



CASE STUDY

RESIDENTIAL

Splendid, elegant super prime development in the heart of London. Featuring cutting edge solutions for luxurious city living.

## Centre Point Residences, London:

Stylishly elegant bespoke technology

Centre Point Residences is an award-winning, iconic development set literally and figuratively in the cultural heart of London, at the point where Tottenham Court Rd and Oxford Street meet. Originally constructed in 1966, it comprises a 34 storey tower and a further 9 storey block.

There are 84 residences in total. At the very top of the building, there is a fabulous, deluxe, duplex penthouse, with a wrap around balcony for perfect city views. The rest of the development houses the other gorgeously appointed 1, 2 and 3 bedroom apartments, plus an unrivalled choice of facilities that extend the living space for residents. In the Club, there is a screening room, lounge and private dining room which can convert to a meeting room. The first floor spa boasts a 30m pool, sauna and steam room.

The developers, Almacantar came to Smartcomm for the Audio Visual, lighting and IT installation. They wanted the full convenience of smart home functionality for their clients with a sophisticated, customised look. Smartcomm were able to produce a feature rich, high quality tailored solution, within budget and working with the structural challenges of a magnificent Grade II Listed building.

**Division:**  
Residential

**Project Location:**  
Oxford Street, London

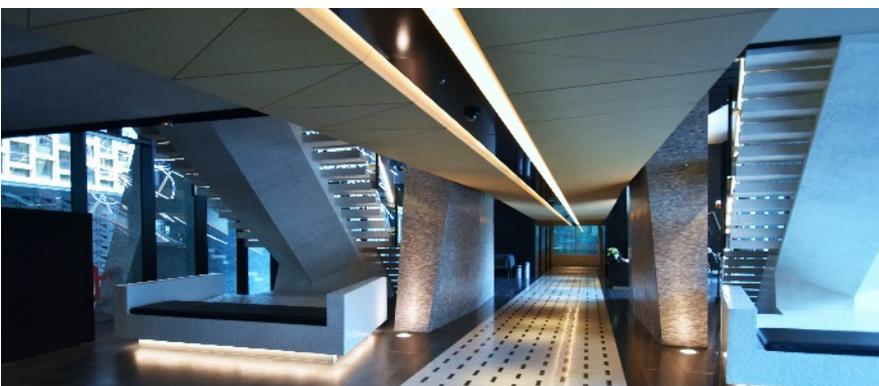
**Project Duration:**  
22 months

**Project Value:**  
NDA

**Project Lead:**  
Clive Mosby, Residential Director

### the tech

- Crestron Lighting, Sound, Heating and Home Automation Solutions
- Crestron PROCISE® HD Professional Surround Sound Amplifier
- Communal Space AV
- Cisco telecom solution
- Niles Two-Way Ceiling Mount Loudspeakers
- Sony Ultimate 4K Cinema Projector



**smartcomm**  
integrating technology with vision



# key features

- 1 Motorised projection screen paired with a Sony 4K Cinema Projector.
- 2 In ceiling B&W speakers with subwoofers for extra impact driven by a Crestron PROCISE HD Professional Surround Sound amplifier.
- 3 Crestron control solution via iPads and wall mounted touchscreens for AV, lights heating, curtains and voiles.
- 4 Rack includes Sky+HD, Blu Ray Player, Apple TV

## Designer Technology

The portrait aspect of the Crestron 5" touch panels were designed purposefully for the lighting control at Centre Point. They are colour matched to their surroundings to blend and enhance the interior design. They replace light switches and offer full fingertip control.

## Discreet Technology

Mini HDTV AXIS Pinhole cameras are built into the entrance doors in place of the traditional spy hole. These connect to the control panels so that callers are visible anywhere in the apartment, adding a touch of luxury as well as security and convenience.

Invisible Niles 7" ceiling loudspeakers are installed in the apartment living areas and bathrooms for superb audio. Crestron PIRs in the bathrooms have motion sensors to switch the lights on and off for energy-saving convenience.

## Powerful Audio

In the larger apartments, a Crestron Digital Media Matrix Switcher allows for faultless audio distribution across the home.

In the Screening Room, exceptional audio is delivered by Crestron PROCISE® HD Professional Surround Sound Amplifier which drives B&W speakers, with subwoofers for extra impact. The audio perfectly complements the excellent picture quality from the Sony ultimate 4K projector.

The Club, Gym, Pool area and meeting room incorporate Niles 8" performance ceiling loudspeakers. The meeting room also includes an immersive curved 55" Samsung display and a Polycom video conferencing system.



at a glance