

Case Study

COMMERCIAL

Technological Excellence for a global giant.

EMEA
INAVATION
AWARDS 2014
PROJECT WINNER

Coca-Cola Enterprises HQ

Coca Cola Enterprises Inc. Is the world's third largest independent Coca Cola bottler. When Coca Cola Enterprises relocated their offices to the newly extended and refurbished Bakers Court in Uxbridge, they needed it to showcase the very best in communication and audio technology. Plans included a fabulous new customer learning centre, boardroom, gym, meeting rooms and broadcasting suite.

The refit for this building was of particular importance as CCE intended the UK HQ to be the global blueprint for its worldwide offices, in terms of technology and connectivity. The brief was to 'take the fear factor out of IT' as it was imperative to CCE that all nationalities could use the meeting rooms with ease. Econocom installed a host of user friendly solutions, such as touch screen interfaces programmed to link automatically to Audio Visual feeds.

Econocom successfully managed this complex refit and technology upgrade of over 100,000 square feet of stylish office space, on time and within budget.

DIVISION

Commercial

PROJECT LOCATION

Uxbridge, England

PROJECT DURATION

20 weeks

PROJECT VALUE

NDA

PROJECT LEAD

Mark Allen

The tech

Integrated Crestron Control System

Digital Video Processing

Wall mounted 103" plasma display screen

Cisco Digital Media Player

AMX 7" Touch Screens



At a glance

RECEPTION: WELCOMING YET IMPRESSIVE

Two ultra thin 40" wall mounted NEC LCD displays and a floor mounted 40" LCD screen enhance the ambience and add to the deluxe feel of this welcoming space. A DVI feed allows for PC presentations and dynamic content.

TECHNOLOGICAL ADVANTAGE TO LEARNING

CCE's Collaboration, Learning and Insights facility, or CLIC, demanded a cutting edge, future proof solution. The interactive software solutions replicate a consumer's in-store experience.

The system consists of three ceiling-mounted Projectdesign FX32 projectors, producing an edge-blended super wide image of a shoppers' journey. A 5.1 surround sound system has been set up to complete the high quality, immersive experience, making it as life like as possible. Image enhancement and eye movement tracking technology helps evaluate triggers and barriers influencing selection. This provides a competitive advantage in terms of branding, category planning and packaging development.

AGORA WALKWAY

An NEC 65" LCD screen with built-in 10W speakers was wall mounted. This high grade display offers a full selection of inputs allowing connection to a wide range of peripheral devices and the presentation of varied content.

AGORA OPEN SPACE

A motorised 159" projection screen and ceiling mounted projector provides the main display for the room. Two further wall mounted 40" NEC LCD displays add to the flexibility of the space. All three are able to display laptop or PC inputs and Cisco Digital Media Players.

Ten ceiling speakers distribute audio from the display sources throughout the area, acting as sound reinforcement when used alongside independent microphones.

BOARDROOM BRILLIANCE

A wall mounted 103" Panasonic Plasma display with two video conferencing cameras and 2 front of house speakers make up the Audio Visual focus of this impressive room.

The screen displays either a guest laptop, PC or iPad when connected to one of the 6 table top connection plates, each with a stereo jack and both analogue and digital connectivity. 14 table-mounted gooseneck microphones, two hand-held microphones and two lapel microphones provide an all round solution for presenters. These are reinforced by audio from the 6 ceiling speakers and the front of house speakers.

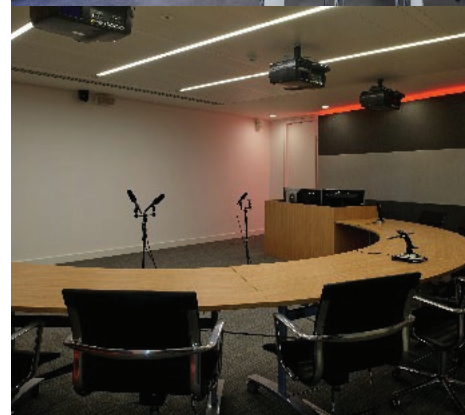
The AV system and lights are controlled by the AMX app, installed on the iPad tablet provided and housed in a table top iPad dock.

TRAINING EFFECTIVELY

The training room has an 87" wide screen Smartboard with an integrated projector. The display is mounted on a mobile trolley for maximum flexibility. It can be connected to the AV at 3 points about the room. Audio is transmitted through the Smartboard auxiliary speakers and the wall mounted, front of house loudspeakers.

SWEET BROADCAST SUITE

The broadcasting suite houses all the equipment and technical backup required to produce professional interviews, videos and on line content. This includes a production lighting desk, audio mixing desk and two XDCAM video cameras.



Econocom Products & Solutions UK Limited

Halifax Rd, High Wycombe, Buckinghamshire, HP12 3SN
Unit 12, Dundrum Business Park, Dublin 14, D14FX68

www.econocom.co.uk

T: +44(0)20 7820 7111