



CASE STUDY

RESIDENTIAL

Elegantly chic solutions. For an exceptional experience and the mark of excellence

## The Postmark London WC1

Taylor Wimpey PLC is one of the largest British based house building companies in the world. When the Taylor Wimpey Central London team were looking for a specialist contractor to install AV solutions in their extensive new luxury development, the Postmark London, they came to Smartcomm.

The Postmark Development covers 6.25 acres and will unfold in four phases. The first phase is West Central 1, a spectacular 13-storey building set around a landscaped courtyard. As well as 151 stylish homes, it offers an extensive suite of Residents' amenities.

We were delighted to work with the Taylor Wimpey Central London team again. We were involved in the reception area, sumptuous private Residents' cinema, gym, lounge, dining area, kitchenette and private meeting/dining room. The project was delivered on time and within budget.

**Division:**  
Residential & Hospitality

**Project Location:**  
Central London

**Project Duration:**  
10 weeks

**Project Value:**  
NDA

**Project Lead:**  
Guy Murray  
Residential Sales Consultant

### the tech

- Sony Native 4K Cinema Projector
- 150" Wide Acoustically Transparent Fixed Projection Screen
- Artcoustic speakers and subwoofers
- Crestron Control Touch Panel, Remote and Cameo Keypad
- Denon Receiver
- Domotz monitoring
- Samsung 55" HDR 4K resolution LED TVs



## key features

1. Crestron Control Touch Panel
2. Artcoustic in wall speakers
3. Acoustically transparent 150" fixed frame Screen Excellence projection screen with speakers and subwoofers behind
4. In-ceiling Artcoustic speakers
5. Native 4K Sony Cinema Projector

### Effortless **Powerful Technology**

The luxurious private Residents' cinema features a 150" fixed frame Acoustically Transparent Screen Excellence Screen. Ideal for use with 4K projectors, the woven black backing fabric eliminates rear wall reflections. This provides the perfect surface for the Native 4K Sony cinema projector. This projector analyses images down to a pixel by pixel level. It uses powerful pattern matching algorithms to enhance image crispness to deliver the best contrast and dynamic range for residents of the Postmark cinema. The sources are all located in the central AV rack in the comms room. All aspects of the room are easily and intuitively controlled, through the Crestron control solution.

### Awesome **Audio**

The cinema features an immersive Dolby Atmos 9.4.6 surround sound system consisting of six Artcoustic Performance A6 speakers and two Control 3 subs at the front of the room. These are harmonised with six surround speakers, six in ceiling speakers and an additional two Control 2 subwoofers at the back of the room. Vicoustic acoustic panels were strategically positioned to provide a smooth, balanced audio experience across the three rows of seating.

The Residents' Amenity area features Sonos wall mounted speakers and two wall mounted 55" Samsung Ultra HD true 4K resolution HDR LED TVs. One TV is in the private meeting/dining area the other TV in the lounge area is paired with a Sonos soundbar. In the gym, six ceiling mounted Sonos speakers are paired with a 55" Samsung TV to inspire and motivate residents.

Sonos One Gen 2 speakers in the reception deliver welcoming ambient music for residents and concierge alike.



at a glance