CASE STUDY
MadisonAV
AUSTRALIA

TechnologyOne Adopts AMX MUSE.

Any new tech paradigm needs a hero – an early adopter that can see the possibilities and make the jump.

B&H AUSTRALIA | technology1

INTEGRATOR | END USER

The story of one of the first major MUSE projects in Australia.

When Harman reinvigorated its AMX brand with a new control platform, MUSE, it wasn't hard to find supporters. There was a new approach to AV control that demolished the traditional 'walled garden' of proprietary programming languages. AMX designed MUSE (Mojo Universal Scripting Engine) to talk the low-code/no-code lingua franca of the IT world – Node-RED and Python backed by Java Script.

Finding Your MUSE

For one of the first big AMX MUSE controller projects you need three things to line up: a client that can see the possibilities; an integrator willing to learn some new tricks; and a distributor that's happy to provide the support for the inevitable teething problems.

TechnologyOne is an ASX-listed SaaS ERP provider. It has offices around Australia and the region, staffed by some 1500 people. It's traditionally been an AMX proponent and could see the advantages of making the leap to MUSE.

B&H Australia, TechnologyOne's AV integrator of choice was happy to get behind TechnologyOne's decision and do what it took to learn a new programming language and approach to control.

MadisonAV, the AMX distributor has the wherewithal to back MUSE with local boots-on-ground technical support, led by Field Service Engineer, Jim Maciejewski.

Learning New Tricks

TechnologyOne dipped its toes in the MUSE waters with the deployment of the new control platform in a pair of interconnected training rooms at its Brisbane office. The space now has AMX N2600 AVoIP encoders/decoders providing media transport, AMX Varia touch panels hosting the UI, and MUSE acting as AV ring master.

"The new system has been virtually invisible to staff," reflects Anthony Wilder, Manager for Facilities and IT Services at TechnologyOne. "Everything works seamlessly; we've had no calls for support. That success gave us the confidence to deploy MUSE at our Sydney office, covering boardrooms, meeting rooms, training spaces, and our 'village green' collaboration space."

From B&H's perspective, it was Craig Langton who carried the programming load. B&H's GM of Technical and Sales, Craig counts himself a dab hand in NetLinx programming, so it was interesting to hear his perspective:

"We were investing in the future by learning to deploy MUSE," comments Craig Langton. "Programming in Node-RED was new to me but I was instantly impressed with the availability of online resources to support development. I found the MUSE platform easy to adopt, thanks to the robust support ecosystem."

"What's more, I've no doubt that Node-RED's flow-based programming will allow a wider range of staff to provide remote support, eliminating the need for deep, specialised programming knowledge."

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Detonating The Walled Garden

AV's walled garden served everyone well for a long time, with Integrators often needing to choose a side. Vendors appreciated the brand loyalties; programmers were rewarded for their highly specialised programming chops; while AV departments were happy in having a single point of contact.

Now, IT departments are less fond of systems that sit outside their control. With the proliferation of network-based AV systems, AV can play a vital role in a building's larger tech ecosystems. It is with this perspective that TechnologyOne's Anthony Wilder was looking to the future:

"MUSE appealed to us not just for its low-code/no-code capabilities for AV control, but for its ability to use this same approach to easily integrate with systems like lighting, HVAC, and scheduling. This aligns with our ESG goals and enhances the user experience by automating processes – like automatically adjusting air con or lighting, based on room bookings and conditions."

Craig Langton concurs: "For clients like TechnologyOne, our focus is always on future-proofing their AV environments. With MUSE, we achieved our primary goals: functional, user-friendly training rooms. More than that, we're excited about the platform's potential for broader integration with IT, security, and building management systems."

Watch Case Study Video:

New Chapter

It's good news for AMX by Harman. More than that, you can almost hear the collective sigh of relief as AMX turns the first page on a new chapter of control that will take it well into the future.

Graham Barrett is one person who lived through the AMX NetLinx heyday (playing no small role in its regional success) and is now Head of Strategic Partnerships for Harman in this region. He's keenly aware of what's being asked of the market and those who might count themselves as AMX people:

"Adopting new technology can often feel like a leap of faith for both the end user and the integrator. However, in this project, we saw immediate benefits. For B&H, MUSE enabled very rapid development using Node-RED. For TechnologyOne, it provided a future-proof environment where AV could integrate seamlessly as a 'first-class citizen' with other enterprise systems and environments."

TechnologyOne will no doubt be championed as a MUSE success story worldwide. It's no small fish. Plus, it's an IT company. Anthony Wilder likes what he's seen so far:

> "MUSE stands out for its future-proofing potential, cost-effectiveness, and scalability. It's more than just a control system – it's a gateway to smarter building management. We're excited about the opportunities MUSE unlocks for greater integration & automation."