



Case Study **Hewlett Packard Enterprise**

Division: Commercial

Location: Central London

Project Duration: 18 weeks

Commercial Director: Mark Allen

Project Features

- Handmade 7.2m x 1.2m Barco Video Wall
- DLP Projector and Projection Screen
- Crestron Room Booking System
- Polycom Video Conferencing System

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Hi Tech London Flagship for an IT Global Giant

Hewlett Packard Enterprise Company, is a giant in the IT world. With almost a quarter of a million employees world wide, their new central London offices extend over eight floors. The design of their new offices incorporated a thrilling flagship customer experience centre. Hewlett Packard Enterprise needed both a visually and technologically inspiring environment for clients and yet one which was intuitive, efficient and technologically excellent. Smartcomm delivered a future proof, high tech solution within budget and on schedule.

"I would like to thank Smartcomm for all their support working with ourselves in partnership in order that we developed the perfect AV solutions to support our business. It was the diligent approach, taking care of all the finer details partnering with existing Hewlett Packard Enterprise suppliers by the Project Management team and the installation engineers that have ensured that the complete end to end AV solutions have been delivered within our London HQ and EMEA Customer Experience Centre."

- Gordon McNair, EMEA Real Estate Project Manager, Hewlett Packard Enterprise Company





The Smartcomm Solution

Close collaboration allowed Smartcomm to understand the different needs of the various areas of office space and provide Hewlett Packard Enterprise Company with the complex range of systems needed.

Reception: Handcrafted Excellence

Nothing makes a great impression like a deluxe video wall. When Smartcomm installed the handmade LED Barco video panel, at 7.2m x 1.2m, it was the tallest single panel video wall in Europe. Eye catching, dynamic content creates atmosphere and customisation for important clients, with real time event information and content streamed from HPE's global systems.

Gallery: Visually Entertaining

Planar HD video wall tiles, incorporating LED backlight technology are designed for 24x7 operation and were used in the welcoming gallery area of the Customer Experience centre. They work well in high ambient light environments and offer visually stunning picture displays as well as brand enhancing digital signage opportunities.

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HPE Experience Centre: Focused Excellence

To showcase solutions which include hardware, the HPE Experience Centre has, at its heart a divisible room. A glass wall presents the servers while three Panasonic projectors, projection screens, ceiling speakers and ClearOne beamforming speakers allow the presenters to explain the benefits of their the solutions with maximum effect.

Facing the glass wall are three video wall displays, two made up of 3x2 46" NEC screens and one 2x2 55" NEC screens, all with multi-touch overlay. As well opportunities for brand enhancing messaging, this adds to the functionality of the space, making it interactive. The multi format Audio Visual transmitter and Polycom codec allow for multiple uses of the display, from live TV to presentations and skype calls.

Divisible Meeting Rooms: Optimised Space

To maximise Audio Visual quality, while tailoring each space to the group size, each divisible room has an 80" wall mounted screen, a Crestron in-wall control touch panel, Kef in-ceiling motorised speakers plus central Crestron matrix switchers and processors. The larger divisible rooms have a Draper front projection screen plus a Panasonic projector.

Seminar: Fresh Thinking

Consistent high quality communication is essential for this global IT company. Two 80" NEC wall mounted touch screen monitors and NEC side mounted loudspeakers were combined with ClearOne beamforming ceiling mounted microphones and Polycom's Video Conferencing camera system. The beamforming technology allows improved speaker clarity and fine tunes this effective and multi use conferencing solution. Fingertip control was provided with programmed HP tablet. HP room booking monitors are outside each meeting room.

Workshop Connectivity

The Audio Visual system in this room is based around the robust Crestron HD presentation control and signal routing solution. With a drop down Panasonic projector, a Draper electric front projection screen, Kef in ceiling motorised speakers and ClearOne beamforming ceiling microphone array, all those running workshops can be assured that their presentations will be visually and audibly effective.

From Dining to Meeting Space

A Panasonic Projector, a Draper 110" screen, Kef in ceiling speakers and ceiling microphones were installed. Providing potential to use this space as a meeting space or breakout area.

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