



CASE STUDY

RESIDENTIAL

Modern, sleek, technologically in an advanced and exquisitely stylish Marketing Suite. **An immersive experience for compelling viewing.**

Marble Arch Place Marketing Suite:

Elegance and Cutting Edge Technology

The Marble Arch Place Marketing Suite is a study of elegance and effortless technology.

Almacantar was looking to develop a marketing suite for its latest landmark development, The Bryanston, Hyde Park, a collection of super-prime residences. The suite had to effectively recreate the properties in all their sumptuous elegance, whilst showcasing the unrivalled views over Hyde Park and the city. To bring that experience to life, Almacantar chose to work with Smartcomm.

The open plan Marketing Suite is divided into zones, which each have a role to play in engaging the visitors' senses and increasing their understanding of the development. The central seating area pivots around the big screen which hosts visual content including films and imagery, along with its ability to reflect a floor-to-ceiling 'window' providing virtual views from the residences. The suite also comprises of a concept kitchen space and bathroom built to specification, to combine the physical and digital experiences for visitors.



Division:

Residential

Project Location:

Marble Arch

Project Duration:

8 weeks

Project Value:

£300K

Project Lead:

Clive Mosby

Residential Division Director

the tech

- Bespoke curved LED video wall made up of 55 x 1.5mm Pixel Pitch Samsung Panels
- 85" and 75" 4K Ultra HD Samsung displays
- Aminos invisible plaster in speakers
- Crestron Control solution
- Crestron Mercury Table-top Conference System



key features

- 1 Bespoke curved LED video wall made up of 55 x 1.5mm Pixel Pitch Samsung Panels
- 2 85" Samsung UHD 4K display
- 3 Zonal lighting controlled by 10" Crestron control panel
- 4 Amins invisible plaster in speakers
- 5 Equipment rack hidden within fully ventilated cabinet

Impressive first impression

The perfect ambience for every step of the client's journey through this elegant and stylish Marketing Suite, is ensured with pre-programmed scene setting. The wall mounted Crestron touch panel, with its clean contemporary appearance, provides simplified and enhanced fingertip control of all ambient factors, including lighting, music and heating. This elevates a seamless and calm experience for any visitors to the suite.

Compelling Viewing

The suite is centred around the magnificent, bespoke curved video wall made up of fifty-five 1.5 Pixel Pitch Samsung LED panels. The panel's dynamic peaking allows the wall to reach brightness levels nearly 2 times higher than standard LED maximums. The vibrant colours and realistic viewing experience revitalises customer engagement making it a highly compelling and immersive experience. It allows the viewer to feel as though they are looking out of an actual apartment window. The content throughout the suite is tailored for each visitor and the video wall provides a unique platform for the visitor to experience what it would be like to live at The Bryanston.

The rack includes Sky+HD, Apple TV and Sonos Connect. There is also a Playstation 4, for an exceptional gaming experience. This all connects harmoniously with the seamless integration of the invisible Amins plaster in speaker system.

Meeting Flexibility

Complementing the replica model of the development is an 85" Samsung 4K display screen for additional depth to presentations. A further 75" display is located in the meeting room, which is paired with the Crestron Mercury conference system for a superior collaboration experience.



at a glance