Coca-Cola Enterprises Headquarters—Uxbridge

Coca-Cola Enterprises, Inc. is the world's third-largest independent Coca-Cola bottler. Their portfolio encompasses a full range of beverages including carbonated soft drinks, energy drinks, still and sparkling waters, juices and juice drinks and sports drinks.

In 2012 CCE launched plans to relocate their offices to the newly extended and refurbished Bakers Court in Uxbridge. As part of CCE's project, Smartcomm have designed and installed the latest technology in the 100,000 sq ft of space dedicated to CCE's new headquarters, including several deluxe meeting and training rooms.

Each of the meeting rooms has been treated to a technological upgrade; a multitude of flatscreens have been installed throughout, plus room booking panels located outside each door.

Cisco's dynamic TelePresence Management Suite has also been installed, offering the client complete control and management of TelePresence conferencing, infrastructure and endpoints.

Ground floor reception

In the reception area there are two wall mounted NEC 40" LCD screens plus a floor mounted 40" LCD screen. All displays have individual Cisco Digital Media Players which receive content from the LAN (local area network). One of these ultrathin screens has a DVI feed for PC presentations. A compact AMX NXD-430 flush mount touch panel provides total control for the room.

Agora walkway

Along the Agora walkway, an NEC 65" LCD screen with built-in 10W speakers has been mounted high above the room. This high-grade panel protects against permanent image retention and a full selection of inputs, which allows you to connect to a wide range of peripheral devices. The HD display also has its own Cisco Digital Media Player which receives content from the local area.

Agora

There are two wall mounted 40" NEC LCD screens in the Agora open space area. A motorised 159" projection screen and ceiling mounted projector provides the main display for the room.

The collection of high-tech devices are programmed to adapt to a range of uses; all three are able to display laptop or PC input and have both analogue and digital connectivity, as well as Cisco Digital Media Players which receives content from the LAN.

Audio carries throughout the Agora through ten ceiling mounted loudspeakers. These speakers transmit audio from the display sources as well as act as sound reinforcement when used alongside the various microphones.

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The control for this impressive AV system and lighting can be controlled via a 7" flush mount AMX NXD700i touch panel. This versatile panel includes an intercom facility for crystal clear communication both within the building and internationally.

First floor reception area

As you enter the first floor and 6th Floor reception, you are greeted by 40" NEC P402 LCD screens. These HD screens display the feed from their own Cisco Digital Media Player with smooth video and crisp imagery. The audio is transmitted through the professional screens' built in speakers.

Common Area Displays

There are wall mounted 32" LCD screens installed in the common areas on floors 3, 4, 5 and 6.

These screens display the feed from its own Cisco Digital Media Player which receives content from the LAN. The DMP unit is mounted behind the displays and connected via HDMI. The audio is transmitted through the LCD screens built in speakers. The system can be controlled using the manufacturers' remote controls.

Meeting Room Type S

There are four types of meeting rooms throughout the 3th, 4th, 5th and 6th floor. These different room types contain a similar system setup to each other. The main display comes in the form of a LCD screen, ranging from 55" and 65". The larger meeting rooms also have projectors.

Each room has 1No. wall or ceiling pole mounted 55" LCD screen.

The screens are able to display laptop or PC input from the table connection point as well as a feed from the resident PC and the Cisco Digital Media Players which receives content from the LAN. The table top connection plate has both analogue and digital connectivity in addition to a 3.5mm stereo jack for audio for each connection.

The audio is transmitted through the LCD screens built in speakers. The system can be controlled using the AMX app installed on the iPad tablet provided. The iPad is housed in a table top iPad dock in the credenza. The source and control equipment is housed in a local AV rack.

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Meeting Room Type M

There are a number of Type M meeting rooms on the floors 3, 4 and 5. Each room has 1No. wall or ceiling pole mounted 65" LCD screen. The screens are able to display laptop or PC input from the table connection points as well as a feed from the resident PC and the Cisco Digital Media Players which receives content from the LAN. There are two table top connection plates, each with both analogue and digital connectivity in addition to a 3.5mm stereo jack for audio for each connection. The audio is transmitted through the LCD screens built in speakers.

The system can be controlled using the AMX app installed on the iPad tablet provided. The iPad is housed in a table top iPad dock. The source and control equipment is housed in a local AV rack.

Meeting Room Type MT

There are 1No. of Type MT meeting rooms on the floors 3, 4, 5 and 6. Each of these rooms has 1No. wall mounted 65" LCD screen with an interactive touchscreen overlay. The screens are able to display laptop or PC input from the table connection points as well as a feed from the resident PC and the Cisco Digital Media Players which receives content from the LAN. There are two table top connection plates, each with both analogue and digital connectivity in addition to a 3.5mm stereo jack for audio for each connection.

The audio is transmitted through the LCD screens built in speakers. The system can be controlled using the AMX app installed on the iPad tablet provided. The iPad is housed in a table top iPad dock in the credenza. The source and control equipment is housed in a local AV rack.

Meeting Room Type L

There are 2No. of Type L meeting rooms, one on floor 4 and the other on floor 6. Each room has a ceiling mounted projector and motorised screen. The projector displays laptop or PC input from the table connection points as well as a feed from the resident PC and the Cisco Digital Media Players which receives content from the LAN.

There are three table top connection plates, each with both analogue and digital connectivity in addition to a 3.5mm stereo jack for audio for each connection.

The audio is transmitted through front of house stereo loudspeakers connected to a stereo amplifier. The system can be controlled using the AMX app installed on the iPad tablet provided. The iPad is housed in a table top iPad dock in the credenza. The source and control equipment is house in a local AV rack.

Room Booking System

There are a number of meeting rooms that have been installed with an AMX Room booking screen. This allows the client to book meetings via Microsoft Exchange/Outlook and the meeting information be displayed for participants to see on these panels. These also display when the meeting room is available.

CLIC Facility

One of the more unique areas of CCE's new headquarters is the CLIC (Collaboration, Learning and Insights) facility. The cutting‑edge software in this space delivers interactive virtual shopping experiences across a range of different environments. The technology replicates the shopper's experience in store and can scale from the detail on individual packaging on shelves to the aisles of a full sized supermarket. With the ability to track users' eye movements the technology enables a much deeper insight into the specific triggers and barriers that can influence a shopper on their route to purchase.

The continually evolving data is designed to help enable CCE's to refresh and invigorate its shoppers insights on an ongoing basis, and influence category planning using the latest available information. The new technology will also influence future packaging development, as well as brand planning and initiatives.

The equipment in the CLIC has all been relocated and re-commissioned from CCE's previous premises. The system consists of three ceiling-mounted Projectdesign FX32 projectors producing an edge-blended super-wide image of a shopper's experience onto a painted wall. The image is provided by a resident PC which has four display outputs.

These outputs are split between the ceiling-mounted projectors and four desk mounted monitors. Three of the monitors display a repeated image of the projectors whilst the fourth is a direct feed from the resident PC, creating a seamless projection for the team.

The audio is fed into the amplifier and transmitted through a 5.1 surround sound set up.
At the rear of the room there is a two way mirror providing occupants to witness viewers' reactions without being seen. In this room there are two monitors displaying the images recorded by a Sony EVID70 Pan/Tilt/Zoom Colour camera installed on the projection wall and two KEF front of house speakers which transmit the audio recorded by the microphones in the main room. These speakers are designed to smoothly integrate and architecturally match with existing downlighting.
The CLIC is controlled using the client supplied production PC, located in the AV rack, via a wireless keyboard and mouse. The equipment for the CLIC is housed in the shared (with restaurant) AV rack in the CLIC store room.

Mobile Display Trolleys

Two Mobile Display trolleys have been provided and fitted with 55" NEC monitors. These are for use in any position of the client's choice; both trolleys have been installed with the capability of connecting either DVI & Audio or VGA & Audio connections, giving the user complete control.

Boardroom

The boardroom on the sixth floor has a wall mounted 103" Panasonic Plasma display with two video conferencing cameras and two front of house speakers mounted on either side of it. The screen displays guest laptop, PC or iPad feeds when connected to the table top. The connection plates as well as a feed from the resident PC, the integrated video conferencing system and the Cisco Digital Media Players which receives content from the LAN. There are six table top connection plates, each with both analogue and digital connectivity in addition to a 3.5mm stereo jack for audio and iPad dock connection points.
The audio is provided through two front of house wall-mounted speakers and six ceiling-mounted speakers. These speakers transmit audio from the display sources. The video and audio conferencing systems also act as sound reinforcement when used alongside the 14 table-mounted gooseneck microphones, the two hand-held and two lapel microphones supplied. The AV system and house lights can be controlled using the AMX app installed on the iPad tablet provided. The iPad is housed in a table top iPad dock.

Mock up area

The mock up area is located on floor 6. It has a ceiling mounted projector and motorised screen. The projector displays laptop or PC input from the floorbox connection points as well as a feed from the resident PC and the Cisco Digital Media Players which receives content from the LAN. There are two floorbox connection plates, each with both analogue and digital connectivity in addition to a 3.5mm stereo jack for audio for each connection.
The audio is transmitted through front of house stereo loudspeakers connected to a stereo amplifier. The system can be controlled using the AMX app installed on the iPad tablet provided.
The iPad is housed in a table top iPad dock in the credenza. The source and control equipment is house in a local AV rack.

Training Room

The training room is located on floor 6. It has an 87" widescreen Smartboard with and integrated projector. The display is mounted on a mobile trolley and has three points around the room where it can be connected to the AV system. The smartboard displays laptop or PC input from the floorbox and table top connection points as well as a feed from the resident PC, the local DVD player and the Cisco Digital Media Players which receives content from the LAN. All connection plates have both analogue and digital connectivity in addition to a 3.5mm stereo jack for audio for each connection.
The audio is transmitted through the smartboard auxiliary loudspeakers as well as wall mounted front of house loudspeakers.
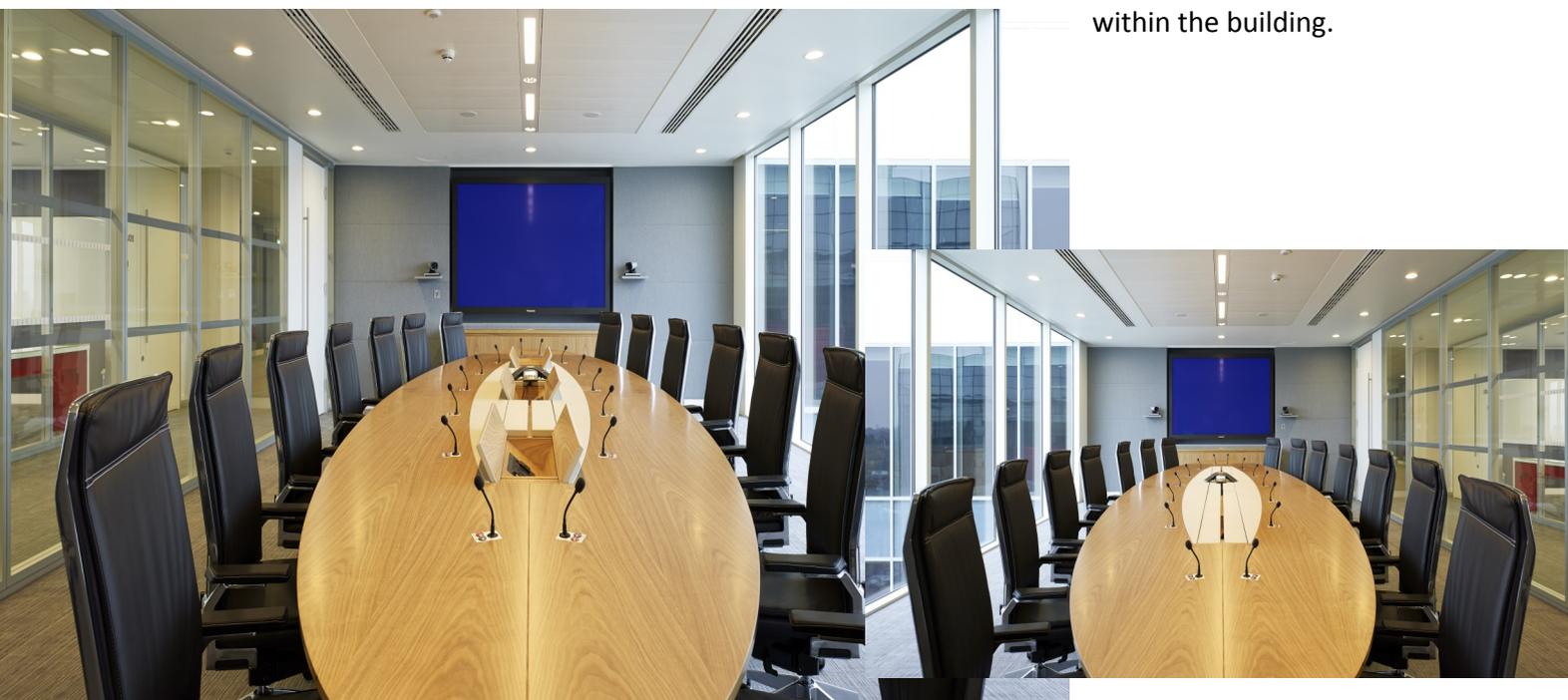
Broadcast Suite

The main broadcast area at CCE's houses all of the production lighting and a Chroma key screen. The technicians' room, adjacent to the broadcast room, contains a dedicated production lighting desk, audio mixing desk and 2no. XDCAM video cameras. The cameras point through a hole in the wall. The technicians' room houses all of the recording equipment, which comprises Cisco DME encoders and a Tricaster Broadcast live production unit. Wireless and wired microphones have been provided by the client for the talent. PA speakers are provided in the technicians control room to allow them to monitor the audio feed.

There is an on-air light for the broadcast suite which indicates if the room is in use. This light is controlled using a wall mounted switch.

Room Management System

In response to a request from Coca-Cola Enterprises, Smartcomm installed a central Room Management System. The system is Microsoft Live Meeting software, which has been programmed by Smartcomm using both Crestron and AMX software. The system allows the client to analyse and interrogate hardware installed within the meeting rooms. The Room Management System provides information such as room status and equipment on or off status. It also enables support staff to understand issues within the rooms that is reported by the participants using the room.
Via this central software, support staff are also able to take some basic control of the room such as turning the rooms off after hours if they have been left in an 'on' state.

This system is fully customisable, and as the client gets more familiar with using the system more features can be added to allow further interrogation and control of the Audio Visual hardware installed within the building.

Gym

There are two areas within the Gymnasium; the main Gymnasium area and the Wellbeing/Studio room. In the main gymnasium area there is a mounted NEC 40" LCD screen. This powerful screen is able to display the laptop or PC input from the connection plate on the lectern as well as a feed from the resident PC and the Cisco Digital Media Player which receives content from the LAN. In addition an iPod dock has been installed for an external iPod to be connected to the system, so users have an array of choices whilst they work out. The connection plate has both analogue and digital connectivity in addition to a 3.5mm stereo jack for audio for each connection.

The audio is transmitted through an array of subtle ceiling speakers separated between the two areas. Audio from all sources can be routed to either the Gymnasium or the Wellbeing Room – either separately or simultaneously – therefore both spaces have the ability to play independent audio sources.

The Gym's audio is presented through 9 JBL in-ceiling loudspeakers and 1 in-ceiling sub-woofer, the Wellbeing/Studio is presented through 3 JBL ceiling loudspeakers and 1 JBL in-ceiling subwoofer, providing smooth even sound throughout the gymnasium. The gym's AV system is controlled via an AMX integrated control system via an Apple iPad.

Restaurant

The restaurant on the sixth floor consists of a large open plan space with two 40" LCD screens and a motorised ceiling-mounted projector and 159" projection screen.

The screens and projector display laptop or PC input from the floorbox connection point as well as well as a feed from the resident PC and the Cisco Digital Media Players which receive content from the LAN. In addition, an iPod dock has been installed for an external iPod to be connected to the system.

The floor box connection plate has both analogue and digital connectivity in addition to a 3.5mm stereo jack for audio for each connection.

The audio is transmitted through an array of ceiling speakers and separated into two different areas, one for the primary restaurant area, and the other for the corridor area.

These speakers transmit audio from the display sources or external iPod, as well as act as sound reinforcement when used alongside the two hand held and two lapel microphones supplied.

All connection plates have both analogue and digital connectivity in addition to a 3.5mm stereo jack for audio for each connection.

The AV system and house lights can be controlled using the wall mounted AMX touch panel. The source and control equipment is housed in the shared (with CLIC) AV rack in the CLIC store room.

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