



Case Study **SSE**

Division: Commercial
Location: Forbury Place, Reading
Project Duration: 6 months
Commercial Director: Mark JH Allen

Project Features

- 84" and 55" Microsoft Surface Hubs
- Ceiling recessed swivel displays
- Video Wall
- Shure Beam Forming Microphones
- Crestron Touch Panel Control System

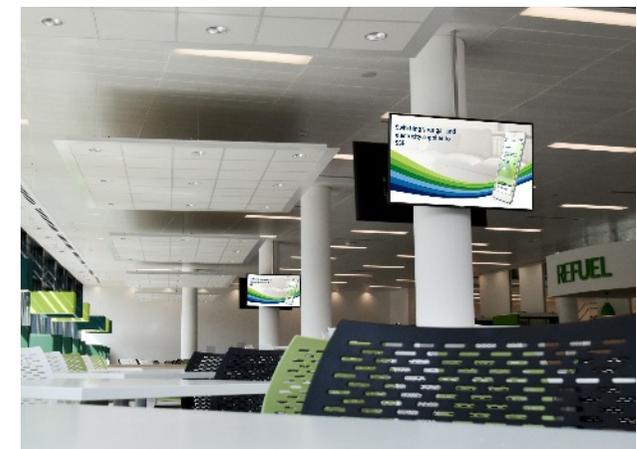
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Technological Excellence for an Energy Powerhouse

SSE is a well known and very successful British company that provides energy in a reliable and sustainable way. It is the second largest supplier of electricity and gas in the UK. SSE are the only company listed on the London Stock Exchange to own, invest and operate such a wide range of economically-regulated energy businesses from electricity networks to electricity supply and generation.

As the largest generator of electricity from renewable sources, SSE employs 20,000 people in order to develop and maintain the UK's energy infrastructure. Operational excellence is one of their core values, so when they moved into their impressive new offices in the heart of Reading, they required solutions and systems that were intuitive, effective, efficient and would inspire collaboration.

Smartcomm were awarded the contract by Mace to provide the Audio Visual solutions for 8 floors of the gorgeous new SSE office building. Smartcomm managed to complete the project on time and within budget.





The Smartcomm Solution

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

Reception: Energy and Style

A well designed reception area makes a great first impression and SSE's certainly achieves that. Dynamism and interest is provided by a video wall comprising of four 55" Samsung UHD LED displays. With their super thin bezel width, thinner than existing video walls, they provide a deeper visual impact. A further 65" Samsung flat panel display can be used to reinforce the video wall information or independently, to display customer specific welcome messaging and information.

Smartcomm integrated Exterity's Artiosign digital signage and IPTV video system so that the video wall could stream TV, video, live news updates, messages and other real time content that can reinforcing brand messaging.

Staff Restaurant: Power lunch

Four 65" Samsung flat panel displays were mounted on the central pillars. Integrated Wifi simplifies content management and the Exterity digital signage eliminates the need for external media players. A smart and tidy solution.

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integrating technology with vision



Boardroom Advantage

Four rooms have the 84" wall mounted 4K Flat Panel Microsoft Surface Hub Collaboration displays, twelve have the 55" version. The Hubs are Microsoft's much lauded collaboration and conferencing solution with full Windows 10 and video conferencing capabilities. Incorporated into the display are two 1080p wide angle cameras.

In the impressive 24 seater Boardroom, the Hub display allows up to 100 point touch and allows SSE to connect up to 250 people. Brilliant for a company with a large, dispersed workforce.

Smartcomm installed the AV solution and fully integrated the Microsoft Hubs within it. Working closely with Crestron's True Blue support team, firmware upgrades were applied to both the Crestron receivers and the Auto-Switcher and Extender, making the integration of the Microsoft Surface Hubs into a Crestron controlled solution both successful and seamless.

The audio requirements are fulfilled with Shure ceiling mounted Beam Forming microphones, these use the combined response of multiple microphone elements to create steer-able 'beams', which gives a much better result than individual microphones in the same position.

The Crestron Wireless Presentation Receiver was installed to allow the possibility of wireless presentations via laptops and mobiles.

Crestron 2-way in-ceiling 100V line speakers are supplemented by Crestron multi-channel amplifiers. Control is provided by Crestron 7" touch panels.

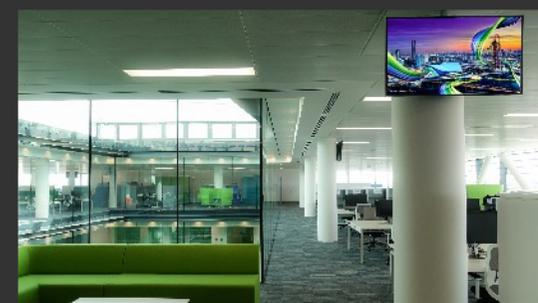
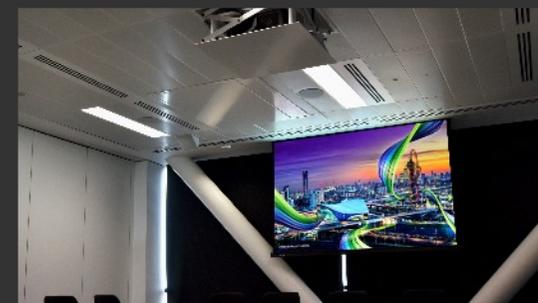
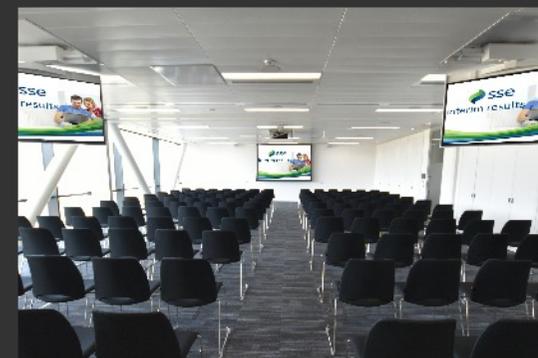
Multi Function Flexibility

The largest meeting space has built in flexibility, allowing it to sit over 300 people at any time. However, on a day to day basis, when smaller meeting spaces are needed, cleverly designed partitions can be pulled across to divide the room.

Three ceiling recessed 109" projection screens were installed at equal distances along one side of the room, and matched with Digital Projection solid state laser projectors. These can be synched when the room is at full capacity or used individually when the room is divided.

A ceiling recessed 189" Projection screen and matching projector were installed at the front for when the room is at full capacity, or divided into two. Motorised ceiling hinge and swivel display mounts allow two ceiling recessed 65" flat panel displays to be directed to the optimum position, allowing those at the back to see clearly. Kef motorised front of house speakers, Crestron 2-way in ceiling speakers and amplifiers provide brilliant, clear audio.

The Polycom video conferencing solution adds additional functionality as do handheld wireless microphones, a 10" Samsung lectern confidence monitor and the Crestron Digital media system installed in the rack. Any presentation can be live streamed across all the SSE offices, providing huge communication gains.



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