



CASE STUDY

COMMERCIAL

Cutting edge technology to support factory production. Efficiency boosting automation, collaboration and connectivity solutions.

## Rich's, Andover:

Innovative Technology for Creative Genius

Rich's are the UK's leading supplier of premium baked goods. Their clients include some of the most well known brands in the World such as Starbucks, Costa and Tesco.

Rich's use state of the art technology to produce their premium brand baked goods and develop exciting new ranges to meet ever changing demand. Rich's exceptional products are designed with food-service professionals and bakery customers in mind.

When Rich's moved to their new purpose built facility in Andover, they needed technology that supported their multinational business and delivered the best in collaboration, efficiency and communication. Full consideration of usage and flexibility was made across the whole scope of the facility from the factory floor right to the Customer Demonstration Centre, which required cutting edge solutions to ensure live demonstrations could be shown to their best advantage. Wireless presentation capability is incorporated throughout the facility.

Division:  
Commercial

Project Location:  
Andover

Project Duration:  
15 weeks

Project Value:  
£360K

Project Lead:  
Paul Keates, Business Development  
Manager

### the tech

NEC 65" and 84" Infinity Boards

98" Samsung 4K HDR TV

Crestron control solution

Exterity IPTV

NEC 6500 ANSI LCD Projector

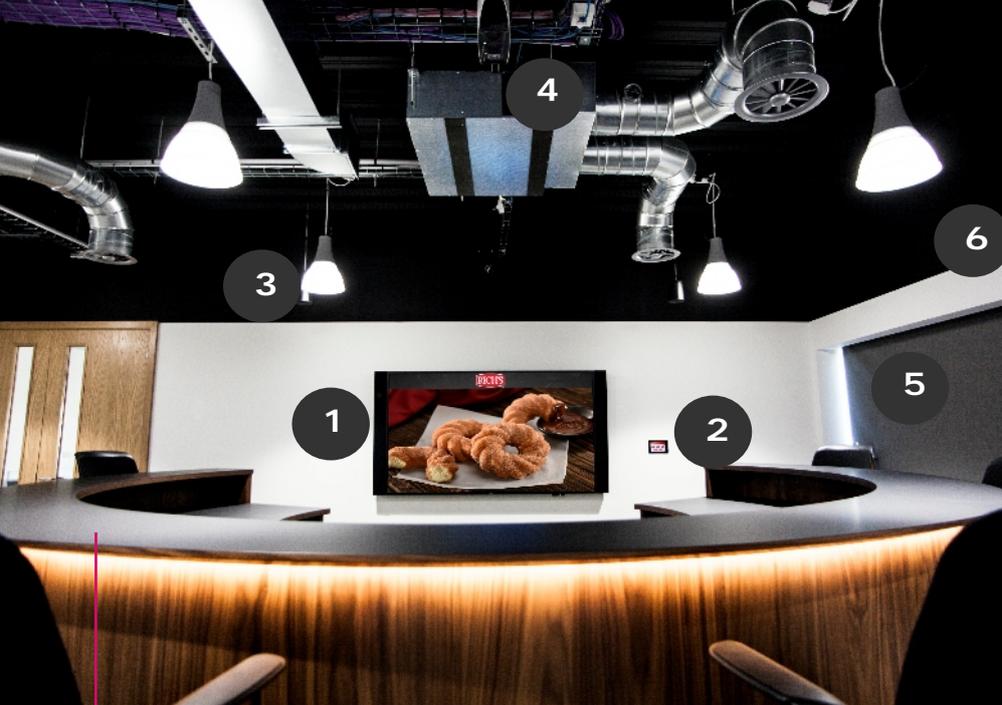
WolfVision VZ-C6 Ceiling Visualizer



**smartcomm**  
integrating technology with vision

# key features

- 1 NEC 84" Infinity Board
- 2 Crestron Control Panel
- 3 Extron Black Pendant Speaker
- 4 WolfVision Visualizer camera
- 5 Automated blinds and lighting
- 6 Vaddio PTZ HDMI Camera plus display on back wall for remote participants



## Welcoming Technology

Rich's reception area is bright and welcoming and features a 98" Samsung screen, personalised to greet visitors. Facing the welcome screen is a 55" Samsung display for further digital signage via the Exterity IPTV receiver.

## Innovative Solutions

Rich's Customer Demonstration Centre has flexible solutions to allow the area to be merged into one, or divided into a presentation room and a demonstration centre.

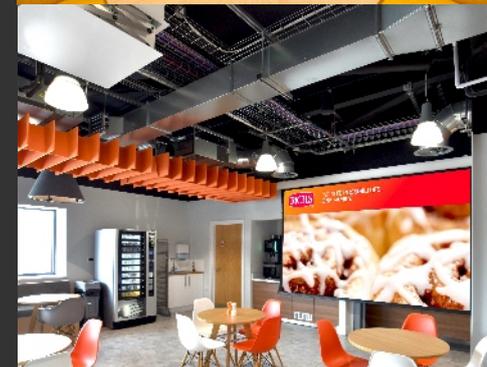
A 150' 16:10 ceiling recessed electric projection screen in the presentation room is paired with an NEC LCD Projector. KEF Motorised front of house speakers and Crestron in ceiling speakers deliver rich audio. The demonstration room is where the chefs present the brand new product lines. The WolfVision Visualizer allows the activity to be shown on the NEC 84" Interactive screen. This delivers great clarity for both live and video conferenced demonstrations. A further Samsung HD display and Vaddio webcam allows clients the option of full remote participation.

## Visually Powerful

The impressive boardroom displays a wall mounted 84" NEC Interactive screen, perfect for collaboration. Full video conferencing facilities and subtle in-ceiling speakers. Full intuitive control is provided by the table mounted Crestron touch panel, complemented by a wall mounted keypad.

## Technically Flexible

In the restaurant a ceiling mounted NEC LCD projector with a 16:10 150' ceiling recessed projection screen plus two 65" Samsung Displays, allows the space to be used for Town Hall events or divided to provide additional training rooms.



at a glance