

## SMARTCOMM GOES BACK TO SCHOOL

Central Saint Martins College of Arts and Design was formed in 1989 and is one of six respected colleges that form the prestigious University of the Arts London. Central Saint Martins (CSM) provides a range of educational tools, catering from Foundation to Postgraduate and research students, and cover all aspects of creative courses, from fashion & textile design, performance & art, to Fine Art, graphic, communication, product and spatial design.

The distinguished college has an outstanding reputation; Generations of internationally renowned artists, designers and performers - individuals whose work has defined or transformed our times - began their creative journeys at Central Saint Martins, including Colin Firth and Pierce Brosnan.

Central Saint Martins college was previously based in Southampton Row and at Charing Cross, but in 2011, CSM moved into their new home at

the reformed King's Cross in Central London. The campus is part of a 67 acre development, refurbishing twenty historic buildings and bringing them back to life, to create offices, shops, homes and the University. The ongoing development is set to salvage the unused area, even being given its own postcode of N1C.

As part of the refurbishment at The Granary; UAL's new home, Smartcomm were appointed to install AV facilities throughout Central Saint Martins college. Over 4,500 students and staff were set to populate the site, creating a sizeable project for Smartcomm.

### Lecture Theatres

There are two lecture theatres on campus; each space contains its own Sanyo Full HD Projector PDG-DHT8000L, accompanied by Screen International recessed electric projection screens for the principal

display. A number of sleek 50" Panasonic HD flat panel relay monitors have been provided to allow those further away to view any presentation on a local display. Both rooms use the same connectivity, allowing use of input sources such as the Resident PC (Mini Mac) and Denon Blu-Ray player as well as a connectivity plate for Laptop/Audio, Composite Video/Audio and Fire Wire.

Custom-made podiums from Teammate provide a unique base of contact for the lecturer. The bespoke top panel has been created with extending shelves either side, providing extra desk space for overhead projectors and microscopes .etc. When they are not in use, the shelves can be retracted back into the podium, out of sight.

Each podium is installed with a fixed microphone, plus a further 10 radio microphones that are fed to both rooms using a number of amplifiers and speakers placed within the Lecture Theatre. Any audio fed through the system is routed to an induction loop for those that are hard of hearing.

In order to keep control of the podiums and surrounding elements simple for users, an Extron integrated control system has been installed, complete with 7" touch screen panels.

Generally the two rooms are used as separate theatres, but when a larger space is required for an event or lecture, electric partitions can be removed, creating one large area that hosts both raised and floor seating.

When the partitions have been removed, a connection sends a message to the podium for the back room, immediately disabling it. This helps avoid unnecessary energy use or conflicting connections.

The integrated Extron system allows control of all elements in the room, including house lighting, DMX lighting, fire alarm interface and detecting whether the partition separating the two rooms is open or closed.

### The Refectory

The Refectory is one of the busier areas on campus and often used for informal meetings and Student Union parties as well as a space for students and staff to eat. Smartcomm therefore installed a number of flexible solutions, allowing the space to be used for different scenarios.

Mounted across the ceiling are six NEC 40" LCD HD screens, which are all fed by the campus digital signage system. Future cabling also allows images to be sent from equipment housed in the DJ booth, creating an impressive light show for party goers.

Two impressive Panasonic 65" HD plasma screens installed on opposite

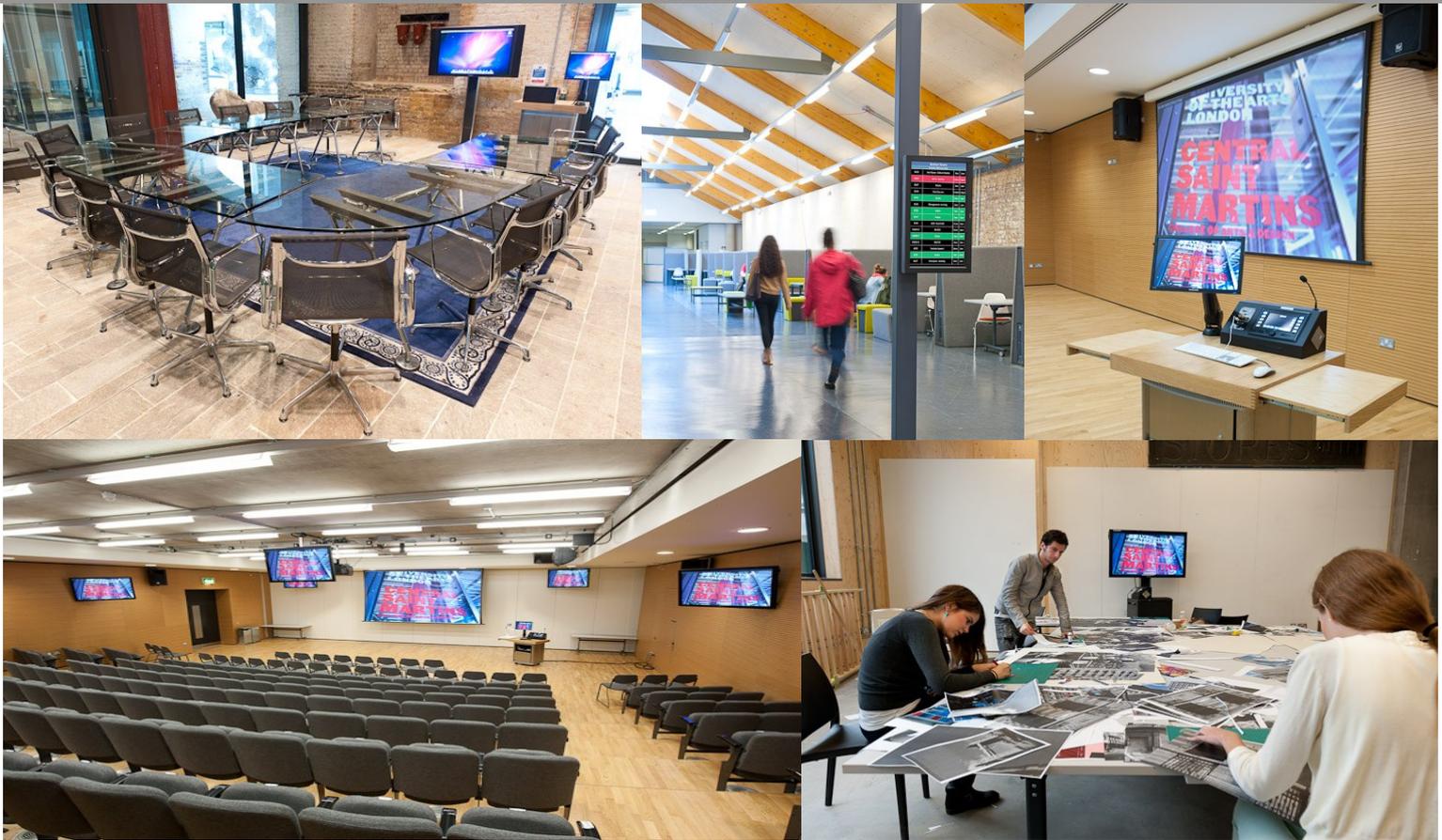
walls also project images from the DJ booth as well as connecting to the digital signage system, which displays the various on-going projects and events created by CSM students.

Smartcomm installed a number of links between different parts of the refectory to allow flexible use of supplied structured cabling extenders, so even equipment supplied by others can be placed in various areas and fed through the displays and the audio system, making it suitable for the many high profile events held at the University.

### Seminar Rooms

There are nine seminar rooms throughout the 1st floor. These rooms need to cater for a range of courses, so Smartcomm installed a simple and efficient system duplicated in each seminar room, enabling similar functions and systems to be used in each room.





Each system includes a sleek Panasonic 50" HD Flat Panel display that is fed by custom-made Teammate podiums.

Smartcomm also kitted out the two larger seminar rooms with a state-of-the-art NEC 3250W LCD Widescreen projectors and motorised projection screens from Screen International.

Each seminar room's equipment is controlled via the compact Extron touch screen control panels embedded in the podiums.

**"Darleks"**

Many classes held at UAL involve rehearsal rooms and studios and therefore often require a fair amount of workspace. One request from UAL was for a mobile learning device that could be supplied throughout the campus and is not restricted to the confines of the classroom.

Smartcomm's solution was to customise eight Unicol Avecta AV trolleys. Each trolley has been fitted with a 50"

Panasonic Full HD Flat Panel display and a pair of Panasonic speakers.

The trolleys, affectionately known as the "Darleks" by staff and students, are controlled using an Extron integrated control system, via a 3.5" touch screen control panel mounted on the trolley. Each trolley has connectivity to input sources such as the Resident PC (Mini MAC), as well as a connectivity plate for laptop/audio, composite video/audio and FireWire, plus USB and LAN ports, providing a flexible learning tool.

These Trolleys enable students to continue their lessons throughout the building, which is particularly useful if the seminar rooms are in use or if any sessions require a larger working space.

**Digital Signage**

Various screens have been installed throughout the campus, providing students with the chance to showcase

their work, as well as displaying up to date information regarding courses or advertise any upcoming shows on campus.

The NEC and Samsung LCD screens range from 23" to 52", including some vertical displays. These screens have more specific uses, such as displaying the building's energy performance certificate or a room booking screen placed outside the seminar rooms, to display the current use of the rooms; which rooms are in use and which classes are currently in session.

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**Cost of project:** £700,000  
**Project Duration:** 4 Months  
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