



## Case Study **A&E Networks**

**Division:** Commercial  
**Location:** Hammersmith  
**Project Duration:** 8 weeks  
**System Specialist:** Barrie Lane

### Project Features

- 1080 DLP Projector
- 3x3 46" LCD Video Wall
- 32x32 Modular Video Matrix
- Centralised AV Design

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## A Solution for a Global Media Brand

A&E Networks are a global entertainment and media company who reach 330 million people worldwide, with strong brands such as Blaze, A&E, History and Lifetime. When A&E moved to their stylish HQ near Hammersmith, they needed a state of the art boardroom, video conferencing rooms, presentation rooms, focus rooms and a reception area.

A&E were looking for a solution that would not only enhance the way they conducted business but would also correctly portray them as a leading entertainment and media company. Smartcomm designed a state of the art solution, with the latest technology and delivered it within budget and on schedule.





### The Smartcomm Solution

To offer the customer exactly the bespoke solution they were after, Smartcomm looked at both the customer journey, starting at the reception area and the modus operandi of the business itself.

### Reception: Impression Management

First impressions are important, so a reception area that is both welcoming and brand enhancing is critical. Smartcomm installed a 4K resolution video wall made up of nine ultra slim 55" screens, in a prime position behind the reception desk.

Clever programming allows the combined screens to be seamlessly filled with A&E imagery, dynamic content allows for real time event information pulled from A&E's own back-end system. Easily customised, this powerfully showcases the engaging content A&E are famous.

Rather than static artwork, Smartcomm installed a projector to fill an otherwise under utilised wall space with the rich media experience representative of the brand, which can be changed and modified to suit the client or occasion. Two stylish wall mounted Bose column speakers were supplemented by a ceiling mounted Bose sub woofer for optimal audio impact.

### Boardroom: Communication Solution

Consistent high quality communication is essential for this global media company.

Two ultra slim high definition 65" Flat panel display screens were paired with a video conferencing camera, discreet table microphones and ceiling mounted speakers. All controlled by a 10" Crestron table mounted touch panel.

The high resolution double screen allows participants in their different locations to be viewed individually, helping collaboration and relationship building. Also, being able divide the view to display spreadsheets, presentations or other media, maximises efficiency in those all-important global board meetings.

For first class conferencing, the position of the camera in between the screens can be adjusted to focus on different views within the room.

### Media Focus

Two ultra slim Samsung 55" 4K Flat panel display screens were ceiling mounted in strategic positions to provide staff A&E Channel viewing opportunities. Smartcomm installed these despite the challenging open ceilings.

### Communications Room

The centralised design means that the main Audio Visual and communications equipment is housed in the air-conditioned server room, rather than individual room credenzas. This allows for flexibility in future installations, efficiencies in streaming content to all screens, in equipment maintenance and environmental impact. These all reduce overall running costs.

Included in the centralised equipment are 19" racks; 32 x 32 modular video matrices; satellite decoders; AV control processors and a Fire alert image generator.