



CASE STUDY

RESIDENTIAL

## Elegant, luxurious, modern and exquisitely stylish Studio. **Cutting edge technology for a unique experience.**

Located in the world's premier destination for design - Design Centre, Chelsea Harbour - Studio Franchi uses cutting-edge technology, combined with over 50 years of experience in the architectural hardware industry, to deliver an immersive and compelling client experience.

When the Franchi team were looking to develop a showroom for their extensive collection of top of the range architectural accessories, they came to Smartcomm. Just like the architectural hardware they source from around the globe, they wanted their Studio to deliver a unique and luxurious experience for both B2B and B2C clients. The showroom had to both inspire and showcase the wealth of options available.

The open plan Studio is divided into zones, which each have a role to play in engaging clients and showcasing products. The showroom area itself pivots around the video wall running the length of the showroom wall and hosts visual content including promotional imagery, signage and automated views of the products themselves in inspirational settings.

**Project Location:**  
Chelsea Harbour

**Project Duration:**  
8 weeks

**Project Value:**  
£NDA

**Project Lead:**  
Guy Murray  
Home Automation Specialist

### the tech

- Video wall made up of 4 x 55" 4K HDR Samsung Displays
- 65" 4K Ultra HD Samsung display
- Sonance invisible in-ceiling speakers
- Crestron Control solution with touch screens
- Sonos streaming system
- Tripleplay Digital Signage
- Cisco Network Switch





# key features

- 1 Crestron Control solution
- 2 Video wall made up of 4 x 55" Samsung UHD 4K displays
- 3 Zonal lighting controlled by Crestron control panel and lighting keypad
- 4 Sonance invisible in-ceiling speakers with Sonos Amp
- 5 Workspace Zone with 65" Samsung UHD 4K Display
- 6 Drawers with sensors

## Immersive experience

To properly showcase the beautiful accessories, a bespoke solution has been created. When a drawer is opened in the display cases, sensors identify which drawer. Programming allows the system to identify the contents within the drawer and this triggers a playlist on the video wall. The playlist showcases the architectural hardware in various situations to inspire clients, give a new perspective and properly showcase the accessories. This deepens customer engagement, making it a highly compelling and immersive experience. It doesn't stop there.

The perfect ambience for every step of the client's journey through this elegant and stylish studio, is delivered with pre-programmed scene setting. The wall mounted portrait Crestron touch panel, provides simplified and enhanced fingertip control of all ambient factors. This includes the intelligent lighting, music via the invisible in-ceiling Sonance speakers and heating. A further wall-mounted Crestron keypad is used for just lighting. This elevates the experience for all visitors to the studio, subtly welcoming them in a calm and inviting manner.

## Meeting Flexibility

Complementing the main showroom space, is a work space and refreshment area. This area is perfect for meetings, discussions and conferences. It features a 65" Samsung 4K display screen on an articulated Peerless wall mount for optimal and flexible viewing. Barco Clickshare delivers wireless BYOD presentation opportunities via a Cisco Networking Switch. IPTV and digital signage across all the screens is delivered by a Tripleplay system.

at a glance

