

CORE USE CASE

ThinkHub and T1V Story centralize product education and deliver interactive demonstrations of installation workflows, technical resources, and brand storytelling.

LOCATION

Plano, TX

INDUSTRY

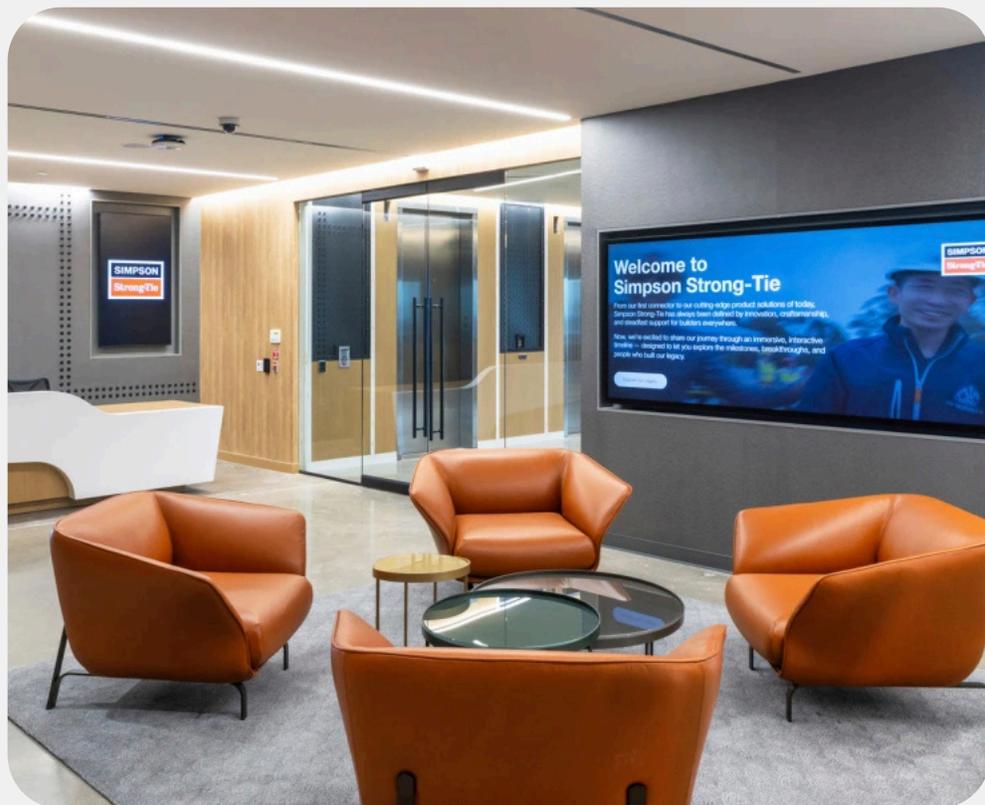
Building Materials

OVERVIEW

Simpson Strong-Tie is a global leader in structural building products and engineered solutions used across residential, commercial, and industrial construction. Driven by its core value of relentless customer focus, the company regularly hosts partners, builders, and other industry professionals for hands-on product demonstrations and presentations.

Their journey with T1V began when the team visited a facility equipped with ThinkHub during an engagement with an AV integrator. After experiencing the technology firsthand, they recognized the potential for more interactive collaboration and customer presentations. Working with Ford AV, Simpson Strong-Tie secured a demo unit and ultimately deployed both ThinkHub and T1V Story within their brand-new second Home Office location in Plano, Texas.

Today, the technologies power both their experience center collaboration environment — sharing to their boardroom display — and their customer-facing reception area, helping teams present product workflows, technical content, and brand storytelling in a more dynamic and efficient way.



THE CHALLENGE

Simpson Strong-Tie frequently hosts customers and partners who need to understand complex installation processes, product specifications, and construction workflows. Presenting this information traditionally required multiple tools, manual preparation, and significant time spent organizing content before meetings.

The team wanted a way to centralize their product education materials, simplify presentation preparation, and create a more engaging environment for customer visits and demonstrations.

PRODUCTS INVOLVED

ThinkHub (8x4 1.2mm Planar DLU interactive touch wall, LED)

DEALER

Ford AV

ThinkHub. SOLUTION



ThinkHub is used primarily for on-site customer presentations and collaborative product walkthroughs. Teams build interactive Canvases that organize materials such as installation videos, product documentation, and workflow diagrams in one place.

KEY CAPABILITIES

- Building reusable Canvases that contain product workflows and technical resources
- Launching prepared Canvases during meetings for structured demonstrations
- Using the ThinkHub App to manage and present content seamlessly
- Allowing team members to prepare content in the background while another presenter runs the meeting

RESULTS & BUSINESS IMPACT

- Streamlined preparation for customer demonstrations and product presentations
- Centralized product resources, videos, and workflows within interactive Canvases
- Ability for team members to collaborate on content remotely and launch presentations seamlessly

ThinkHub.

Meeting Types Supported

- ✓ Customer product demonstrations
- ✓ Technical workflow walkthroughs
- ✓ Sales presentations and partner meetings
- ✓ Experience center tours and storytelling sessions
- ✓ Executive briefings and boardroom presentations

T1V CUSTOMER PROFILE



PRODUCTS INVOLVED

- A 105-inch display dedicated to large-scale visual and interactive storytelling
- Story Editor access for creating and updating content internally

DEALER

Ford AV



T1V Story powers the Simpson Strong-Tie experience center and digital storytelling environment.

Currently, the team uses Story primarily to present timeline-based narratives about the company, its innovations, and its product evolution. When different groups visit, the system allows them to easily display customized welcome screens or welcome videos to create a more personalized experience.



RESULTS & BUSINESS IMPACT

- Reduced time and effort needed to update and maintain storytelling content
- More engaging customer visits through personalized welcome experiences and immersive displays