



CASE STUDY

RESIDENTIAL

The height of luxury in the tallest Residential building in the UK. **Hi tech cinema club completes the superb suite of amenities**

The Landmark Pinnacle, London:

The luxurious 75-storey Landmark Pinnacle by Chalegrove Properties is the tallest residential building in London. It offers 822 residential units and 162 serviced apartments.

The Landmark Pinnacle offers a full five floors of spectacular Residents' amenities which include the UK's highest gym. Smartcomm were chosen to complete the suite of amenities with an outstanding cinema club consisting of a superb, hi-spec, 21-seater, private cinema plus lounge and bar area.

Style and quality were key to the Chalegrove vision. The final result needed to offer an incredible immersive experience for Residents yet be robust, flexible, powerful and easy to use. The interior design was by Squire and Partners, in partnership with Fusion, to echo the golden era of Hollywood cinema.

Division:
Residential

Project Location:
Canary Wharf, London

Project Duration:
16 weeks

Project Value:
NDA

Project Lead:
Guy Murray, Home Automation Specialist

the tech

- 1 Digital Projection 4K UHD Laser Projector
- 1 bespoke Screen Excellence 4.2m x 2.4m acoustically transparent projection screen
- Crestron control solution
- 18 Artcoustic Loudspeakers
- 1 x Denon 13.2 channel Dolby Atmos Surround Sound Amplifier



"We are delighted to have the Cinema Club complete our extensive suite of Residents' amenities. It is very much used and enjoyed."
Chalegrove Properties Limited

key features

- 1 Bespoke 4.2m x 2.4m acoustically transparent projection screen
- 2 Crestron 7" Touch Panel
- 3 Lutron Keypad with preset scenes for curtain and lighting control
- 4 In-ceiling directional Artcoustic speakers
- 5 Six wall-mounted Artcoustic Spitfire A6 speakers behind the screen

Intuitive Technology

The cinema boasts a powerful Digital Projection 4K-UHD projector and Screen Excellence bespoke 4.2m x 2.4m cinema scope screen. The punchy 7.4.2 Dolby surround-sound is delivered by six on-wall mounted Artcoustic Spitfire A6 speakers behind the screen, Artcoustic Evolve surround sound speakers, Artcoustic Spitfire Sub 4 subwoofers, in-ceiling directional Artcoustic Architect loudspeakers, a Denon 13.2 channel Dolby Atmos AVR and additional Artcoustic amplifiers. Sources include a Sony Blu-ray player and an Apple TV 4K receiver. Wyrestorm HDMI extenders to allow Residents to connect personal devices and gaming consoles, to merge the cinematic experience with the comforts of home.

Intuitive Technology

Control is via Crestron and consisted of a 7" wall-mounted touch-panel and a Crestron loaded iPad. In addition, a backlit Lutron keypad has preset scenes for intuitive control and safety. Lutron lighting and curtain control were integrated to optimise and simplify the cinematic experience as the curtains hide the technology. This includes the rear projector opening and the cubby at the side which houses the in-room Blu-ray player, games consoles and/or laptops.

Invisible Audio

In the lounge, two wall-mounted 77" Sony 4K OLED screens can connect to TV sources, digital signage and repeat the cinema-screen content. The Client uses the two portrait-mounted 43" Bravia 4K displays at the entrance to add interest and show content via Brightsign. The Dante enabled Bluetooth interface allows the Client to connect to the four discreet K-Array speakers plus subwoofers and play music through the system with ease.



at a glance