



CASE STUDY

RESIDENTIAL

Elegant technological solutions for a luxurious development. Perfect for high end living

## Lincoln Square:

Elegance and Luxury

Lincoln Square, the new luxuriously appointed ten-storey residential building by Lodha, is set in a quiet yet exceedingly central location close to Covent Garden, the LSE and overlooking the Royal Courts of Justice.

The new ten-storey residential building features 221 luxury apartments from studio suites up to four-bedroom penthouses. The central courtyard garden provides privacy and peace in 6,000 sq ft of landscaped greenery. True elegance and luxury is captured in the vast 17,000 sq ft of unparalleled residential amenities space.

Founded almost 40 years ago Lodha develops commercial and residential projects. With a passion for design, Lodha carefully handpicks internationally renowned experts in their field who work without compromise.

Lodha selected Smartcomm to deliver the Audio Visual, lighting and home automation solutions for this elegant project. As well as functionality, robustness and usability, the technology had to complement the design of each apartment and designated amenity area. The solutions had to meet the client's exacting requirements, on time and within budget.



**Division:**  
Residential & Hospitality

**Project Location:**  
Central London

**Project Duration:**  
2 years

**Project Value:**  
NDA

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

## the tech

- Barco Balder 4K UHD Projector
- Design Technologies 4-XL Projector Screen
- Trinnov Altitude 16-24 Processor
- Artcoustic Spitfire 16-8, Spitfire 8-4, SL Architect 4-2 speakers and Control 2 subwoofers
- Crestron Control Touch panels, DMX Lighting, Cameo Keypads with BACnet and KNX interfaces
- BSS background music with B&W speakers

**smartcomm**  
integrating technology with vision ●●●



## key features

1. Crestron Control on iPad
2. Design Technologies 4-XL on wall projector screen
3. Artcoustic Spitfire speakers and subwoofers
4. Rack room hidden behind curtain
5. Crestron DMX lighting keypad
6. 9.2.6 Dolby Atmos 3D surround sound system

### Elegant Technology

The luxurious private cinema offers sumptuous seating for 24 guests. The impressive 4.5m wide 4-way masking Design Technologies screen provides the perfect surface for the powerful 7,000 ANSI Lumens Barco Balder 4K UHD laser projector. Both screen and projector adjust their settings in harmony to produce the best image framing at any aspect ratio, creating a crisp, clean image which is important for an immersive cinematic experience and perfect for live sports and online gaming. The bespoke lighting scenes are tailored to create the perfect atmosphere. All aspects of the room are easily and intuitively controlled through the Crestron system using the custom-made user interface on an iPad mini.

### Hidden Power

Many cinemas boast 7.1 surround sound, but this luxury cinema offers an 9.2.6 Dolby Atmos 3D surround sound system. At the front of the room, there are three Artcoustic spitfire 16-8 speakers and four Artcoustic Control 2 subwoofers hidden behind the acoustically transparent projection screen. These are accompanied by six surround sound and six overhead Atmos speakers to provide a spectacular audio experience. All speakers are hidden in the ceiling and walls. The walls are covered in special acoustically transparent material to prevent reverberation. Sources are housed in racks, also concealed from view in specially designed air conditioned cupboards. Shure microphones allow for the cinema room to be used for presentations.

### Ambience Control

Each of the 221 apartments has a fully integrated home automation system, ready for residents to add their own personal touch. The Crestron touch panels and lighting keypads control everything from lights, entertainment, blinds/curtains and temperature. Each apartment is pre-wired ready for upgrades.



at a glance