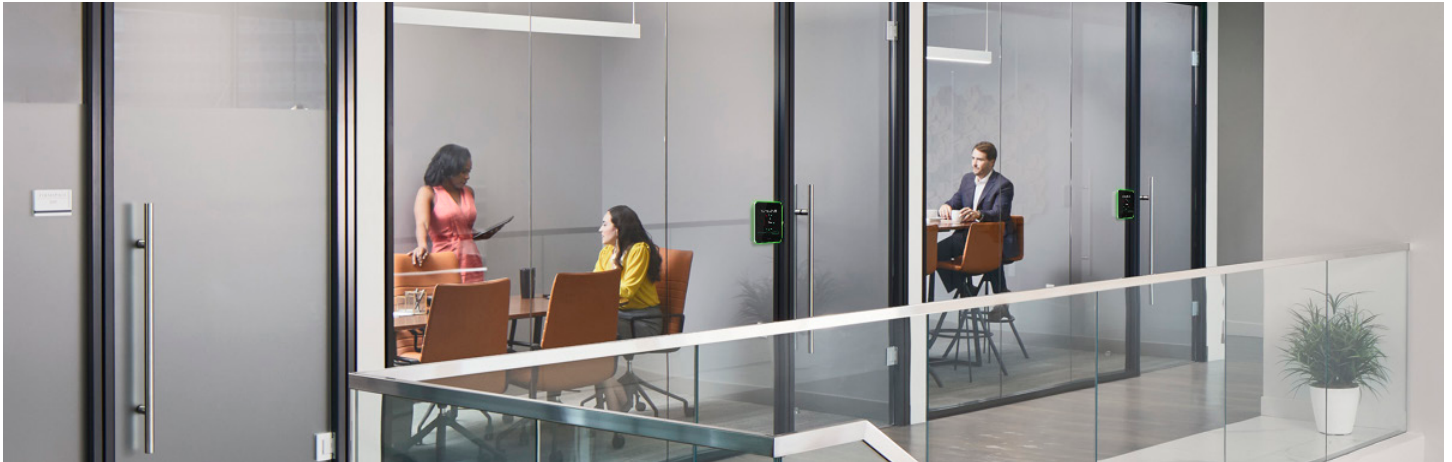


Firmspace



SUMMARY

• LOCATIONS

Austin, Texas (Headquarters), with locations in Denver, Houston, and Atlanta

• FACILITY SCOPE

Luxury flexible office spaces totaling more than 115,000 square feet across four U.S. locations

• OBJECTIVE

Provide premium office environments where privacy, productivity, and workplace efficiency are built into every location through sound masking and intuitive meeting room scheduling

• BIAMP SOLUTION

Cambridge sound masking and Evoko Liso room scheduling displays

• OUTCOME

A consistent workplace experience that enhances speech privacy, simplifies conference room management, and supports the company's commitment to delivering luxury flexible workspaces

When **Firmspace** opened its first location in Austin in 2017, the company set out to redefine what premium flexible office space could be. Rather than simply leasing offices, Firmspace wanted to create an environment that rivaled the experience of a luxury hotel—one where privacy, security, and productivity were built into every detail.

“Our north star was creating flexible office space that’s unmatched in its aesthetic appeal and overall usefulness,” said Kenny Kane, Chief Executive Officer of Firmspace.

Today, that vision spans more than 115,000 square feet across Austin, Denver, Houston, and Atlanta, serving attorneys, financial professionals, consultants, and executive teams whose work depends on confidentiality and focus.



Our three pillars are privacy, security, and productivity. That’s our brand promise.

KENNY KANE

Chief Executive Officer
Firmspace

Designing for privacy from day one

Unlike many providers of shared luxury office space, FirmSPACE viewed acoustics as a foundational element of the customer experience—not an afterthought.

Sound masking was specified into the very first location and became a standard component of every new office the company opened. Combined with acoustically insulated walls, specialized sealants, and thoughtful building design, Cambridge sound masking helps ensure conversations remain private while creating a comfortable working environment throughout each facility.

“In addition to thick glass and ample insulation, we knew from day one that we also wanted sound masking,” Kane explained. “We didn’t want people to hear others talking on the phone in adjacent spaces.”

While new occupants often notice the gentle background sound when they first move in, it quickly fades into the background.

“People love it,” Kane said. “They notice it right away, and then it just becomes part of their day.”

In fact, many clients don’t fully appreciate its value until they leave.

“They’ll come back a year or two later and say, ‘I miss this place.’ It’s the little things like the sound masking that people don’t realize they have until they’re somewhere without it.”



Making meeting spaces self-managing

As FirmSPACE expanded, another operational challenge emerged: conference room scheduling.

The company had developed its own proprietary member app for booking meeting spaces, but without visible room status, members would often occupy rooms that had already been reserved.

The solution was Evoko Liso room scheduling displays.

Installed outside each conference room, the displays provide an immediate visual indication of room availability, allowing members to quickly identify available spaces while reducing scheduling conflicts. Today, approximately 25 Evoko Liso displays support conference room scheduling across the company’s four locations.

“The red and green indicators make it as simple as it gets,” Kane said.

Integrated with the company’s proprietary reservation platform and Google Calendar resources, the displays have become another technology that quietly supports the member experience while requiring very little day-to-day attention.





Technology that simply works

For Kane, reliability is just as important as functionality. Operating more than 115,000 square feet with a lean staff requires technology that can be trusted to perform every day without constant oversight.

“We take a lot of what we do for granted because the machine works so well,” he said.

That dependability has made both Cambridge sound masking and Evoko Liso integral parts of every FirmSpace location.

“I think the Evoko is emblematic of something that just works,” Kane said.

Conclusion

For FirmSpace, premium office space isn't defined by finishes or furniture alone. It's created through thoughtful details that help professionals stay focused, protect confidential conversations, and make every interaction feel effortless.

By standardizing on Cambridge sound masking and Evoko Liso room scheduling across every location, FirmSpace has built technology into the fabric of its business—supporting the company's promise of privacy, security, and productivity while delivering the elevated workplace experience its members expect.

ABOUT BIAMP

Biamp® is a leading provider of innovative, networked media systems that power the world's most sophisticated audiovisual installations.

Recognized worldwide for delivering high-quality products and backing each one with a commitment to exceptional customer service, Biamp's mission is connecting people through extraordinary audiovisual experiences.

Founded in 1976, Biamp is headquartered in Beaverton, Oregon, with offices and manufacturing facilities located around the world.

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