

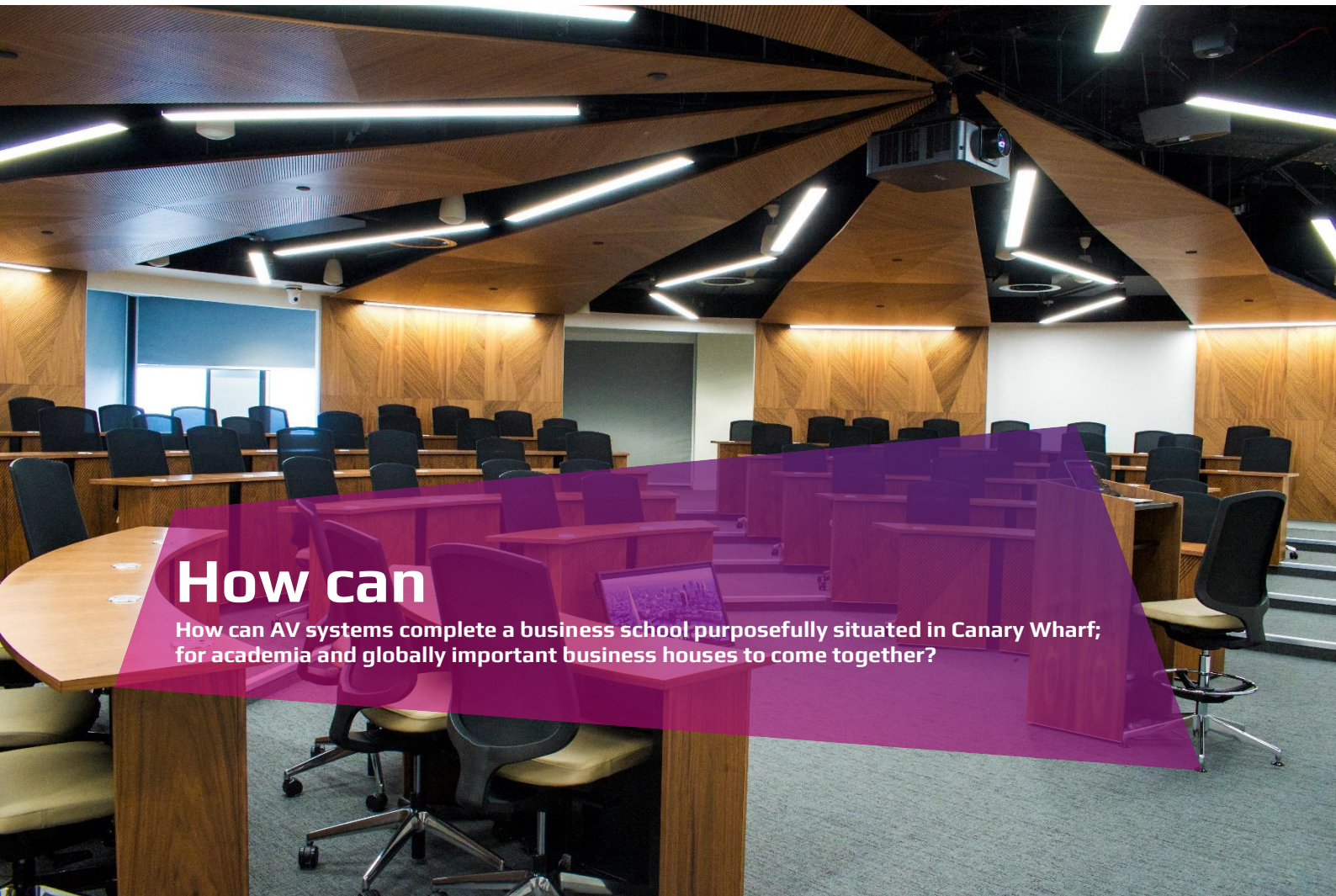


PROJECT CASE STUDY

Category: Higher Education Facility

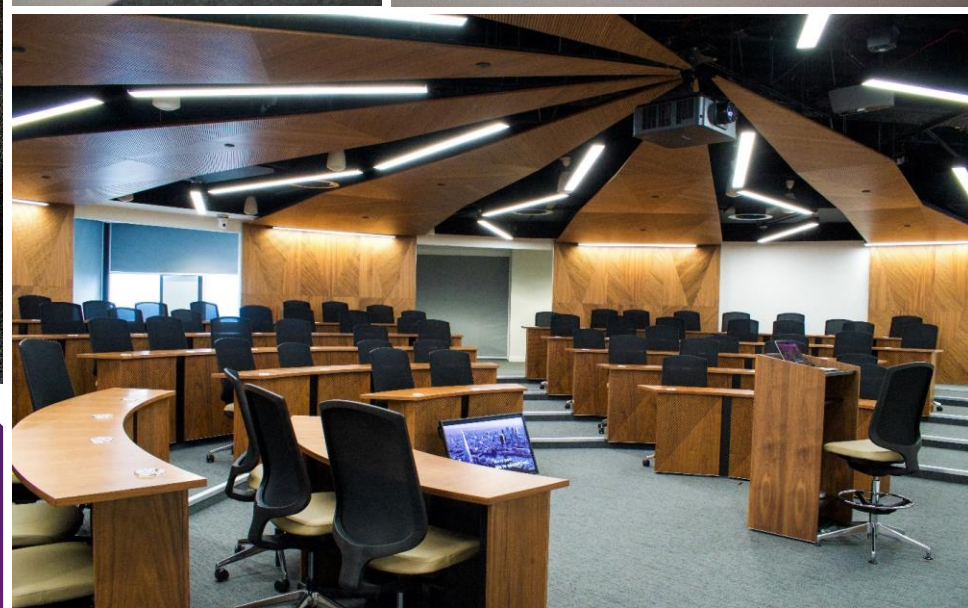
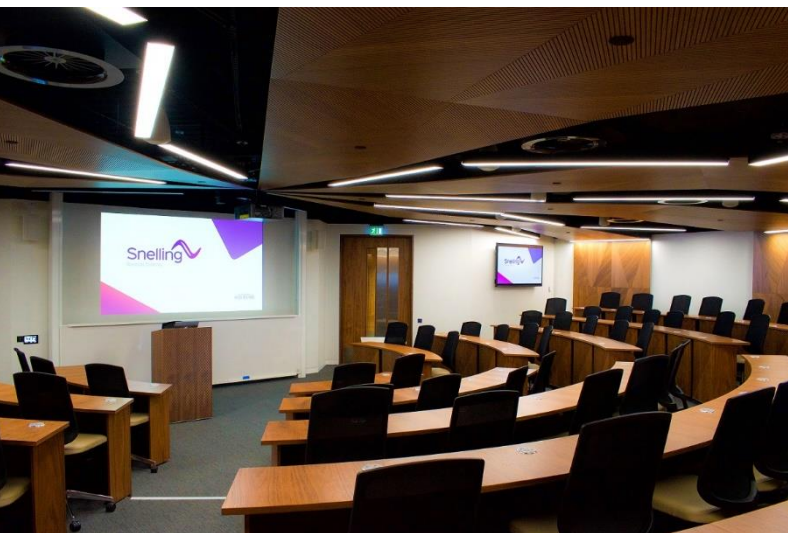
UCL SCHOOL OF MANAGEMENT

UNIVERSITY COLLEGE LONDON
ONE CANADA SQUARE, CANARY WHARF, LONDON



How can

How can AV systems complete a business school purposefully situated in Canary Wharf; for academia and globally important business houses to come together?



THE BRIEF

The new development is purposefully located in Canary Wharf with the objective of bridging the gap between academia and business. Keeping the intended audience in mind, the brief prescribed Audio Visual infrastructure for spaces to be used for classroom instruction, as well as groupwork, seminars, exhibitions and other live events delivered by leading business personalities. The facilities had to be at par with infrastructure guests will be accustomed to use in Corporate offices.

Given the ambition of the School to become an 'ideas factory' for business leaders in Canary Wharf, the brief prescribed infrastructure and functionality designed to support the identified pedagogical approaches of the department, while minimising the aesthetic and physical intrusion of the AV equipment in the spaces.

TWO LECTURE THEATRES

VISUAL

Two identical Harvard-style lecture theatres (capacity of 90 seats and 40 seats respectively) are each equipped with a Full HD Ceiling-Mounted WUXGA 6000 ANSI Lumen laser projector, reinforced by 2x 70" NEC Full HD displays, and 1x 40" confidence monitor for the speaker/lecturer. Presentation capabilities are further assisted by Vivitek NovoPRO wireless presentation and collaboration

AUDIO

Speakers/Lecturers have 4x Shure MXW wireless microphones, DDA compliant assisted Listening Induction Loop System (designed to compensate for furniture and room materials- reduce signal loss and control the amount of induction audio signal spillage), and 1x pair of front mounted QSC speakers supported by multiple ceiling mounted programme speakers and pendant speakers for voice reinforcement. audio signals from microphones are fed in to the loop system, lecture capture, streaming and used for sound reinforcement via the ceiling speakers as required.

LECTURE CAPTURE

The Echo 360 Lecture Capture suite performs the function of creating distribution-quality content for the school. The system is supported by Acoustic Magic microphone arrays, HD PTZ ceiling-mounted camera,

ceiling-mounted Wolfvision VZ-C6 series visualiser (with own light source), lecture capture recording system and Extron H.264 Streaming Media Processors. The system allows the user to record onto a memory stick/external hard drive and live stream from the lecture theatre to anywhere on campus.

CONTROL

In keeping with the brief, all AV equipment are housed within the rack located in dedicated AV rack rooms. Wall-mounted Crestron 7" touchpanel allows the user to control the complete AV system and lighting- power on/off, volume control and system input selections made to the displays and projector, lecture capture recordings and video Streaming are also initiated and ceased from the panel.

BYOD

Bring Your Own Devices can be connected to the system via an HDMI and/or VGA and Audio connection presented at the lectern position.

NINE BREAK-OUT ROOMS

These rooms have a standardised set of group study/teaching facilities and vary from 12m² to 21m² (6 to 8 seating capacities).

All rooms have the same specification and functionality to include:

- ✓ 46" Full HD NEC Flat Panel display with built-in speakers
- ✓ Wall Mounted Crestron Button Controller
- ✓ Wall Connection Plate for BYOD (for HDMI and/or VGA and audio)

SEMINAR ROOM

This is a 30-seat seminar room with teaching across the width of the room.

- ✓ 2 x Front Wall Mounted Full HD, 3200 ANSI Lumen Projectors (one interactive projector)
- ✓ 3 x Wet-Wipe Projection Boards
- ✓ Ceiling Mounted QSC Programme Speakers
- ✓ Two strategically mounted microphone arrays for lecture capture and induction loop feeds.
- ✓ Induction Loop System

- ✓ HD PTZ ceiling mounted camera for Lecture Capture.
- ✓ Ceiling Mounted High Resolution Wolfvision Visualiser with Built-In light source.
- ✓ Wall mounted Crestron control panel
- ✓ Hardware Mounted/stored in purpose built rack housed in a cabinet.

BOARD ROOM

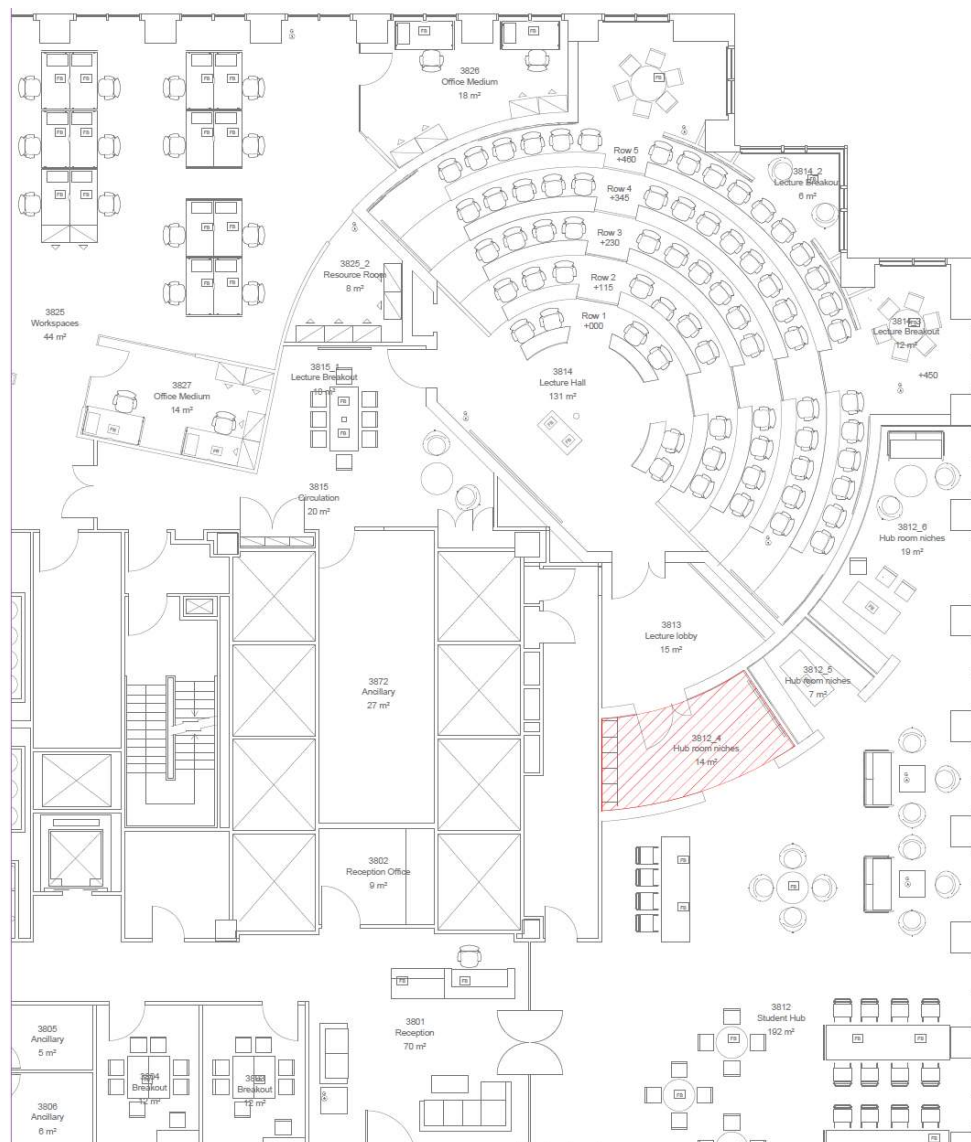
The boardroom isn't designed for direct learning and teaching- they serve the same purpose as meeting rooms in any corporate office setting. For example, employers may use the room to interview graduates or organise meetings with academic staff. Infrastructure includes:

- ✓ 1 x 90" Full HD NEC Display
- ✓ 2 x Front Mounted Tannoy Speakers either side of the display

- ✓ PTZ video conferencing system with IP phone to allow USB connectivity for soft VC conferencing.
- ✓ Table mounted Crestron touchpanel
- ✓ 2 x Table Mounted Connection Cubby's
- ✓ Hardware Mounted/stored in purpose built rack to be housed in client supplied cabinet.

Video Conferencing (VC) is available via a PTZ camera mounted beneath the display on a purpose-built shelf, and connected to a client supplied PC positioned in the rack cabinet. An IP phone which also uses the built-in microphones and speakers for audio pickup/reproduction is also used for VC. All VC functions are controlled from the touchpanel on the phone unit once the user selects 'Video Conferencing' on the Crestron Control Panel.

Bring Your Own Devices can be connected to the system via an HDMI and/or VGA and Audio connection presented at two different positions on the Boardroom table.



DIGITAL SIGNAGE SYSTEMS

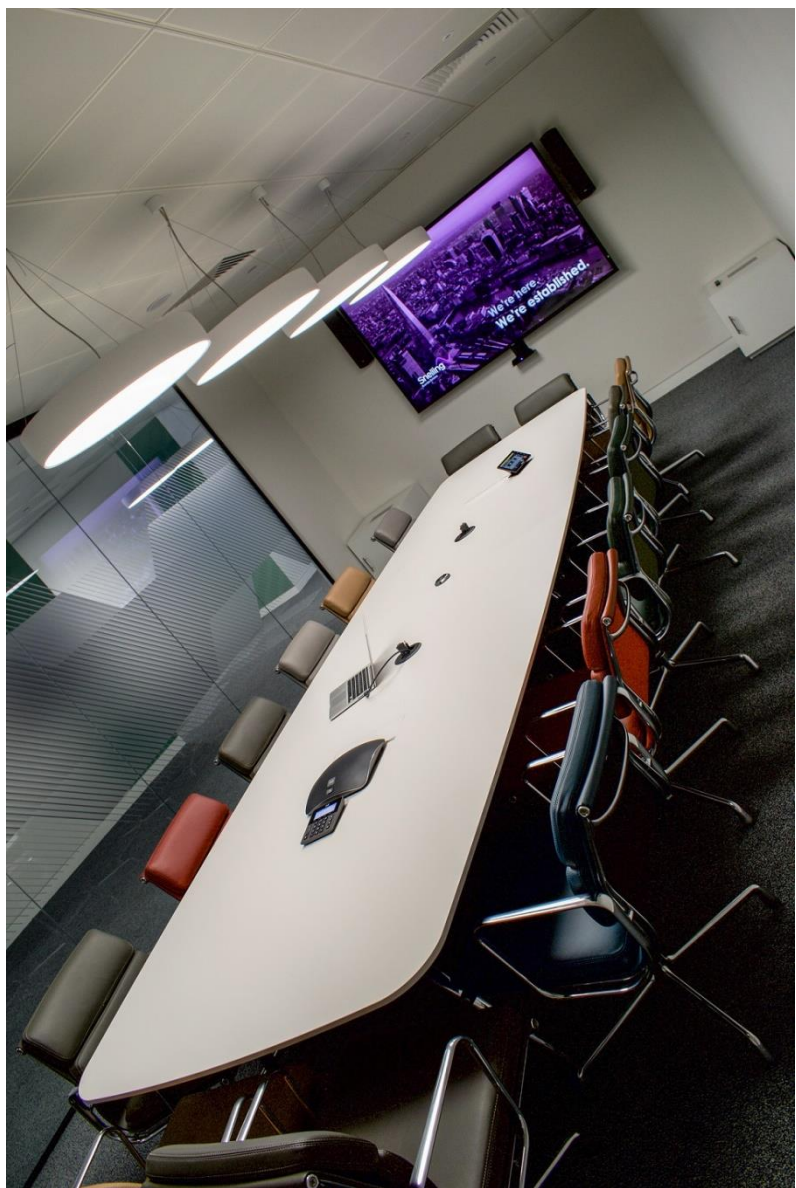
Digital signage displays are to be mounted in three positions:

- Reception, 55" Full HD NEC Display
- Lobby Area outside break-out room, 42" Full HD NEC Display
- Lobby Area outside break-out room, Full HD NEC Display

OneLan Digital Signage receivers are mounted behind each display and connect over the client network to the client supplied server, which has the Content Management software. Content can be created offline, uploaded and scheduled remotely by all authorised administrators.

IN A NUTSHELL

1. **Effortless wireless presentation and collaboration:** teaching spaces are equipped with wireless presentation capabilities, with supporting hardware to aid speakers/lecturers in a live setting.
2. **Lecture Capture Ready:** creation of distributable content sits well with the ambition of the Business School in Canary Wharf. Teaching spaces are equipped with HD cameras, as well as speaker tracking microphone arrays, alongside recording and streaming hardware accessible to administrators.
3. **BYOD:** with the wide involvement of corporate partners, all spaces allow users to use their own devices for audio and visual applications, as well as live presentations from fixed lecterns.
4. **Minimal hardware clutter:** keeping with the client brief, the system was designed to function 'behind the wall'. AV design and integration was entirely focused on a system which allows housing all equipment in dedicated rack spaces without compromise; such that users can access all facilities simply from a touchpanel.



SNELLING BUSINESS SYSTEMS

Our roots go back to 1954; Roy Snelling started his business out of a redundant Victorian laundry in rural Norfolk, selling Television and Radio sets in the earliest days of broadcasting. He witnessed a major transformation as more and more TV and Radio sets found a place in living rooms- a whole new way for people to interact, engage and consume information. The same purpose for which many AV systems and environments are designed and built for today.

More importantly, there was a new medium for engagement and interactions at a 'sensory level'. Over the years, our experience led us to ask ourselves the pertinent question.

"How can we use the potential in AV systems and environments to unlock newer possibilities for

businesses to interact with and engage their audiences, better"?

As we grew and evolved as a business, our internal culture and design/engineering philosophy begins with a simple question "How can...?". As an AV integration specialist, thinking 'How Can...?' has also evolved to build AV systems that can solve problems of strategic importance to your business/institution.

We deliver all aspects of audio visual integration from design, integration, 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 Higher Education, Corporate, Public Sector and niche projects.

Contact us to find out how we can address the challenges your organisation faces with building-wide integrated spaces.

Email: sales@snellingbiz.com
Call: +44 01603 711111

snellingbiz.com