



**Israeli municipality ready to handle
any situation with its Kramer-equipped
Command & Control Center**





In a major city, we need to be able to operate all vectors during regular times as well as emergencies. The complete visibility ensured by Kramer technology allows us to maintain essential services, and provide assistance, no matter what.

Kobi Noah, CIO, Municipality of Ramat Gan

Customer

Municipality of Ramat Gan, Israel

Industry

Government

Goals

- Facilitate smooth operations of all municipal services under any conditions
- Ensure clear communications for best response in emergency situations
- Maintain steady performance with zero failures
- Get the system up and running quickly

Value

- Accurate and timely response is delivered with the ability to better communicate and assess situations
- Emergency situations can be viewed and shared at the click of a button
- Reliable functionality ensures continuity of municipal services
- Implementation, from design to deployment, took just four months

Project Scope

- Install an AVoIP solution in a large city's new Command & Control center
- Accommodate 10 separate departments, plus a central command station

Solution

Kramer products:

- KC-Virtual Brain
- KDS-EN7
- KDS-DEC7
- PA-120Z
- DSP-62-AEC
- Galil-6C
- KT-2010
- Kramer CONNECT cables

Background

Ramat Gan is a city in central Israel, located just east of Tel Aviv. With a population of over 150,000, home to a central medical center, the National Diamond Exchange, and many high-tech industries, it's a major metropolis.

In addition to providing routine civil services like education, firefighting, and garbage collection, the municipality must be prepared to handle any emergency that emerges, whether a natural disaster such as an earthquake or flood, or a safety and security event, such as a terrorist attack or mass transit incident.



There are Kramer setups in each department of the municipality, and a main one in the central station. At the click of a button, any station can be brought up in the central command, so the mayor, CEO, or relevant department, can get an immediate view of the current situation and take control.”

**Eyal Bracha, Deputy CIO and Director of Command Control Multimedia,
Municipality of Ramat Gan**



Goals

The Security Department and the mayor requested a new Command & Control center to enable the city management team to monitor and coordinate the municipality's activities on a day-to-day basis and in emergencies.

Kobi Noah, Ramat Gan's CIO, recalls: "We wanted to facilitate smooth operations of all municipal services under any conditions, ensure continual business operations for all parties, and support emergency services in times of need, such as engineering units working to locate dangerous buildings. At the time, the city management team worked in different locations. This new center would

enable the team to control the city more effectively and assure the wellbeing of its citizens, 24/7."

To do so, all devices throughout the space needed to be connected. Easy operation was a must to ensure effective communication between the different locations. In addition, the system needed to be extremely stable over time, with zero failures. Identifying the need for a new command center as extremely urgent, the municipality set a tight four-month deadline for delivery and sought a single-source partner for the full solution.



Solution

Kramer was chosen as the supplier for Ramat Gan's new Command & Control center, based on the city's past successes with Kramer and the company's high level of local support. Kramer's ability to offer a full end-to-end solution, provide all the needed equipment from stock, and guarantee fast delivery, were also central to this decision.

With its enterprise IT-grade security and advanced intuitive management, the Kramer KDS-7 family line was selected as a perfect fit. Kramer took into account the municipality's specific needs and built a complete solution, with a full range of networked

endpoints, including KDS-7 encoders, KDS-7 decoders, and auto-switch encoders, as well as a dedicated manager device, to support 4K video sources and enable any-to-many video sharing between rooms.

Using an AVoIP network, the AV encoders and decoders were connected to the endpoints of the city's IP network. Leveraging the switching power of the IP network eliminated the distance limits on AV deployments. This simple and reliable approach enabled the use of a huge number of devices in a single network and made expanding into new spaces easier.



The service that Kramer gave us has definitely earned our praise and solidified our desire to build a strategic partnership with them for many years to come.

Kobi Noah, CIO, Municipality of Ramat Gan

Value

A highly customized, end-to-end proof-of-concept setup was built in Kramer's lab before the installation, enabling Kramer and the integration team to tackle any challenges ahead of time. Kramer also quickly created a full topology diagram of the project in advance to accelerate the bill of materials (BOM) process.

Although the deadline was extremely tight, with immense dedication on everyone's part, it took just four months from design until the Command & Control center was up and running 24/7.

Ramat Gan municipality now operates 11 different control rooms (one for each department) from a single space, spread out over two floors. Most of the rooms are simple, with one or two operators, a few displays, and a worktable, while others are like boardrooms, with many participants. One large room is reserved for the mayor to lead any critical situation that may occur.

Utilizing a full AVoIP streaming solution, the staff of this new Command & Control center enjoys a low-latency, high-quality 4K60 content distribution and switching. This ensures a highly secure, deeply functional Command & Control center that's able to effectively provide services under any conditions, at any time, with zero failures.

"We have 120 AVoIP endpoints spread over two floors. Ten assemblies reflect each wing of the municipality, and one central assembly," explains Eyal Bracha, Ramat Gan's Deputy CIO. "Everyone sits in their place, and any computer can be brought up with the click of a button so the mayor, city manager, or any relevant party can control the computer, and immediately assess the current situation."

Digital signage is dispersed throughout the facility to share special announcements for the Command & Control staff. Full control of the system is maintained with various touch panels located throughout the facility. The

specific audio DSP-AEC prerequisites are handled with a sophisticated touch panel user interface for control, ensuring excellent audio transmission between rooms.

On top of that, the municipality was impressed by the experience of working with Kramer. “We took KDS-7 to the edge in terms of operation and programming,” elaborates Eyal. “Nothing like this has ever been done here in Israel. And I can honestly say that Kramer’s performance across the board has left us amazed.”

Summing up the project, Kobi says: “The service that Kramer gave us has definitely earned our praise and solidified our desire to build a strategic partnership with them for many years to come. For other Command & Control centers thinking about what matrixes or technological solutions they need, from a professional perspective, I highly recommend opting for Kramer.”



About Kramer

Kramer audio-visual experiences power creativity, collaboration, and engagement. From AVSM to advanced cloud-based communication, collaboration and control solutions, Kramer creates audio-visual experiences that are more engaging, more inclusive and more connected than ever before. Headquartered in the heart of Startup Nation - Tel Aviv, Israel with locations around the world, Kramer's audio-visual experts are designing the future of engagement technology. Physical and digital boundaries have blurred. But no matter how hybrid our world becomes, our desire for real, human connection will never cease. Kramer's intuitive, seamless technology breaks down walls, bridges gaps, and makes people feel closer together even when they're far apart.



www.kramerav.com