

T1V CUSTOMER PROFILE

INDUSTRY

Architecture & Design

CORE USERS

Project architects, designers, and client-facing teams

PRIMARY USE CASES

Client presentations, design reviews, internal collaboration, and hybrid meetings

T1V SOLUTIONS

ThinkHub, Cloud Canvas [LEGACY PRODUCT], T1V App

OVERVIEW

A leading architecture and design firm serving resort and hospitality, workplace, higher education, and civic markets needed a more effective way to support highly visual collaboration across its organization.

With teams regularly working through complex design files, internal project reviews, and client presentations, the firm relies heavily on visual communication and real-time collaboration. As its collaboration spaces evolved, the team looked for technology that could bring content, ideas, and conversation together in one shared workspace.

THE CHALLENGE

Architecture and design teams work with large, highly visual files that often require discussion, annotation, and refinement in real time.

Before implementing **ThinkHub**, sharing and marking up complex design content could be cumbersome. Teams needed a more unified way to work through visual content during both internal meetings and client presentations, particularly when remote participants were involved.

The goal was to create a meeting environment where teams could move naturally between presenting, discussing, annotating, and collaborating without interrupting the flow of the meeting.

THE SOLUTIONS

The firm deployed **ThinkHub** across multiple rooms to support video conferencing, collaborative design reviews, and client presentations.

ThinkHub provides a shared digital workspace where teams can bring together presentations, design files, live content, annotations, and conversations.

For larger meetings and interactive collaboration sessions, teams use Cloud Canvas [LEGACY] to work through content together, mark up designs, and refine ideas in real time.

The **T1V App** is also used by power users, particularly during client presentations, giving teams an additional way to control content and workflows.

Together, these tools provide a flexible collaboration environment that supports both everyday project work and high-impact client engagements.



THE RESULTS



The deployment has helped the firm create more engaging and effective collaboration experiences across its teams.

More interactive client presentations

Teams can bring design content into the conversation and engage clients more directly through interactive presentations and live markup.

More efficient design collaboration

Large design files can be reviewed and discussed collaboratively without relying on cumbersome workflows for sharing content.

A more streamlined meeting experience

Content, annotations, and discussion can remain centralized within the shared workspace, helping teams maintain momentum throughout meetings.

Strong user adoption

The technology has developed a strong user base within the organization, with power users helping drive continued adoption and consistent use across teams.

“For architecture and design organizations, effective collaboration depends on being able to see, discuss, and interact with complex information together.

With ThinkHub, this firm has created collaboration spaces that support the visual nature of its work while giving teams a more interactive way to communicate internally and with clients.”

-Architecture & Design Firm Rep



BUILT AROUND THE WAY DESIGN TEAMS WORK



ThinkHub aligns naturally with the visual and collaborative workflows of architecture and design teams.

By bringing content and collaboration into a shared digital workspace, teams can work through complex ideas together, whether they are in the same room or connecting remotely.

The result is a more interactive environment for design reviews, project collaboration, client presentations, and large-format brainstorming.

Meeting Types Supported

- Client presentations and design reviews
- Internal project collaboration
- Hybrid and remote meetings
- Large-format brainstorming and markup sessions
- Collaborative review of complex visual content