



Case Study Saatchi & Saatchi

Division: Commercial
Location: Chancery Lane, London
Project Duration: 18 months
Commercial Director: Mark JH Allen

Project Features

- 95" Samsung LED-backlit LCD display
- Evoko Room Manager solution
- Bose Loudspeakers
- Polycom Video Conferencing System
- ClearOne Lync VC microphone

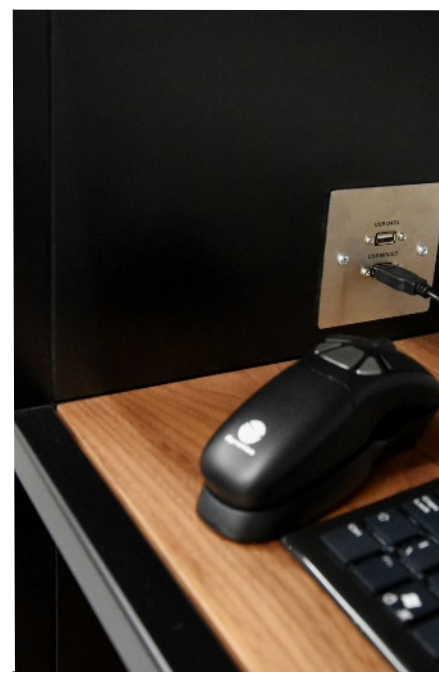
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High Style, Hi Tech for a Publicity Heavyweight

Saatchi & Saatchi are a full service, integrated communications network with 114 offices in 67 countries and over 6,500 employees. When they moved into their new London HQ, they needed world class video conferencing and communication solutions, that would fit in with the fabulously eclectic and stylish design.

Saatchi & Saatchi are world famous for enhancing and promoting some of the most loved and shared brands with their innovative and genius ideas. From the more traditional 'Face' ad for British Airways to the younger 'Snackarchist' for Mattesons. Idea generation is important so collaboration tools, whiteboards, huddle areas and spaces where innovative thinking can occur is vital.

Smartcomm were awarded the contract by ISG to provide the Audio Visual solutions for 7 floors of the Saatchi and Saatchi London HQ. Despite a challenging programme to work to, Smartcomm managed to complete the project on time and within budget.





The Smartcomm Solution

Working collaboratively with the relevant teams in ISG and Saatchi & Saatchi, allowed Smartcomm to understand the different needs of the various areas of office space and provide the best solutions possible.

Reception: Zonal excellence and style

Nothing makes a great impression like a fabulous reception area and Saatchi & Saatchi's certainly doesn't disappoint. Whicker pod chairs are suspended from the ceiling in one area, leading to a mini lounge with a 95" Samsung LED-backlit LCD flat panel display screen. Either side of the display are 2 white JBL speakers. Another 4 speakers are scattered throughout the area to distribute the sound effectively.

A single AMX wall controller and input plate controls the speakers and TV inputs, which include Sky, a CD/DVD/BluRay player and three laptop inputs. These laptop inputs allow the area to be converted from entertainment to business at the push of a button. This adds an important level of flexibility.

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Boardroom Excellence

The 14 seater boardroom has a 95" wall mounted Samsung display within a dramatic wood and metal unit. The wall mounting is moveable and allows the screen to be adjusted in situ. In the cupboard below the screen is a Mac mini and a Freesat box. To the side of the screen, a bespoke panel was installed with a USB port and a mouse charging unit.

The Logitech Lync VC camera is positioned above the screen and combines with the Polycom Trio to form part of the video conferencing solution. The Polycom system permits the video conferencing (VC) call to go through the wireless network to the base station PC. Convenient, flexible and allows anyone with the software installed on their PC to walk in and immediately use the VC solution.

3 Clearone microphones were installed, together with 2 JBL speakers placed on the credenza and a further 2 are wall mounted. This was to ensure meeting participants at the rear of the room can hear as well as those sitting at the front.

Discreet Extron cubbies in the large table house HDMI, VGA and audio inputs and a white AMX control panel is wall mounted near the door.

Gym AV: Work Working Out!

2 Samsung 65" screens and discreet ceiling speakers allow Saatchi & Saatchi staff to catch up on the latest news and music while working out. The yoga room houses the rack with a Denon CV/DVD and Blu Ray Player.

Huddle for Fresh Thinking

With collaboration key to this business, small meeting spaces with VC facility is vital. A 32" large format Samsung display is paired with two Audica Loudspeakers, a Logitech Lync VC camera and a Gyratone wireless keyboard and mouse. Simple yet effective.

Meeting Management

Having a large number of meeting rooms requires a robust booking system. The Evoko is not only effective but is stylish too. Red or green illumination immediately shows if a room is free and you can book directly on the screen. We loved the quirky names Saatchi & Saatchi have allocated to their meeting rooms.

Style Council

In the chic directors room, a handsome 55" Samsung slim, direct lit, LED display is matched with a Bose speaker system. Smartcomm believe that AV has to enhance the space while providing a solid technological advantage.

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