

## Case Study **Dunnhumby**

**Division:** Commercial  
**Location:** Shepherds Bush  
**Project Duration:** 12 months  
**Commercial Director:** Mark Allen

### Project Features

- 75" mobile Samsung flat HD Displays
- Panasonic Projectors and Motorised Projection Screens
- AMX Control Panels
- Cisco Video Conferencing System

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### Headquarters befitting a Customer Science Company

Dunnhumby are the world's leading provider of client science services. They have 54 offices in 29 countries and recently moved their headquarters to a beautiful, six floor, landmark building that was formerly owned by Ford and Citroen. Fitting out this new office was no easy task, as the building is listed and contains a number of internal listed features. Keeping the integrity of this wonderful old building, while installing high tech solutions provided certain challenges which Smartcomm overcame, delivering a state of the art solution within budget and on schedule.

Various solutions were required for a number of different areas, from the large internal Town Hall meeting area, to tiny four seater booths called Caravans. The interior designed finish was also taken into consideration as many areas sport open industrial-chic ceilings and each floor has its own theme, such as the Garden themed floor with astro-turf flooring. Dunnhumby's new state of the art training rooms, video conferencing rooms, presentation rooms and divisible meeting spaces all required their own bespoke solution.





### The Smartcomm Solution

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

### Training Room Flexibility

Effective training is key for this business. The large ground floor training room is divisible, and needed flexible yet effective Audio Visual systems that could cope with large groups. Four Panasonic Projectors, with motorised Draper Projection Screens plus mobile HD Samsung displays provide stunning, adaptable visuals. Yamaha amplifiers supplemented Tannoy ceiling loudspeakers and Kef Front of House speakers for maximum audio impact. Ceiling and gooseneck microphones plus Cisco codec, camera and microphone complete the video conferencing solution.

### International Client Conferencing

The client rooms boast dual 65" Samsung displays, with the video camera placed in between for maximised video conferencing clarity. IpTV streams TV and allows for digital signage usage.

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The high resolution double screen allows participants in their different locations to be viewed individually, helping collaboration and relationship building. Cisco video conferencing units complete the solution and Kef speakers either side of the screens keep the sound directional, adding to the feeling that the person is in the room.

### Boardroom: Boosting Communication

The 14 person Boardroom boasts an interior design with open ceilings. Two Panasonic projectors and Draper projection screens were hung from Unistrut frames. Two screens allow the dual display of spreadsheets, presentations and other media to maximise efficiency in those all-important global board meetings. V-shaped corner audio speakers, angled downwards give rich sound that covers the entire space.

### Town Hall Splendour to Caravan Chic

The Town Hall area is for large gatherings and was fitted out with Tannoy loudspeakers, supplemented by power amplifiers. Mobile 75" Samsung displays, Sennheiser microphones and AMX control panels completed the AV solution. Breakout sessions can take place in booths called caravans. A wall mounted 32" Samsung LCD display, combined with an IP interface and USB hub contribute to close collaboration.

### Cafe Society

Dunnhumby wanted to improve ambience around the large staff restaurant area. 65" and a 55" wall mounted Samsung displays were combined with AMX IpTV receivers, offering TV or digital signage usage.

### Fitness Flexibility

Tannoy loudspeakers, supplemented with Cloud Electronics amplifiers and an MP3 player connection, provide great sound quality for those motivational beats. A 48" wall mounted Samsung screen completed the entertainment solution.

### Infrastructure

On one of the team rooms, screens had to be placed either side of a large industrial listed roller shutter. Care had to be taken not to damage the shutter and to ensure that the any acoustic implications were accounted for.

### Communications Room

The floors all have a centralised Audio Visual design, apart from the large divisible meeting rooms, team rooms, board room, fitness centre and training rooms, which have their own racks. 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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