



Case Study | Trend Micro

TREND MICRO CREATES AN EXECUTIVE ENVIRONMENT BUILT FOR ADVANCED COMMUNICATION AND COLLABORATION



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ABOUT

Trend Micro partnered with FORTÉ to design and deploy a high-performance executive environment built to support customer engagement, strategic presentations, and enterprise collaboration. The space required advanced audiovisual systems capable of delivering impactful visual experiences while enabling seamless hybrid meetings and video conferencing. As a customer-facing destination, the Trend Micro team wanted it to reflect innovation and global brand presence.

Through strategic AV integration and thoughtful commercial audiovisual design, FORTÉ developed a scalable, future-focused environment tailored to evolving collaboration needs. By combining direct view LED technology, enterprise video conferencing solutions, and intuitive control systems, the project created a dynamic executive space optimized for performance, usability, and long-term flexibility.



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CHALLENGE

Trend Micro required a high-end executive space that could support client engagement, leadership presentations, and hybrid meeting participation. In addition, they sought a strategic partner that not only met high standards and responsiveness, but also suggested solutions that would take the organization well into the future.

The project FORTÉ assisted with included multiple distinct environments including:

- An executive boardroom
- A large customer presentation room
- A lounge areas for staff and visitors
- A bar area for entertaining

A major obstacle was the compressed installation timeline. At the same time, space requirements evolved during planning, requiring adaptability in system design. Most notably, the Presentation Room shifted from an in-person-only concept to a fully hybrid-enabled environment with integrated video conferencing capabilities.

“Hurdles included how the space would be used and how best to design and implement the equipment,” said Ian Rosenfeld, LEED AP, Facilities Director at Trend Micro.



SOLUTION

FORTÉ delivered a comprehensive design-build, fully integrated communication and collaboration solution, working closely with Trend Micro to align technology with executive use cases and client-facing objectives. The engagement began with detailed discovery sessions to evaluate equipment options, functionality, and long-term scalability.

“FORTÉ assembled a team to help design the project...we discussed how the space would be used and the various options of equipment,” said Rosenfeld.

Key technologies deployed:

- Planar Direct View LED Walls
- Poly video conferencing solutions
- QSC DSP for advanced audio processing
- Crestron control systems
- AV Pro Edge Video over IP for scalable distribution

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A defining element of the project was the evolution of the Presentation Room. To support hybrid engagement, the design incorporated dual cameras – one for the presenter and one for the audience, along with integrated microphone coverage to ensure effortless communication for remote participants.

The lounge area also features a striking visual centerpiece – a Formula E race car positioned in front of large LED wall, creating a memorable and immersive environment for executive briefings and client experiences.



RESULT AND HUMAN IMPACT

Trend Micro provided exceptional feedback across every stage of the engagement, reflecting consistently high satisfaction in sales professionalism, AV design expertise, project communication, installation execution, and system training. Across key performance categories, the team received top marks and a strong likelihood to recommend.



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Client comments reinforced the strength of the partnership:

“Brandon was fantastic on the programming side. Kevin was communicative throughout the project. Josh and Abigail are awesome. Glenn along with the rest of the install team were great.” – Trend Micro

Beyond performance ratings, the true impact is visible in how the space operates day to day. The completed environment enables leaders to present with confidence, customers to engage more deeply, and teams to collaborate seamlessly, whether in the room or participating remotely.

By adapting to evolving requirements and maintaining responsiveness throughout a condensed schedule, FORTÉ delivered a flexible, scalable solution aligned with Trend Micro’s long-term vision. Intuitive control systems ensure accessibility, while hybrid capabilities support continued growth.

The result is a polished, high-performance executive environment that empowers leadership to focus on strategy, storytelling, and meaningful connection, not the technology behind it.

