



CASE STUDY

HOSPITALITY

A vibrant luxury London hotel, offering uncompromising standards to nurture a deep sense of belonging.

The BoTree London

This gorgeous boutique hotel boasts 199 rooms, including 30 suites and is situated near Oxford Street at the intersection of Mayfair, Marylebone and Soho. The exterior and entertaining spaces are beautifully designed and make it a popular spot for celebrities.

The AV solutions ensure all guests have the best hotel experience possible and there is a lot to enjoy here. The BoTree has a range of amenities including a screening room, a gym and the chic Italian restaurant LAVO. The BoTree Bar on the ground floor is an elegantly designed space with a striking ceiling design.

The AV systems installed give the functionality and flexibility to help The BoTree create a luxurious environment which nurtures a deep sense of belonging with guests. Smartcomm was appointed to deliver the definitive Audio Visual and automation solutions. The solutions were delivered on time and within budget.

Division:
Residential

Project Location:
London

Project Duration:
48 weeks

Project Value:
NDA

Project Lead:
Guy Murray - Home Automation Specialist

the tech

- 19 Samsung displays (55" - 75")
- 1 Barco 5K Cinemascope Laser Projector
- 1 Display Technologies Projection Screen
- 6 B&W in-ceiling loudspeakers, 4 in-wall sub woofers and 4 amplifiers
- 6 Sonance in-ceiling speakers
- 6 K-Array Loudspeakers, 2 Amplifiers
- 2 x Crestron Series 4 control system
- 1x Yamaha mixing desk
- 2 x Storm Audio sound processors





key features

1. Barco Hodr Cinemascope Home Theatre Laser Projector
2. B&W 2 way in-ceiling loudspeakers
3. B&W 15" in-wall subwoofer
4. 231" Display Technologies Dynamic 2S Projection Screen
5. Kaleidescape 4K player and movie server

Flexible and Immersive

The splendid and versatile Screening Room features classic red velvet reclining Pullman seats, a 213" screen, Barco Laser projector and Crestron control. The 11.6.4 Storm audio surround sound is delivered by Rotel amplifiers, B&W in-ceiling loudspeakers and B&W in-wall subwoofers. The technology in this plush, chic space allows the hotel to cater for a range of client requests, from C-Suite training and Q&A sessions to private screenings and social events.

A moveable DJ booth with a Zero88 Lighting Control Panel, Yamaha Mixing Desk, PTZ remote control, L-Acoustics loudspeaker and Shure subwoofer can be used in The BoTree Bar to deliver a bespoke service for guests.

Warm Welcome

Rather than a traditional reception area, The BoTree offers guests an elegant welcome space. The K-Array loudspeakers and subwoofers ensure the ambience is as welcoming as possible.

Stylish Socialising

The BoTree Bar on the ground floor features a stunning ceiling which changes colour according to the time of day. Incredible audio from K-Array loudspeakers and subwoofers is controlled via one of the three the BSS BGM keypad controllers.

Flexible Solutions

The BoTree Suite on the 7th floor has a flowered ceiling and boasts 75" Samsung Commercial TVs, Viveroo mini iPads for room control and Sonos loudspeakers, amplifiers and subwoofers for incredible audio. Other Guestroom suites feature 55" Samsung UHD TVs, iPad minis for room control and Sonos Beam soundbars. The audio is delivered by Sonos loudspeakers, subwoofers and amplifiers.



at a glance