space at their practice facility, the Kraken Community Iceplex's 32 Bar & Grill restaurant. Their goal to offer seamless virtual and hybrid meetings was hampered by limitations in power access, budget constraints, and the need for a future-proof solution.

This case study delves into how an innovative USB extension technology solution from Icron – an Analog Devices brand, played a vital role in transforming the meeting space into a fully functional Zoom Room. We'll explore the specific challenges the Kraken faced and how the Icron Ranger® 2304PoE delivered the winning assist:

- **Flexible PTZ camera placement:** Forget expensive electrical rewiring. See how Icron extended the camera's reach without breaking a sweat (or the budget).
- **Networked solution, unleashed potential:** Discover how Icron's capabilities went beyond initial expectations, enabling a more versatile system design.
- **Seamless "one-click to join" experience:** Upgrade your meeting experience with a streamlined initiation process – no more AV cart fumbling required.

Challenges

Bridging the Gap for Seamless Meetings

The Seattle Kraken IT team envisioned a user-friendly and adaptable meeting space. However, translating this vision into reality presented a hat-trick of hurdles:

- **Inefficient Solutions:** Initial attempts relied on temporary setups like laptops and webcams, proving inadequate and time-consuming. Building a custom AV cart offered some improvement, but it remained cumbersome and lacked scalability for future considerations.
- **Distance and Power Obstacles:** Installing a high-quality PTZ camera in the ceiling presented a major obstacle. Standard power was not readily available at the desired location, and traditional AV solutions could not support the camera's full functionality over a network connection (particularly with Zoom Rooms).
- **Limited Options with Preferred Camera:** The IT team favored the Aver Cam520 Pro PTZ camera due to its features, but it did not offer full functionality over network connections.

These combined challenges created a cost vs. functionality dilemma. Engaging professional integrators for a full AV system exceeded their budget, while traditional DIY solutions compromised both user experience and camera functionality. The Iceplex needed a solution that was not only efficient, but budget-friendly with the ability to overcome the technical limitations of distance and power access, allowing them to use their preferred camera.



Solution

Unlocking Flexibility with Icron

The turning point came with the discovery of the **Icron USB 2.0 Ranger 2304PoE**, with its ability to connect and extend USB 2.0 devices across a Power over Ethernet (PoE) enabled Gigabit Ethernet Local Area Network (LAN) using existing cabling. This eliminated the need for expensive electrical installations at the camera location. Its network functionality allowed the host computer to be located anywhere on the network, overcoming distance limitations that plagued previous solutions. A true game-changer!



This innovative approach addressed all these challenges simultaneously.



Reduced Costs

Eliminated the need for expensive electrical installations at camera locations, reducing overall costs.



Enhanced Flexibility

Allowed the host computer to be placed anywhere on the network, overcoming distance limitations.



Seamless Integration

Preserved user experience by enabling full functionality of the preferred Aver Cam520 Pro PTZ camera over the network.



Simplified Setup

Utilized existing cabling, eliminating the need for additional power and cables.

“ The Icron solution was a game-changer for the Kraken Community Iceplex 32 Bar & Grill. We can now put the PC anywhere thanks to the extended USB reach, eliminating distance limitations and ensuring smooth video conferencing. Plus, the zero-lag connection is fantastic for meetings – no more dropped calls or choppy video! And the best part is we can even add another camera without worrying about expensive electrical work. It’s a win-win for us!

Sean Rawlins
Director of Technology, Seattle Kraken



Conclusion

Meetings Made Easy

The Icron USB 2.0 Ranger 2304PoE extender proved to be a cost-effective and most efficient solution for the Kraken Community Iceplex 32 Bar & Grill. Implementing Icron’s USB extension solution over a PoE enabled LAN not only solved immediate technical challenges but also revolutionizes the meeting experience by providing a seamless solution that helped transform their restaurant into a fully functional Zoom Room. This facility can now cater to the increasing demand for virtual and hybrid meetings without any equipment glitches.

Learn more about the Ranger 2304PoE:

