



## Case Study Hackney Town Hall

**Division:** Commercial  
**Location:** Hackney, London  
**Project Duration:** 24 months  
**System Specialist:** Barrie Lane

### Project Features

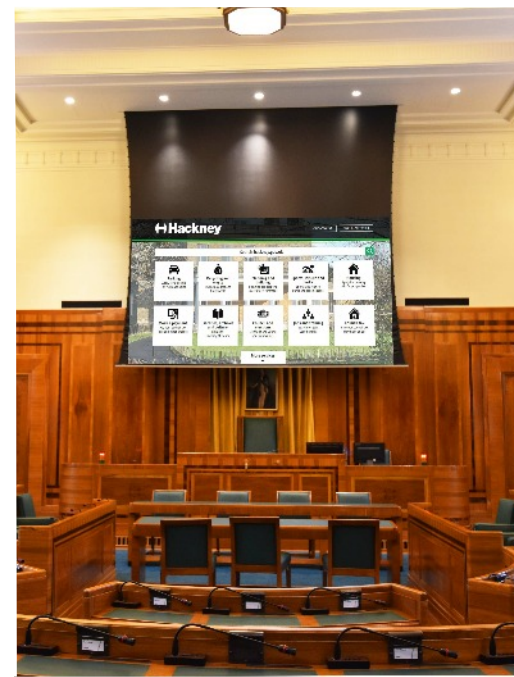
- Custom Drop 4m wide Projection Screen
- Christie High Brightness DLP Projector
- K-Array concealed Loudspeakers and amplifiers
- Bespoke Auditel IDN Delegate Unit including voting and voice reinforcement
- Crestron Touch Panel Control System
- Barco Digital Signage System
- Dual 55" HD Displays for Digital Signage
- Nakymatone Plaster-In Loudspeakers

### Technological edge in a Traditional Setting

Hackney has an ancient history with the name mentioned in records going back to the 1300s. Hackney is one of the most densely populated boroughs in London and one of the most diverse. The council take their duties to serve the Hackney constituents very seriously and have invested in updating their Town Hall to make sure that they are maximising the benefits of cutting edge technology to meet the needs of the local populace as efficiently and economically as possible.

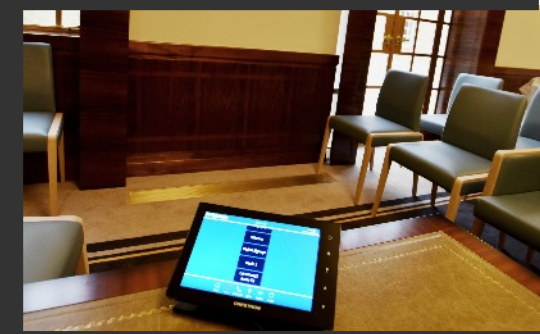
Hackney Town Hall was built in the 1930s, and the conservation of this iconic building was paramount when modernising and installing solutions relevant to both today's technology and the needs of the borough.

Hackney Town Hall is a superb mix of classic design with subtle and relevant technology. It balances both the traditionalism and elegance required by important public spaces with cutting edge collaborative solutions that enhance the environment.



w: [smartcomm.co.uk](http://smartcomm.co.uk)  
t: 01494 471 912  
e: [info@smartcomm.co.uk](mailto:info@smartcomm.co.uk)





### The Smartcomm Solution

Only by extensive collaboration with the client and their Audio-Visual Consultant, Wide Angle Consulting, were Smartcomm able to deliver the optimal solutions for the various public areas within Hackney Town Hall. These spaces have definite requirements, met by customising systems where necessary.

### Reception: Welcoming Functionality

With so many people entering the premises for a multitude of reasons, the Reception area has to be both informative, easy to use and welcoming. Smartcomm wall mounted two 55" NEC Displays with Barco digital signage players to enable staff to display important notices and directions in real time. Care was taken to ensure the installation worked sympathetically with the original heritage features of the building.

### Ceremony Rooms: Suitable Ambiance

From Marriage Ceremonies to events; from Registering Births to Memorials, the ceremony rooms must be able to handle a number of different functions and scenarios seamlessly and sensitively.

Sennheiser wireless lapel and handheld microphones make sure everyone can hear the presiding Town Hall official and relevant speaker clearly. Nakymatone invisible in-wall speakers maintain the aesthetics of the area while providing great sound.

**smartcomm**  
integrating technology with vision

An Ampetronic induction loop system was installed to transmit audio signals directly into hearing aids via a magnetic field, which helps clarity for hard-of-hearing users.

The fully loaded Crestron Digital Matrix Switcher in the central rack facilitates the music, communications and lighting that contribute to the perfect ambience, whatever the occasion. The council official can control all these at the touch of a button with the desk mounted 7" Crestron touch panel.

### Council Chamber Decisive Advantage

The impressive Council Chamber can seat up to 100 people and requires effective Audio Visual solutions that are both sympathetic to the Deco design of the chamber and flexible enough to support the various functions and important decisions that need to be made.

A ceiling recessed drop own projection screen was customised to provide an extra 71 cm drop to allow for the raised ceilings. To ensure great visibility, a high brightness Christie DLP projector with long throw projector lens was installed in the public gallery. All controlled with Crestron Control panels. One of which is discretely placed within a hidden cupboard close to the entrance. Apple iPads have the Crestron App uploaded and can also be used to control the lighting and Audio Visual feeds.

Wall recessed K-Array loudspeakers were installed jut above the wood panelling to offer great audio with minimal visual impact.

Important decisions take place within the Council Chamber and Smartcomm worked with Auditel to install a customised delegate microphone and voting solution. Id cards for the individual council members have been produced and these can be inserted within voting units present in every desk. Votes are counted automatically, accurately and in real time. An Auditel PC with 19" monitor, mouse and keyboard help control the system and analyse results.

The Auditel unit on each desk also contains an XLR gooseneck microphone. Pushing a button activates the microphone, allowing the delegate to speak while simultaneously turning on a red light at the microphone end, so participants can see who is speaking. Only three microphones can be active at any time, avoiding issues with noise volume and clarity. A traffic light speech timer box is also connected, ensuring meetings run on time.

### Atrium Flexibility

The Atrium is also an important part of the Town Hall. Rather than simply an area in which to wait, the council wanted the flexibility of being able to use this light and airy space for meetings.

Wireless Sennheiser hand held and lapel microphones with microphone stand plus ElectroVoice PA Loudspeakers, with stands and carry cases allow this area to be transformed for meetings or functions as required.

w: [smartcomm.co.uk](http://smartcomm.co.uk)  
t: 01494 471 912  
e: [info@smartcomm.co.uk](mailto:info@smartcomm.co.uk)