

## Facility Description

Opened in 1956, Caterpillar Morton has over 3-million square feet of warehouse and yard space, distributing Cat® parts to customers and dealers around the world. With Caterpillars increased focus on the Aftermarket – The Morton facility is an integral part of executing the strategy for Caterpillars future profitable growth.

## Objectives

Pearl Technology was tasked with designing and providing audiovisual solutions for many areas of the facility. These areas include a warehouse auditorium, boardroom, conference rooms, dealer training facilities, experiential LED walls, and the autostore command and control center. Each space has brought its own unique demands and challenges that required the team a Pearl Technology to go above and beyond in order to meet the needs of Caterpillar.



“We have been working with Caterpillar on audiovisual systems at its various facilities for many years, and have a long-standing track record of successful installations with the company. Because of our reputation and strong relationship, CAT once again called on us to help execute its vision.”



–Jeremy Caldera,  
Executive Vice  
President

### Spaces & Challenges



#### Warehouse Auditorium

Pearl Technology was tasked with a unique request. Turn an industrial warehouse into an auditorium with the ability to house corporate and executive meetings while heavy machinery is operating in the background.

60 foot ceilings. Stadium seating requested by the client put the furthest viewer at over 70 ft and required the use of 2.5mm pixel pitch direct view LED technology. Background noise from the automation systems also posed challenges.

Flown from the 60 ft ceilings are a dual line array speaker system. This required a custom rigging system and precision placement to ensure maximum intelligibility. Beyond the first 15 rows of seating houses two stories of industrial steel for the remainder of the audience. Each story features a delay speakers to allow for clear audio throughout the entire space.

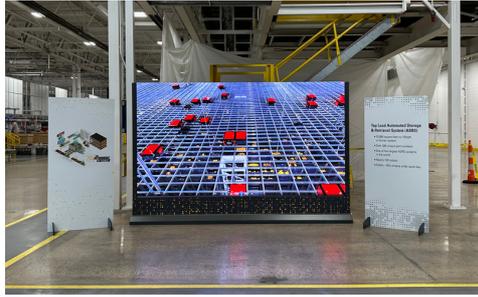
Presentation can take place on stage or from the rear control room. The system has both a basic user and advanced modes for use by an executive or an outside production team with larger mixing consoles and production equipment.

#### Automation Control Room

The command and control room at this facility allows operators to monitor a series of automated tasks that happen throughout the facility 24/7.

The distribution warehouse stocks over 400,000 individual parts. These parts are picked by automated retrieval systems, packaged, moved throughout the facility on a series of autonomous driverless vehicles, and shipped around the world.

The control room of these automated processes features a ultra-narrow bezel video wall with full matrix switching, wall processing, and KVM capability.



#### Dealer Training Rooms

Caterpillar will bring in a variety of clients and dealers to this facility for both tours and education.

These training rooms follow an adherence to AV industry viewing standards to ensure a quality training session. This design concept helps to minimize fatigue that can be experienced after a long day of training. A series of rooms from huddle spaces to multipurpose rooms with static and mobile furniture allow local or remote participant training and education.



#### Boardroom & Conference Spaces

As in any facility at a major corporation there are a variety of rooms that require internal use by employees for meetings and presentations.

Having developed the global standard for design with Caterpillar, Pearl Technology provided a number of rooms to server the needs of employees and management.

These spaces include several boardrooms, internal training rooms, huddle spaces, and dailying meeting areas for safety briefings.



#### Walkway Experience

The walkway experience is a series of spaces that create an experience for dealers, employees, and anyone that is visiting this facility.

Through a series of displays, Caterpillar has created content to engage and inform all who enter or tour the facility about the vast number of products and roles this primary shipping facility plays around the world.

The display technology includes landscape and portrait flat panels in a variety of sizes from 46-inches to 98-inches. In addition to traditional flat panels, several direct view LED video walls enhance the experience for all providing bright high resolution content and imagery including data, pictures, and live video. The dvLED video displays range in pixel pitch from 0.9mm through 1.8mm depending on the application and viewing experience.

The custom dvLED displays are wall mounted and mobile. They offer standard 16:9 aspect ratios, custom vertical aspects, and even 64:9 with custom content which wraps around the corner of a wall.



#### About Pearl Technology

Pearl Technology serves as the comprehensive IT and AV solutions provider for your business. We serve a wide variety of markets including corporate enterprise, higher education, medical simulation, command and control centers, conference and training rooms, house of worship, tour guide and any other facility with audiovisual systems.

Pearl Technology provides a unique experience to our clients focused on client satisfaction. Our goal is to develop world class solutions using quality equipment, professional installation, and intuitive system operation.

At Pearl Technology, our mission is simple: make technology an asset for your business or organization and not a problem. We strive to make technology integrate seamlessly with your business to help you spend more time on your business.