



Chin Hin Group Berhad

INTRODUCTION

Chin Hin Group Berhad is a leading Malaysia-based conglomerate with a diverse portfolio in trading, manufacturing, property, and hospitality. Established in 1974 as a building materials trader, it has grown into a robust group of companies with six publicly listed entities. Chin Hin manages the entire construction value chain, from supplying building materials to constructing and furnishing homes.

"WE VISITED SEVERAL VENDORS, BUT AFTER SEEING CRESTRON ELECTRONICS' SETUP IN SINGAPORE—USED BY SOME OF THE LEADING COMPANIES IN THE WORLD—WE KNEW THEY COULD DELIVER AT A GLOBAL STANDARD."

Abel Saw

*Group Chief Transformation Officer,
Chin Hin Group Berhad*



THE CHALLENGE

Chin Hin faced significant challenges as teams struggled with balancing multiple collaboration platforms, making meetings and connectivity inefficient. The lack of standardization hindered seamless communication across the group. With a move to a new headquarters in Sri Petaling, a suburb of Kuala Lumpur, Chin Hin aimed to create a hybrid workplace that would support their diverse workforce and foster innovation while encouraging inclusive collaboration through the right technology and space.

THE SOLUTION

Chin Hin selected Crestron to provide systems certified for Microsoft Teams® Rooms, enabling one-touch meeting launches, intelligent cameras with speaker tracking, and integrated controls for lighting and motorized curtains.

"WE HAVE A CLEAR VISION AND ROADMAP OF THE HYBRID WORKPLACE TRANSFORMATION, AND WITH STRONG PARTNERS LIKE CRESTRON, AND COMMITTED TEAMS, WE'RE GETTING CLOSER EVERY DAY."

Abel Saw

*Group Chief Transformation Officer,
Chin Hin Group Berhad*



THE TECHNOLOGY

Designed to enhance synergy among the Group's divisions, the headquarters features three learning hubs, a multifunctional space, 18 meeting rooms, and various wellness facilities. However, challenges persisted: executives required confidential meeting spaces, branch offices needed streamlined scheduling, and IT teams struggled with managing multiple communication platforms. The traditional meeting rooms lacked modern capabilities, and employees faced limitations compared to what could be possible with new technology and AI.

Advanced AV and control technologies from Crestron play a pivotal role in enhancing collaboration at Chin Hin Group Berhad's new headquarters. At the heart of this solution is the Crestron DM NVX® AV-over-IP platform, which facilitates efficient content distribution throughout the facility. In the Stellarium auditorium, DM NVX technology enables seamless sharing of presentations on large screens and distribution to training rooms, ensuring scalability for future needs.

The Learning Hub employs the DM NVX platform to support flexible room configurations for hybrid training scenarios, while Crestron Flex UC and intuitive touch screens simplify control over lighting and video settings across different room offerings.

"ONE OF OUR LEADERS TOLD ME, 'WE'VE MANAGED TO INTEGRATE TECHNOLOGY SO NATURALLY INTO THE WORKPLACE THAT PEOPLE BARELY NOTICE IT AND IT JUST WORKS.' AND I THINK THAT'S THE BEST RESULT YOU CAN ASK FOR."

Abel Saw

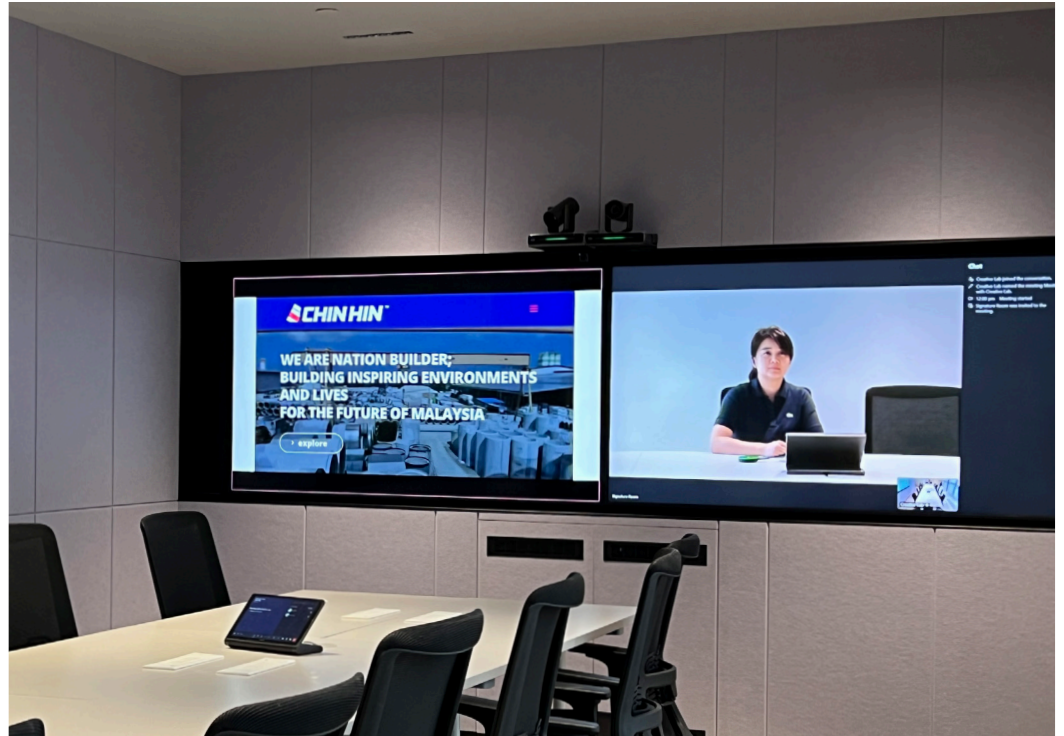
*Group Chief Transformation Officer,
Chin Hin Group Berhad*



The Signature Microsoft Teams® Rooms creates an engaging environment for remote participants, the Idea Teams Lab supports quick collaboration in smaller settings, and the Creative Teams Lab is equipped with tracking technology. The Large Executive Boardroom features multiple cameras to provide an immersive video conferencing experience.

To support each of these spaces, Chin Hin deployed a range of Microsoft Teams® Rooms-certified devices, including the Crestron Flex video conferencing, Crestron 1 Beyond cameras, Jabra® PanaCast® 50 video bar, and ceiling microphones—each tailored to different room sizes and collaboration needs. These technologies enable one-touch meeting launches, intelligent speaker tracking, and automated room configuration, allowing employees to walk into any space and start a meeting instantly, without technical hassle. For example, the Creative Teams Lab uses advanced tracking and framing to follow speakers naturally, while the Executive Boardroom combines multiple cameras and ceiling microphones to deliver a premium conferencing experience.

To streamline scheduling and reduce friction, Chin Hin implemented a centralized meeting room booking system using Crestron scheduling panels. These touch panels are integrated with the company's internal app, enabling employees to check room availability and book instantly. The system also connects with other building services—such as the cafeteria and wellness facilities—creating a unified digital experience. The result is a dramatic improvement in operational efficiency: meeting rooms are now set up over 50% faster, and average room utilization has reached 91%. Employees report significantly reduced tech stress, improved audio and video quality, and greater confidence in using the technology—contributing to a 93% post-implementation satisfaction rate.



"WITH MICROSOFT TEAMS ROOMS, WE CAN SET ROOMS UP 50% FASTER. PREVIOUSLY, PREPARING A ROOM COULD TAKE UP TO 30 MINUTES. YOU HAVE TO CHECK THE CABLES, CONNECT THE VIDEO EQUIPMENT, TROUBLESHOOT AUDIO, AND MAKE SURE REMOTE TEAMS COULD JOIN WITHOUT ISSUES."

Abel Saw

*Group Chief Transformation Officer,
Chin Hin Group Berhad*



RESULTS

The implementation of advanced AV and collaboration technologies at Chin Hin has led to increased room occupancy and a significant return on investment through time savings and reduced travel. A unified user experience has enhanced the corporate image and empowered staff capabilities within the modern workplace, boosting productivity and efficiency in daily operations.

By aligning people strategy with business goals, Chin Hin Group is building the future of work. The creation of hybrid workplace along with hybrid workforce across the organization, equipped with the latest technology, positions staff to stay ahead of market trends and maximize collaboration benefits.

"Our people report major improvements in stream quality, audio clarity, and ease of use. Tech stress has dropped significantly. Post-implementation, employee satisfaction stands at 93%," says Abel Saw, Group Chief Transformation Officer at Chin Hin Group Berhad.

Featured Products

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

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

Crestron 1 Beyond p12 PTZ Camera, 12x Optical Zoom
IV-CAM-P12

DM NVX® 4K60 4:2:0 Network AV Decoder
DM-NVX-D20

DM NVX® 4K60 4:2:0 Network AV Encoder
DM-NVX-E20

AirMedia® Series 3 Connect Adaptor
AM-TX3-100

7 in. Room Scheduling Touch Screen
TSS-770

7 in. Wall Mount Touch Screen
TSW-770