



CASE STUDY

COMMERCIAL

Sublimely elegant and luxurious 40 Room Hotel in the heart of London.
Flexible solutions for a bespoke service whatever the occasion.

L'Oscar Hotel, Holborn:

Elegance and Cutting Edge Technology

Gold and purple are said to represent wealth, grandeur, luxury and extravagance. This is certainly true in the fabulously opulent L'Oscar Hotel in Southampton Row, Holborn, where the colours are prevalent in the rich fabrics and sumptuous furniture that welcomes guests. The hotel has been created from a Baroque-style grade II listed former church, transformed through brilliant design and consummate attention to detail.

As well as individual guests, this popular hotel plays host to corporate and private events, which require tailored solutions such as a portable video conferencing system. The full installation included solutions in the following areas: reception, lounge, lounge bar, terrace, rest rooms, hotel offices, hotel bedrooms, multi-purpose event rooms and the newly opened Baptist Bar and Grill.

Smartcomm worked closely with the client, McLaren Construction, Triangle and GVA to ensure the solutions worked perfectly with the interior design. The technology had to be advanced yet flexible and intuitively easy to use by both discerning clients and staff alike.

Division:
Commercial

Project Location:
Holborn

Project Duration:
38 weeks

Project Value:
£540K

Project Lead:
Mark Allen, Commercial Director

the tech

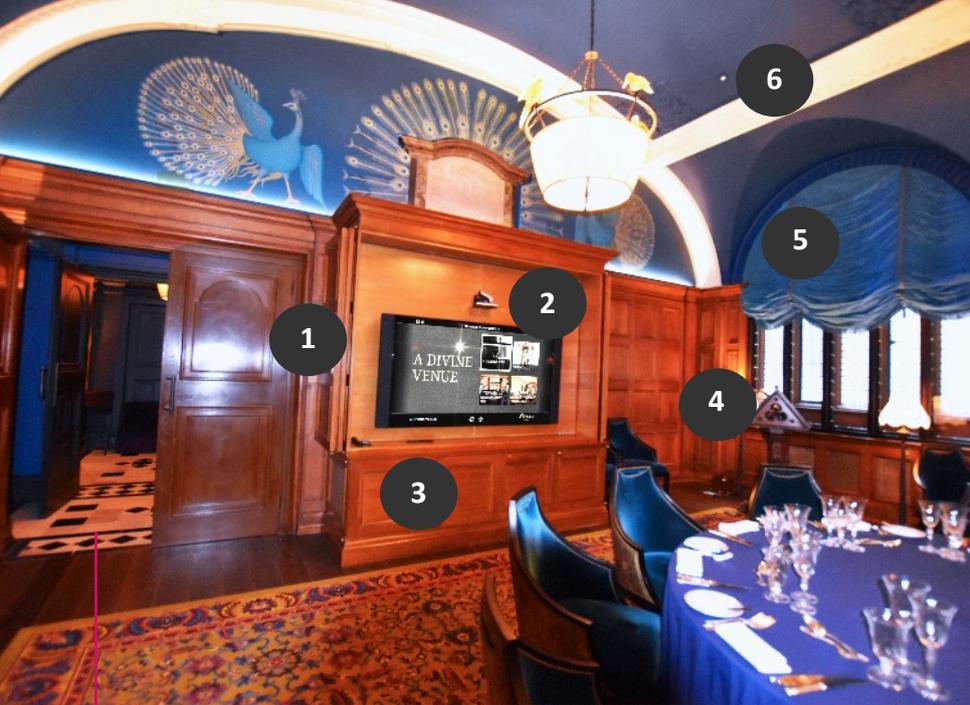
- 21 Samsung HD Displays
- Cisco video conferencing
- Nakymatone Invisible Loudspeakers
- Sennheiser Microphones
- K-Array Audio system
- Axis CCTV
- Crestron Control solution



smartcomm
integrating technology with vision

key features

- 1 Control solution includes a wall mounted Crestron Control panel.
- 2 75" screen and video conferencing camera mounted within a vented cabinet.
- 3 Fully equipped rack hidden in bespoke vented cabinet.
- 4 An original church lectern has been subtly updated with Sennheiser Microphones.
- 5 Control extends to the blinds and curtains.
- 6 Inovox loudspeakers for the display are combined with K-array discreet speakers.



Welcoming Technology

The L'Oscar reception and lobby area feels luxuriously welcoming and relaxed. An Ampetronic induction loop helps those with hearing difficulties and ultra mini K-Array sound system speakers and sub woofers discreetly deliver brilliant audio. Throughout the hotel, Creston touch panels and iPads loaded with the Creston control app provide intuitive fingertip control for staff and clients alike.

Bespoke Audio

The stunning Lounge Bar features an internally lit bar with mirrored surfaces and Lalique lights. Discreet ultra mini K-Array sound system speakers and sub woofers provide the all-important music. The Reception area and Café Audio systems have been carefully balanced to allow a soft transition between audio zones as you walk through the building. Additionally, the Grill Bar and Restaurant audio can be independently controlled. On live music nights the hotel staff can control the audio feed within to ensure an uninterrupted experience.

Flexible Functionality

Both the Library and Committee room are fabulous, flexible function rooms. A 75" Samsung LCD display and racks are cleverly hidden in a vented wood cabinet. The racks include IPTV, Denon Blu-Ray player and Crestron video over IP. The Cisco videoconferencing solution, combined with an HD camera. Sennheiser lapel and handheld microphones support presentations and videoconferencing. Discreet K-Array speakers deliver superb audio. A local input offers music selection and allows the rooms to be used for a range of events throughout the day and evening.



at a glance