



World Wide Technologies
Customer Experience Center
St. Louis, MO
www2.wwt.com

Conference Technologies
Audio Visual Systems
St. Louis, MO
www.conferencetech.com

Brightline
Lighting Systems
Pittsburgh, PA
www.brightlines.com

Completion Date
November 2015

Founded in 1990, with headquarters in St. Louis, Missouri, World Wide Technology [WWT] has grown from a small AV product reseller into a global systems integrator with + 3,000 employees and over \$7 billion in annual revenue.

When WWT had a need to integrate studio quality video lighting in their Customer Experience Center, they turned to Conference Technologies Inc. [CTI], conveniently headquartered in St. Louis, for their expert guidance.

The existing room task lighting contributed to unacceptable video images for WWT's conferencing, recording and streaming. CTI engaged Brightline, a global leader in video image lighting, to design a lighting system to optimize the Experience Center's video results.

Through unique designs that incorporate broadcast-quality lighting into linear, ceiling-recessed light fittings, Brightline is able to provide high-efficiency video lighting results with minimal environmental impact.

The Brightline LED Micro-T will provide WWT and their visitors with 50,000 of continuous, color-correct, energy-efficient lighting to enhance their video communications.