![Snelling Business Systems logo]

Case Studies

FRONTIER DEVELOPMENTS

Gaming Company.
Rapid Growth.
Global Ambitions.

Cambridge Science Park
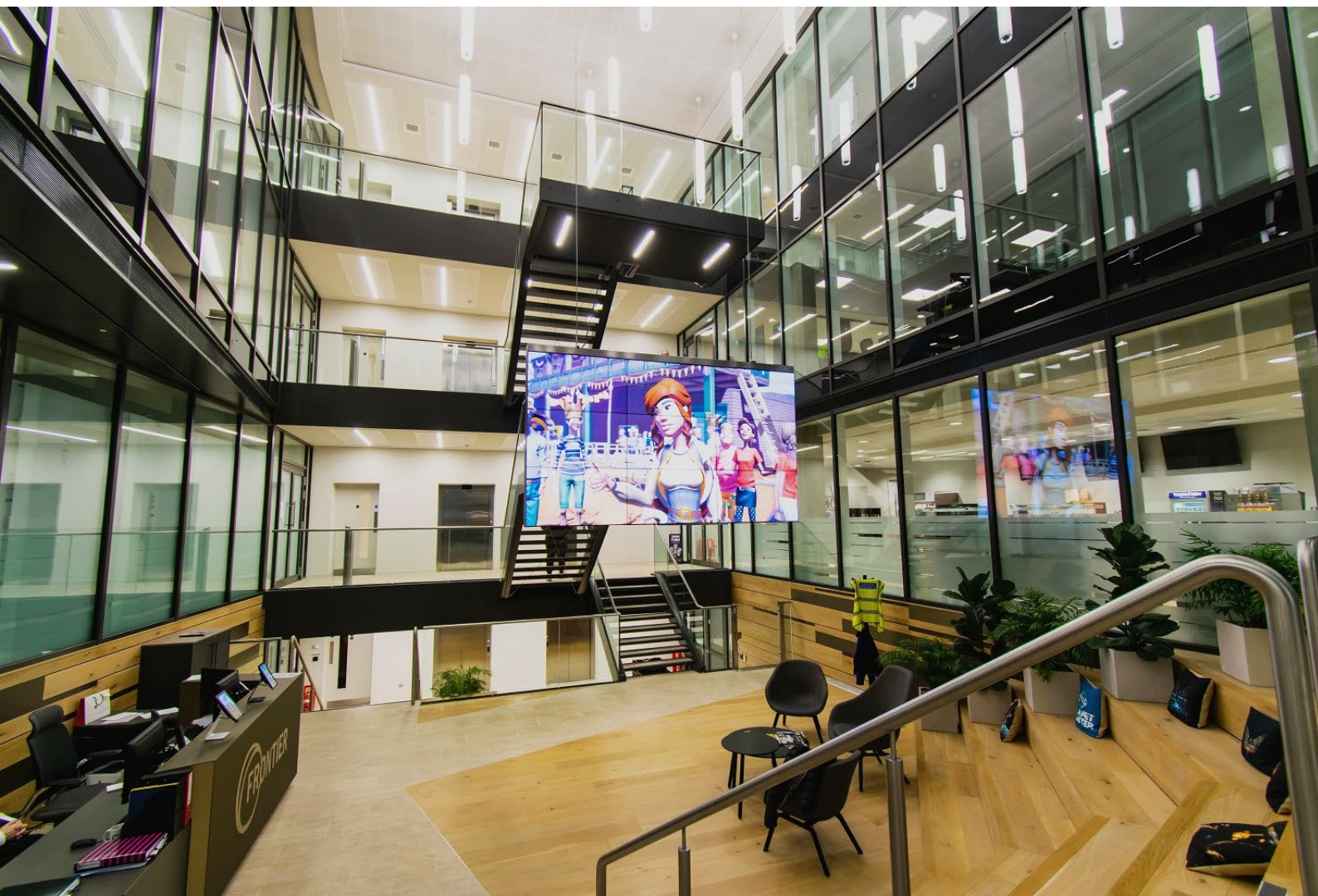Cambridge, UK

FRONTIER

How can...

AV infrastructure support one of the fastest growing gaming companies at their brand-new HQ – office workspaces and game development and design studios?

#SwitchOnthepossibilities

Snelling
Business Systems

Phenomenal Growth Merits Big Changes.

Self-publishing gaming company

Founded in 1994, Frontier achieved 20 years of success as an independent game developer before undertaking a major business model transition over the last 5 years to become a world leading developer and self-publisher of high quality, enduring game franchises.

Scaling up to a 'global gaming company'

Following the launch of three successful game franchises delivering sustained revenue and earnings, they expect to accelerate output to achieve roughly one major release per year. This scale-up is supported by an ambitious headcount growth (currently recruiting around 60-70 new people each year).
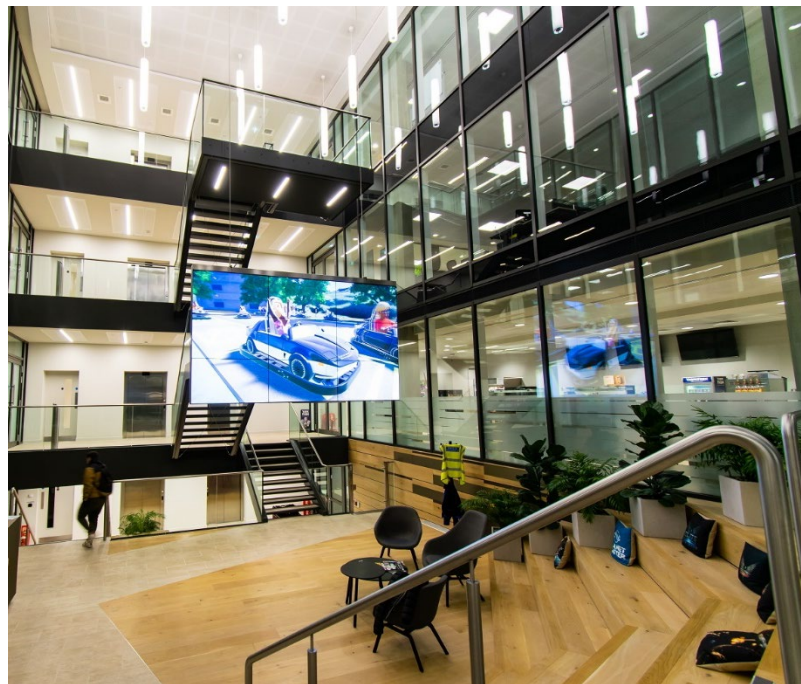
Workplaces built for the purpose

With headcount over 400 and ambitious recruitment plans continuing, Frontier needed workspaces geared to support the creativity and collaboration of its amazing staff, who will deliver on Frontier's ambition to become a global leader in entertainment.

MAKING A STATEMENT

Walk in to the main entrance foyer and you are greeted by a bespoke 3x3 Flying Video Wall:

- **Narrowest bezel in the market** at the time of sale. Nine LG 55" Full HD displays (0.9 mm bezel).

- **Mount**– custom designed and built to Snelling specifications in California by Adaptive Technologies.

- **In-house engineering** - custom cladding of rear, top, bottom and sides in brushed stainless-steel finish encasement, including custom 19" rack frame and loudspeaker cutouts

- **User Inputs:**

  ✓ **Onelan** 4K signage publisher / subscriber
  ✓ **Laptop input** from the reception desk with 4K HDMI transmission, and **Shure QLXD** lapel microphone for townhall presentations.

- **Audio processing** includes **Extron** 6x4 DSP, Energy Star amplification and **Bose Freespace** Loudspeakers.

CONCEPT DEVELOPMENT ROOMS

Developers test prototypes and develop the gameplay in these rooms.

- **Display:** LG FHD displays ranging from 49" to 75" displays with 4K HDR.
- **Inputs:**

  - ✓ **PlayStation** games console
  - ✓ **Xbox** games console
  - ✓ **PC & Auxiliary** laptop input
  - ✓ **AMX** Sereno Video Conferencing Camera with integrated microphone.
  - ✓ **Auxiliary** laptop input

PROTOTYPE REVIEW ROOMS

Game developers and testers collaborate to test the gameplay.

- **Display:** LG FHD displays ranging from 49" to 65" LG displays with 4K HDR.
- **Denon** 7.1 Full 4K Ultra HD Network AV Receiver & **KEF** Surround Sound System.
- **Inputs**:

  - ✓ **PlayStation** games console
  - ✓ **Xbox** games console
  - ✓ **PC & Auxiliary** laptop input

11 MEETING ROOMS

- **Display:** LG 55' Full HD displays in each room.
- **Inputs:**

  - ✓ **AMX** Sereno Video Conferencing Camera with integrated microphone.
  - ✓ **PC & Auxiliary** laptop input

BOARDROOM

- 84" **LG** 4K UHD display
- **KEF** 7.1 Motorised Ceiling Speakers with LFE extension
- **Denon** 7.1 Full 4K Ultra HD Network AV Receiver
- **Inputs**:

  - ✓ **PlayStation** games console
  - ✓ **Xbox** games console
  - ✓ **PC & Auxiliary** laptop input
  - ✓ **Logitech** PTZ Video Conferencing Camera with table extension microphones
  - ✓ **Room Automation** (AV, lighting, motorised speakers and blinds) - **Crestron** Controller and **Crestron** 10" touch surface.

ROOM BOOKING SYSTEMS

All meeting, review and development rooms are equipped with:

- **Onelan Reserva** 10.1 Inches Capacitive Touchscreens with LED room status indicators (Red/Green).
- **Onelan** glass mounting kits for each panel
- Integration with **MS Exchange**

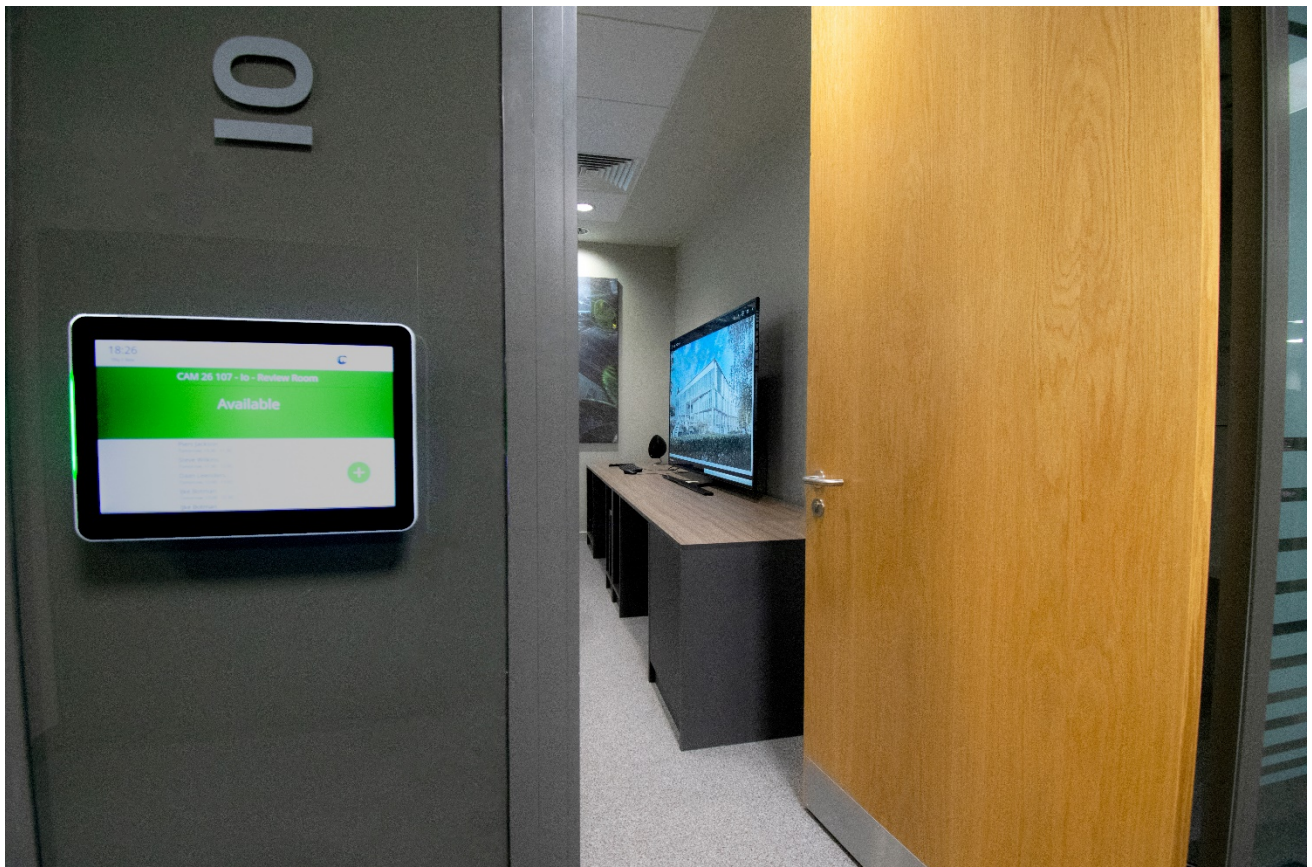## SOUND DESIGN, AUDIO MIXING, CONTROL, SOUND BOOTH AND AV EDITING ROOMS

- **LG** Ultra HD 4K display with active HDR
- Enabling works and tie lines to allow for client supplied equipment to be integrated, as and when required.

BUILDING-WIDE DIGITAL SIGNAGE & MANAGEMENT

- Commercial **LG** displays
- **Onelan** virtual content management system (CMS)
- **Onelan** subscriber player per screen
- **Onelan** Digital Signage on Reserva Room Booking Screens.

SNELLING SUPPORT [+]

Managed support services with reactive emergency support and preventative maintenance built into a customised contract.

" "I cannot stress the strategic importance of this new build project to our business plans. An assessment of the level of service and possible working relationship was an essential part of our selection criteria for the AV supplier. Without hesitation I can say working with Snelling Business Systems was the best decision we have taken.

Right from day one they offered a design and build service taking in all the needs and requirements from the space. They produced a comprehensive proposal in terms of how we were looking to roll out our workspaces. The video wall installation looks absolutely stunning and we've received the most fantastic feedback from staff, media, suppliers, customers – quite the attraction now at the Cambridge Park!

They accommodated our changing needs and dealt with our managers without any fuss. As far as the systems are concerned, we're very pleased with both the standard of the individual components used and the results they provide.

Throughout the whole process, Snelling Business Systems have made it exceptionally easy for both technical and non-technical people... no one felt overwhelmed, and everything was explained very clearly.

One area they really excel is their project management skills. We couldn't have done it without them and can't fault the service at all. I can confidently recommend them".

James Dixon
Director of Development
Frontier Developments

USER
TESTIMONIAL

ABOUT US

In plain speak, we are an international supplier of integrated audio-visual systems, environments, and communications technology. We design, integrate, install and maintain robust AV systems and environments.

But 'how' we do it isn't quite so plain.

Our roots go back to 1954 when Roy Snelling started his business selling and servicing Television and Radio sets in the early days of commercial broadcasts.

As more and more Television and Radio sets found a place in living rooms, Roy witnessed a major transformation – an entirely new medium for people to interact, engage and consume information. The same purpose for which we continue to design and build Audio Visual systems and environments.

We have come a long way.

"Snellings" quickly grew into a household name with Roy's steadfast commitment to an unmatched retail experience – 'customer first' – from the moment they walk in the door to a lifelong relationship.

As we grew and evolved, we nurtured this belief in our internal culture – "customer first", as well as our design/engineering philosophy – "Audio Visual Excellence. Operational Simplicity".

Spot an opportunity. Respond to Change.

Technology will evolve. New platforms will emerge, and your needs will transform. Our culture allows us the flexibility to adapt and respond – to keep pace with transformation and change in our industry; to ensure our advice always keeps you ahead of the curve, and your competition.

We deliver all aspects of audio visual integration from design to the supply, installation and on-going maintenance - all backed by a service ethic, which continues to carry the Snelling signature of quality. Based in London and Norwich, we have maintained our portfolio of major clients and diverse projects across corporate, higher education, public sector, defence and aerospace, retail, medical and healthcare, leisure and hospitality, museums and attractions, and niche specifications.

SNELLING BUSINESS SYSTEMS

Unit 23 Chestnut Drive
Wymondham Business Park
NR18 9SB
United Kingdom
T: +44 (0)1603 711111
E: info@snellingbiz.com

snellingbiz.com
snellingcollaboration.com