



In Focus

Customer Experience Centre, Singapore

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Customer Experience Centre, Singapore

As a leading communications company, our client provides managed communications services to many of the world's leading global companies and governments.

With a presence in 80 countries, heading up the company's Asia Pacific operations, our client's Singapore hub features a Customer Experience Centre (CEC) where visitors can explore the latest technologies in an immersive and collaborative way, as well as providing a place to host corporate and townhall events.



The Requirement

Whilst already a successful CEC and key asset in our client's customer engagement strategy, the space required a refresh. Not only to deliver a greater interactive customer experience but also to reflect our client's strength in the IoT market. With a wealth of expertise across AV, networking, and design as well as a presence in Singapore, Cinos were approached to install a wide range of audio-visual technologies throughout the CEC and provide a comprehensive support and maintenance package.

The CEC is in constant use and sees heavy footfall throughout the day. To minimise disruption and ensure the CEC's existing commitments could be fulfilled, we adopted a flexible approach to the install and carried out much of the work outside of office hours.

Upgrades were carried out in predefined stages and by doing so, ensured that the CEC could continue to operate successfully throughout the installation.



The technologies were put in place to create unforgettable moments for visitors and inspire workplace transformation initiatives. Building immersive and engaging experiences that heighten customer engagement, allows visitors to explore our client's capabilities and identify their own communication, mobility, and digital requirements in an interactive way.

Chris Lodey
Regional Manager



The Solution

The CEC is a modern space with floor-to-ceiling glass walls that offer a panoramic view of the Singapore skyline. Using operable walls, the space can be portioned to create a multi-purpose environment for staff and visitors that includes a welcome area, demonstration zone and event space.

Acoustic panelling

Having initially been brought on board to upgrade the audio and visual technologies in the CEC, the scope of the project quickly grew and it became apparent that Cinos had even more to offer.

Full height glass walls and hard surfaces can cause reverberations within spaces and it was decided that the audio quality would be greatly improved by introducing acoustic panelling. Our team worked to design and install custom acoustic panelling to the operable walls in order to absorb excess noise and improve the acoustic qualities of the area. The custom-designed panels also integrated seamlessly with our client's brand identify, providing a modern look and feel for the CEC's visitors and staff alike.

Partitionable rooms pose unique challenges when it comes to integrating video and audio conferencing. Cinos gave special consideration to the upgraded audio system to ensure each visitor experienced the same clarity of sound wherever they were in the space. Discreet but effective ceiling speakers were installed in each area of the CEC to provide sound reinforcement across the entire space.

LG video wall

At the heart of the CEC sits the Demo Zone, the focal point of the centre. Cinos meticulously designed and installed a new 3x4 video wall, comprised of twelve 55" LG screens, ideally suited for customer presentations, townhall meetings, and video case studies. With a large display area boasting high resolutions, the video wall provides the centre with a versatile and dynamic way to engage visitors and promote interactivity.

Many of the solutions in these demo zones can also be found in the projector area, a versatile open space where staff and visitors can come together for informal meetings and functions. Presenters can connect their laptops to the audio-visual systems to present material, open collaboration sessions and host demonstrations.

Control system

The partitionable design of the space required a highly customised control system design. Working with state-of-the-art processors, Cinos created a branded user interface. From an iPad, CEC staff can control everything from the lighting and audio to the video wall and blinds.

The touch-screen control system offers a user-friendly experience and enables staff to simply select from a number of pre-set room configurations, depending on the zone they want to control. This gives the CEC staff complete control and enhances the immersive and interactive nature of the space.

Immersive technologies

Our client was keen for the updated CEC to showcase the latest virtual reality and IoT technologies. Cinos sourced a variety of IoT technologies - from LG smart fridges and VR headsets to the Double 3 self-driving telepresence robot.

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The Benefits

Client support – Responsive and personal support as part of a professional managed service. Cinos eases the pressure on the centre’s in-house support teams, providing peace of mind and specialist support round the clock and for one-off events.

Digital storytelling – The space enables our client to deliver powerful experiences through advanced audio-visual solutions. Clevertouch interactive touchscreens give the centre stronger connectivity, collaboration, and the ability to share content simultaneously from up to four devices.

Interactive video wall – LG video wall allows the centre to display high resolution content that brings their solutions to life; creating an environment that drives engagement with visitors and inspires workplace transformation initiatives.



The Technology

For an in-depth look at the technology we used on this project or to download the relevant data sheets please visit our website. You can also see the other projects we have been working on and catch up on any company news.



