

Case Study **Clarksons Plc**

Division: Commercial
Location: St. Katherine's Quay
Project Duration: 22 weeks
Commercial Director: Mark JH Allen

Project Features

- 8X2 56" LED Video Wall
- DLP Projector and Projection Screen
- Crestron Room Booking System
- Polycom Video Conferencing System

W: smartcomm.co.uk

T: 01494 471 912

E: info@smartcomm.co.uk



Headquarters worthy of a Global Shipping Brand

Clarkson PLC, is the world's leading provider of integrated shipping services. With 46 offices in 20 different countries, Clarksons needed its new worldwide headquarters in London to not only reflect its success but to be technologically proficient. Clarksons' new headquarters, located in the beautiful and historic St. Katherine's Quay, reflect it's substantial shipping heritage. The offices extend over four floors of a building that was originally a warehouse. Keeping the integrity of this wonderful old building, while installing high tech solutions provided certain challenges, in spite of which, Smartcomm delivered a future proof, high tech solution within budget and on schedule.

Various solutions were required for a number of different areas including a large internal entertaining area called the Ocean Club, their new state of the art boardroom, video conferencing rooms, presentation rooms, rack rooms, terrace and flexible spaces designed to be converted into different size meeting areas.





The Smartcomm Solution

To provide Clarkson with the complex range of systems they needed, Smartcomm analysed both the different needs of the various areas of office space and the infrastructure.

Ocean Club: Play hard, work harder

When entertaining is a key component of your business, a welcoming space that can be used to build brand and create the right impression is paramount.

Eight Samsung 75" LED screens provide an eye catching video wall where dynamic content allows for real time event information pulled from Clarkson's own back-end system.

The Ocean Club sits next to an area that can be converted into a maximum of four separate meeting areas, or opened up completely. Two Samsung 95" displays sit either end of this space and can be linked to the video wall or used independently. A further two Samsung 65" displays were mounted on mobile units, to be used either linked or individually. Discreet Kef ceiling speakers and ClearOne microphones provide superb sound quality.

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Boardroom: Communication Solution

Consistent high quality communication is essential for this global shipping business. To maximise visual quality in the Boardroom, an ultra slim, high definition Samsung 95" flat panel display screen was installed. This was paired with a Polycom video conferencing camera, a discreet Clearone ceiling microphone array plus a wireless handheld microphone. Added into the system were invisible QSC line ceiling speakers and front of house speakers, which together provide an effective yet elegant solution, that fits in well with the interior designed room.

The multi format Audio Visual transmitter and Polycom codec allow for multiple uses of the display, from live TV to presentations and skype calls.

Restaurant: Food for Thought

Clarksons wanted flexibility around the large staff restaurant area. Smartcomm installed a Panasonic DLP projector; a 16:10 motorised projection screen; two 65" displays and a 55" display for brilliant visuals. A Panasonic HD Video Conferencing camera, Kef front of house speakers, ceiling speakers and hand held and lectern microphones were also installed to allow the area to transform into a large and effective meeting space.

Terrace: Fresh Air Ambience

Polk flowerbed speakers, event stage connection boxes and Kef front of house speakers subtly create atmosphere, transforming this area into an effective meeting space and enviable rooftop garden.

Infrastructure Connectivity

A number of 65" Samsung displays are positioned in various places around the office, allowing content such as digital signage and TV to be screened. 65" and 75" LCD Samsung displays, with integrated Exterity PCs and Logitech webcams, were mounted to show the same departments in the various offices around the world. These are called wormholes and aid in collaboration, continuity and team spirit.

Crestron room booking panels are located outside each meeting room and integrate seamlessly into the client's infrastructure, improving the whole booking process.

Communications Room

The floors all have a centralised Audio Visual design apart from the larger meeting rooms and Boardroom, which have racks in situ in specially designed credenzas. This allows for flexibility in future installations, efficiencies in streaming content to all screens, in equipment maintenance and environmental impact which reduce overall running costs.



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