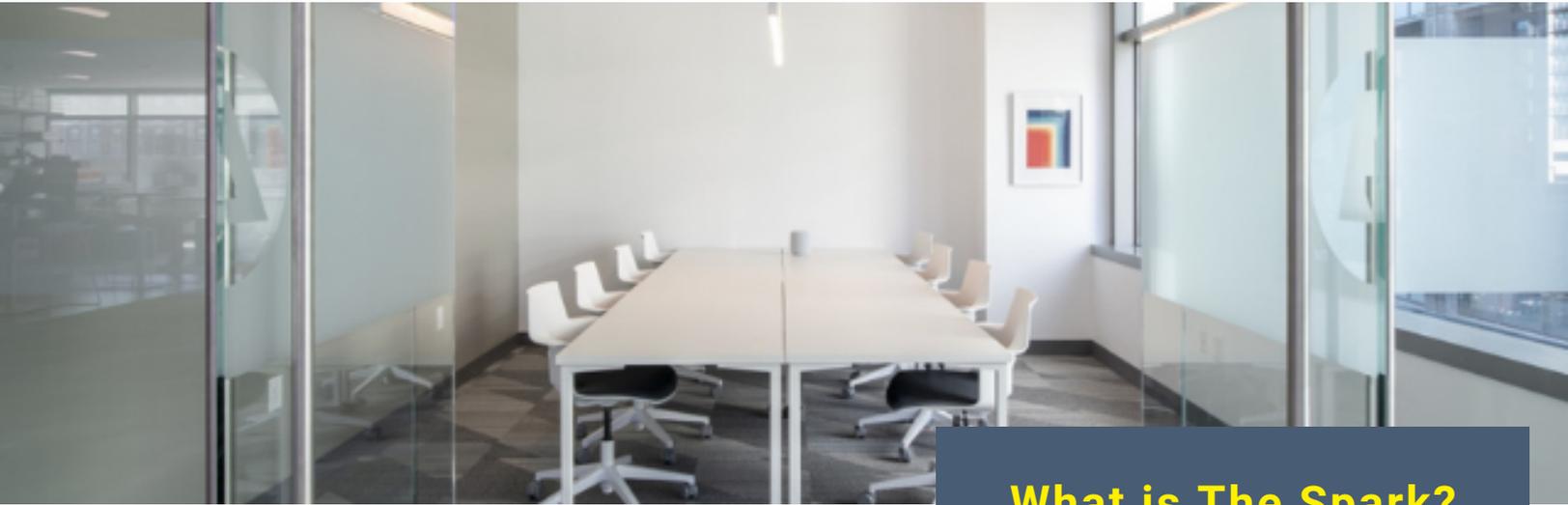# igor

The Spark embraced Somfy-powered motorized shading integrated into Igor's Nexos IoT platform to create a smart and connected building environment in which to innovate.

The Challenge

The Spark is part of a larger initiative at Southwire to scale innovation. Created as a tangible place for much of this innovation work to happen, it was important for Southwire to create an adaptable space at The Spark which would work just as well for small teams innovating as it would for large scale panel events.

Southwire's dedication to sustainability meant searching for ways to make this new innovation lab a place focused on adapting to the occupants inside, improving energy efficiency, and enhancing occupant wellness.

Finally, Southwire wanted to create a space within The Spark for quiet, focused work to be done. The conference room, often flooded with bright light at inopportune moments, posed a particular struggle.

What is The Spark?

The Spark was formed to aggressively pursue profitable, responsible and sustainable business growth through new thinking, new learning and new methodologies.

A leader in technology and innovation, Southwire Company, LLC is one of North America's largest wire and cable producers. Southwire and its subsidiaries manufacture building wire and cable, metal-clad cable, portable and electronic cord products, utility products, OEM wire products and engineered products. In addition, Southwire supplies assembled products, contractor equipment and hand tools.

The Solution - by Igor and Somfy

Turning the innovation lab into a smart building seemed a logical choice. When designing The Spark, it was important for Southwire to create a space where everything was adaptable and modular, from rolling tables to movable whiteboards. The next step was a smart system with that same spirit of adaptability and modularity, and Igor's Nexos IoT platform with open API made them the right choice.

The Nexos IoT platform by Igor helped create a building where factors like lighting and shading could be easily controlled in a more intelligent way. An all-in-one hardware, software and analytics solution, Nexos made it possible for The Spark to dive into an ecosystem of partners, which allowed the building to incorporate motorized shades powered by Somfy. By embracing PoE technology, The Spark created an innovation lab that allows those who utilize the building to experience the benefits of this technology firsthand.

The Solution - by Igor and Somfy (cont.)

Utilizing smart building technology like Igor's Nexos platform allows The Spark to connect multiple systems in one to create a more sustainable environment. Data analytics allows for real-time insights that help the building use energy in a more deliberate way by focusing on the needs of inhabitants. Connecting smart shading and lighting saves energy by better balancing natural and artificial lighting.

"Part of the reason we went with PoE is that we want to be energy conscious and we wanted to make sure we're smart with our energy," Bunda said. "The addition of shades only continues to compound that sustainability for The Spark space."

"The ability to have the space adapt to what's happening inside of it is designing for the user at its core. So, we wanted to embrace the system for what it was as a human-centric experience when you enter The Spark."

Alex Bunda
Innovation Center Leader, Southwire's Spark Studio

A User-Centric Smart Building

Somfy's smart shading in the conference room has helped The Spark create a dedicated quiet workspace for individuals and teams. Now, when team members walk into the conference room, the shades rise, and the lights turn on automatically, creating a welcoming environment for team members and visitors alike.

It's also much easier to lower the shades and dim the lights in order to have some peaceful focus time or raise the shades to enjoy natural light while small groups collaborate.

As The Spark welcomes everyone from industry colleagues to Georgia Tech students and professors, the conference room has become an important quiet space where it's simple to control both artificial and natural lighting.

As the ability to control, personalize and augment building

environments becomes more of a requirement, The Spark is on the cutting edge of living with this innovation on a day-to-day basis. Southwire expects that smart buildings will soon become the norm and so embracing this technology at The Spark is a powerful tool for understanding the future of the built environment.

The Spark has truly created an experience centered around the user with smart technology and data analytics. As Southwire uses The Spark to dive into meaty and complex topics, it's important to create a building experience that is memorable and enjoyable so workers can focus on innovation in a comfortable setting. Being able to pull insights from the system is incredibly important as the building needs to adapt to different environments,

from small teams to large gatherings.

The Spark also helps to expand knowledge of the PoE ecosystem beyond just lighting. Utilizing PoE for shading and other essential building functions shows off the versatility of this technology in a hands-on learning space for visitors.

Southwire understands the importance of ensuring the user is at the center of every interaction. Smart buildings improve user experience by providing data that can lead to enhanced personalization at every touchpoint. Through The Spark, Southwire has discovered that smart buildings can improve occupant comfort, increase focus and productivity, and lead to an overall better experience.

The solutions from Igor and Somfy give The Spark its wow factor and create the perfect environment to innovate and discover the solutions of tomorrow.

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