



## GROUP 24 ORE



“Creating a video communication system able to satisfy our specific needs has been a difficult challenge – one that Ayno and TANDBERG have overcome by creating a really unique and innovative solution.”

VITTORIO VIGNATI, HEAD OF  
TELECOMS AND NETWORKING,  
GRUPPO 24 ORE

### Making the news with video conferencing

Since introducing video conferencing to Gruppo 24 Ore’s offices in Milan and Rome, communication has improved dramatically. Editorial staff can work on stories and features together, instantly and face-to-face. Time is saved and productivity increased – and producing Europe’s most read financial daily has become more efficient than ever.

### Video – an essential tool for daily work

Gruppo 24 Ore is Italy’s leading financial, professional and cultural information multimedia publishing group. With over 140 publications and about 2,000 employees, including more than 470 journalists, the Group is a major player in the world of economy and finance. Their best known and most popular newspaper is Il Sole 24 Ore – an undisputed leader in economic, financial and regulatory information.

Five years ago, Gruppo 24 Ore built brand new headquarters in Milan, designed by world-famous architect Renzo Piano. In line with the principles of his design, the headquarters also make the most of advanced technologies, incorporated to enable journalists to maximize their productivity. This specific concept led to the creation of the ‘Agorà’ room – a room exclusively dedicated to video conferencing, and where the editors of the Milan office can virtually meet their colleagues from Rome several times a day in the ongoing process of creating a daily newspaper.

Ayno Videoconferenze, the Group’s technology partner, took care of the engineering of the Agorà room, leveraging the best and most innovative video technologies provided by TANDBERG.

### Achieving daily deadlines with constant communication

“Communication between the two editorial offices is critical,” says Vittorio Vignati, Head of Telecoms and Networking, Gruppo 24 Ore. “There is a constant flow of information between Milan and Rome, which is crucial for the newspaper production. It is really important this is carried out in the most straightforward and linear way, using systems that are highly reliable and extremely efficient.”

The two newsrooms communicate on a scheduled regular basis, three to four times a day – although there’s always the chance to run unplanned video calls on demand, should the need arise.

### BUSINESS ISSUES

Vital and frequent interaction between the editorial offices of Milan and Rome was not as effective as it could be.

### SOLUTIONS

Deployment of a high-definition video solution at both locations allows editors to communicate regularly to define the newspaper’s page plan and production process together.

### RESULTS

As an integral part of the editorial offices daily workflow, video brings huge benefits in terms of efficiency and productivity, further enhanced by the use of high definition.

### FUTURE

An extension of the project is planned, enabling a more complex and structured infrastructure to be built, including more advanced management and content distribution features.



## BENEFITS OF VIDEO CONFERENCING

Video conferencing enables colleagues, partners and customers to reach out and connect with each other across geographical boundaries – reducing the need for time-consuming and costly travel. In this way, organizations can accelerate decision-making, enhance collaboration, share knowledge, and increase productivity while improving work-life balance for their employees.

Right from the beginning, creating a video communications system in the Agorà room has been an outstanding challenge. The room's architecture is unique; perfect visibility for all video participants requires the symmetry of a large round table, and acoustics and lighting are unusual as well. Ayno was able to meet this unique challenge by carrying out a number of tests and simulations, leading to a highly original solution which some define as the 'third dimension of video communication'.

"The effectiveness we experience with our video solution is outstanding, thanks to the quality of the systems by TANDBERG," says Vignati. "In fact, distances disappear and editors can work together as if they were in the same room, leveraging personal interaction at its best. The benefits we achieve in the production process of the newspaper are really immense."

### Focus on design and technology

The Agorà room features a unique and high impact design. Around the large central table are pop-up towers at each individual seat. Deployment of the installation was an intense group project between TANDBERG, Ayno and Gruppo 24 Ore which lasted for several months.

Getting the solution right was critical, so 1:1 models were created to simulate the best user experience in terms of harmony, functionality, and comfort. TANDBERG video systems are suspended in a central and elevated position, forming a triangle to ensure a perfect view for all users. A video switch with different cameras and trackers allows the audio and video sources to be effectively managed to achieve the highest quality and fidelity.

A similar, smaller, room has been set up in Rome. The two rooms are almost exclusively used by the editorial staff in the process of producing the daily newspaper. In very exceptional occasions, guests are allowed to access the rooms and use the videoconferencing systems for external communications.

### Meeting the demands of the future

Gruppo 24 Ore is currently planning further development projects, in collaboration with Ayno – the creation of a working tool to maximize functionality and usability of the systems currently in place, and the addition of new solutions to make the infrastructure more complete and even more flexible.

By adding new solutions, video calls will be able to be managed more effectively, and planned and run centrally using the TANDBERG Management Suite. In addition, the TANDBERG Content Server will allow users from the Group to record conferences and make them available to other users via streaming.

"For us, video communication is not about saving money. It is a necessary tool to communicate internally," said Vignati. "Being able to work together – exchanging ideas and information while looking into each others' eyes – allows people to work in an extremely effective and productive manner, and maximize all of our resources."

"Given the nature of our activities and the frequency of our contacts, physical movement cannot even be taken into consideration. With Ayno and TANDBERG, video communication is now part of our daily lives, as a cornerstone of our way of working."

VITTORIO VIGNATI, HEAD OF  
TELECOMS AND NETWORKING,  
GRUPPO 24 ORE

Contact TANDBERG today to learn how our solutions can support your business processes.

Email us at:  
[tandberg@tandberg.com](mailto:tandberg@tandberg.com)

[www.tandberg.com](http://www.tandberg.com)

**TANDBERG**  
See: results