

## Case Study South Bank Tower

**Division:** Residential

**Location:** Southwark, London

**Project Duration:** 18 months

**Residential Director:** Clive Mosby

### Project Features

- Show Apartments
- Crestron Lighting, Sound, Heating and Home Automation Solutions
- Fingertip Control via touchscreens and mobile devices
- Communal Cinema
- Apartment Upgrades

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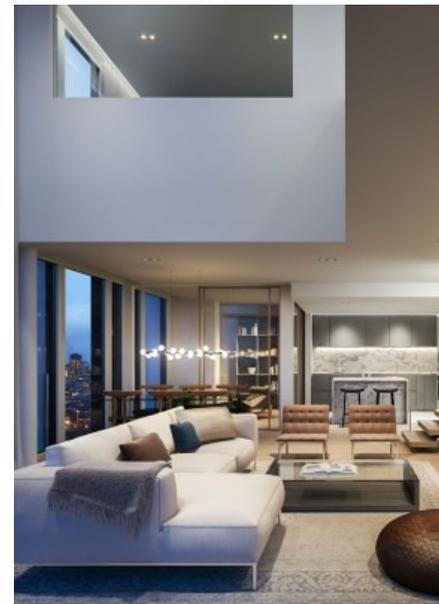


### Splendid, South Bank Style

South Bank Tower in Southwark is a stunning development, offering a range of luxury apartment with windows stretching from floor to ceiling. Residents also benefit from a private cinema, swimming pool, parking and a gymnasium.

CIT Group, founded in 1995, are successful, experienced, high quality developers and have used Smartcomm's services for other projects. They asked Smartcomm to design, install and commission a bespoke cinema for the residents and a top quality audio visual solution for the Show apartments, to give them added wow factor. Smartcomm were also asked to provide upgrade options for the individual apartments. It was important for each of the residents to have direct access to the 24 hours concierge and convenient, fingertip control for all the home systems.

Integrating systems already in situ, while minimising costs and installation work provided a number of challenges. Despite these, Smartcomm were able to deliver a feature rich, high quality solution, within a very tight deadline and on budget.





### Super Cinematic Solution

The Southbank Tower Cinema is a sumptuously appointed, yet comfortable room. This award winning installation is a strong selling point for the development so the look, feel and functionality were important.

A Sony UHD 4K cinema projector was ceiling mounted and matched with a Screen Research, fixed frame, ClearPix 4K wall mounted screen. A Blu Ray player and Sky box were housed in the cinema AV equipment racks.

A professional level Dolby Atmos certified 9.2 surround sound system was installed with Artcoustic speakers, amplifiers and sub woofers. This solution was combined with the FabricWall system, to provide the very best sound quality possible.

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integrating technology with vision

A 10" wall mounted touch panel and a wireless iPad provide the all important control.

Smartcomm assisted the design team with the seating and lighting for the cinema.

### Upgrading Opulence

At CIT's request, Smartcomm put together an upgrade package. Although the standard installation is good quality, by offering upgrades, Smartcomm have been able to customise the solution for the new owners of these luxury dwellings. The technology transforms the property into a welcoming and much loved home.

Ease of use is vital. To achieve a high degree of intuitive control and integration, Smartcomm installed the Crestron solution, with flush mounted Crestron touch screen interfaces and iPads.

The touch panels are programmed to control the home systems including audio and visual sources, curtains, lighting, heating and the Southbank Tower Concierge service.

### Distributing AV

The majority of apartments had been pre-wired to allow for the installation of future equipment. For the upgrades Smartcomm supplied and installed a number of solutions, including distributed systems, where music from an iPad, Sonos or other source, can be played throughout the apartment. Also true for the video sources such as Sky, Blu Ray and Apple TV, without the need for multiple players in each room

### Investment AV: Adding Value

Upgrading the Audio Visual and home automation options adds wow factor and helps distinguish the apartments from the standard configuration, increasing their value.

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