



Itoki Corporation

INTRODUCTION

Itoki Corporation, a leader in workplace innovation since 1890, is redefining modern workspaces through design, technology, and human-centric functionality. Known for its expertise in office furniture, ergonomic design, and space planning, Itoki focuses on creating adaptable and seamless environments that meet the evolving needs of people and organizations.

"AT ITOKI, WE DESIGN AND CREATE WORK ENVIRONMENTS THAT INSPIRE HUMAN CONNECTION. CRESTRON'S COLLABORATION TECHNOLOGY ALIGNS WITH OUR VALUES OF SIMPLICITY, FLEXIBILITY, AND HUMAN-CENTRICITY."

Osamu Watanabe
*General Manager, Solution
Planning Department,
Itoki Corporation*



THE CHALLENGE

At its Tokyo headquarters, Itoki set out to transform two key collaboration spaces — the Decision Room and The Studium — into live showrooms for over 20,000 annual visitors, serving as models to showcase the future of hybrid work. Itoki's transformation aimed to tackle the challenges of hybrid communication, particularly in high-level discussions and client presentations. Remote participants often struggle to engage without clear visuals of facial expressions or speakers, while in-room participants find it hard to connect with those on screen.

THE SOLUTION

Itoki partnered with Crestron, a trusted industry leader with over 30 years of recognition in Japan, to bring their design vision to life — unobtrusive, scalable, and human-first technology. The Crestron intelligent video portfolio would enhance collaboration while maintaining a sleek, functional design.

"WE WANTED A PARTNER WHO UNDERSTOOD BOTH THE TECHNICAL COMPLEXITY AND THE HUMAN SIMPLICITY WE WERE AIMING FOR. WITH CRESTRON INTELLIGENT VIDEO, WE WERE ABLE TO ACHIEVE BOTH. THE SYSTEM WORKS SO WELL THAT MOST PEOPLE DON'T EVEN NOTICE IT — THAT'S THE GOAL."

Yugo Shiino
*System Design Manager,
Itoki Corporation*



THE TECHNOLOGY

Crestron's intelligent video and control technologies bring Itoki's vision of "quiet innovation" to life — powerful yet discreet and adaptable. Central to the setup is the Automate VX multi-camera speaker tracking solution, which automatically switches between multiple cameras based on the active speaker's location. This creates more engaging hybrid meetings and reduces cognitive fatigue. With the system in place, remote attendees feel more connected, and in-person participants no longer repeat comments.

The Decision Room was designed to create an equal environment where all participants — remote or in-person — could interact naturally, feel heard, and be visually included. In the Decision Room, the Automate VX multi-camera speaker tracking solution, integrated with Shure® MXA920 ceiling microphones and Shure IntelliMix® P300 processors, enables automatic speaker tracking. Cameras switch angles intelligently based on voice pickup, ensuring clear discussions where remote participants feel fully engaged. The automatic speaker tracking fosters richer, more equitable discussions.

On the 11th floor, The Studium presented additional challenges. This tiered, U-shaped seminar space prioritized visibility and inclusivity, but Itoki needed technology to complement its design with seamless digital engagement. Simplicity was essential, making it easy for anyone to present and enabling multiple users to share content effortlessly. For The Studium, the Crestron AirMedia® Connect Adaptor and a simpler two-camera tracking system support presentations, seminars, and hybrid meetings. Recessed, color-matched ceiling speakers and microphones blend easily with the architecture, while Crestron's touch screen interface makes controlling audio, video, and lighting simple for all users. Synchronised video and audio across rooms also enable townhall-style events and unified content experiences.

Wireless content sharing is effortless with the Crestron AirMedia® Connect Adaptor, allowing presenters to connect from any device. Presenters have praised the system's ease of use and seamless setup. Always presentation-ready, the space inspires visiting clients with ideas for their own workplaces. Intuitive control of audio, visuals, lighting, and room settings is delivered through touch screens and iPad® tablets. Crestron's XiO Cloud® platform provides remote monitoring, updates, and centralized device management. Fully IP-based, the system is built for scalability and future upgrades.

"EVEN OUR CLIENTS ARE SURPRISED BY HOW NATURALLY THE AUTOMATE VX SYSTEM IDENTIFIES THE SPEAKER – IT JUST WORKS, AND THAT'S WHAT THE LATEST TECHNOLOGY SHOULD DO."

Yosuke Taguchi
Sales Manager,
Itoki Corporation





RESULTS

At Itoki, the success of Crestron technology lies in its invisibility. Cohesive, human-centric spaces born from the Itoki-Crestron partnership are setting a new standard for intuitive, people-first work environments. The transformation has exceeded expectations, and communication quality has improved.

Featured Products

4-Series® Control System
CP4N

Automate VX Pro System Series 2 Voice-Activated, Multi-Camera Switching Solution
IV-SAM-VX2-P

Crestron 1 Beyond i12 Intelligent PTZ Camera, 12x Optical Zoom
IV-CAM-I12

Crestron 1 Beyond i20 Intelligent PTZ Camera, 20x Optical Zoom
IV-CAM-I20

DM NVX® 4K60 4:4:4 HDR Network AV Encoder/Decoder
DM-NVX-360

AirMedia® Receiver 3200 with Wi-Fi® Network Connectivity
AM-3200-WF

XiO Cloud® Management Platform