

## Technology that drives innovation

# Setting the stage: high-performance event tech at the Estrel Tower

The scope of professional events is always evolving. Increasingly, multifaceted forms of communication are at the forefront, with content, presentation, and interaction closely interconnected. Here, cutting-edge event technology plays a central role, creating the infrastructure that makes every occasion unique, scalable, and full of impact.

### Intelligent tech solutions for versatile events

For most guests, the technology behind inspiring events remains in the background – and precisely that is its biggest strength. With this in mind, technical infrastructure was integrated into the plans for the Estrel Tower very early on. PRO VIDEO, Berlin-based specialists in media and conference technology, IT, and broadcasting, lent their expertise to create the perfect interplay between image, sound, and lighting – adaptable to both classic conferences and elaborate productions. The technology is based on a comprehensive, independent system approach. A centralized, server-based media control system – including cloud-independent backup – and intuitive, user-friendly touch panels offer easy control of media technology and room functions in every event space in the Estrel Tower.

### From setup to showtime: the Grand Hall in action

Nowhere is the combination of technology and striking interiors more breathtaking than in the Tower's **Grand Hall**. Here, trailblazing event technology sets the stage for unforgettable ideas, encounters, and experiences. Large-scale LED walls to the left and right of the stage ensure that presentations, panel discussions, and multimedia show elements make a strong visual impact. Moveable accent spotlights bring dynamic energy to the stage area, while customizable white lighting matches the mood of the moment, creating a range of atmospheres.

A high-performance audio system ensures excellent acoustics across the entire space, further enhanced by acoustically optimized panels for even sound distribution. The permanent stage with its side entrances and movable curtain, modular control systems, and on-stage camera monitoring is the optimal setting for conferences, shows, or hybrid event formats.



Two setups, one space: the Grand Hall set for a gala (left) and in a conference setup for business events (right). Renderings © Estrel Berlin / Christian Zilinski

As well as large-scale event spaces, the Estrel Tower offers a range of meeting and conference rooms: The **Sky Spaces**, **Meeting Rooms**, **Board Rooms**, **Urban Space Conference Rooms** and the **Lounge** on the 41<sup>st</sup> floor are fully equipped with integrated media technology, high-resolution screens, BYOD (Bring Your Own Device) setups, and lighting and sound for meetings, presentations, and conferences. All rooms are interconnectable and can be customized with a range of additional features to meet individual requirements, e.g., with camera technology for hybrid meetings.