



In Focus

A Modern Refresh for a Leading Innovation Centre in Asia

Believe in Excellence



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Situated in one of the world's most prestigious business locations in Asia, the Innovation Centre serves as a hub where customers can experience the latest technology through interactive demonstrations. As a multi-functional space used for client demonstrations, events, and internal meetings, the Innovation Centre required a flexible and modern audiovisual (AV) system to support its operations.

The Requirement

The client recognised the need to upgrade the AV and IT infrastructure within the Innovation Centre to enhance how its products and services were showcased, allowing customers to see the transformative impact of its innovative solutions. The goal was to implement a user-friendly system that not only highlighted the potential of its offerings but also aligned with the organisation's commitment to sustainability by minimising power consumption.

Additionally, there was a requirement to standardise the AV system to support a native Microsoft Teams experience, consistent with the organisation's global operations. With an executive meeting approaching, the project needed to be completed within a tight four-week timeframe.

The Solution

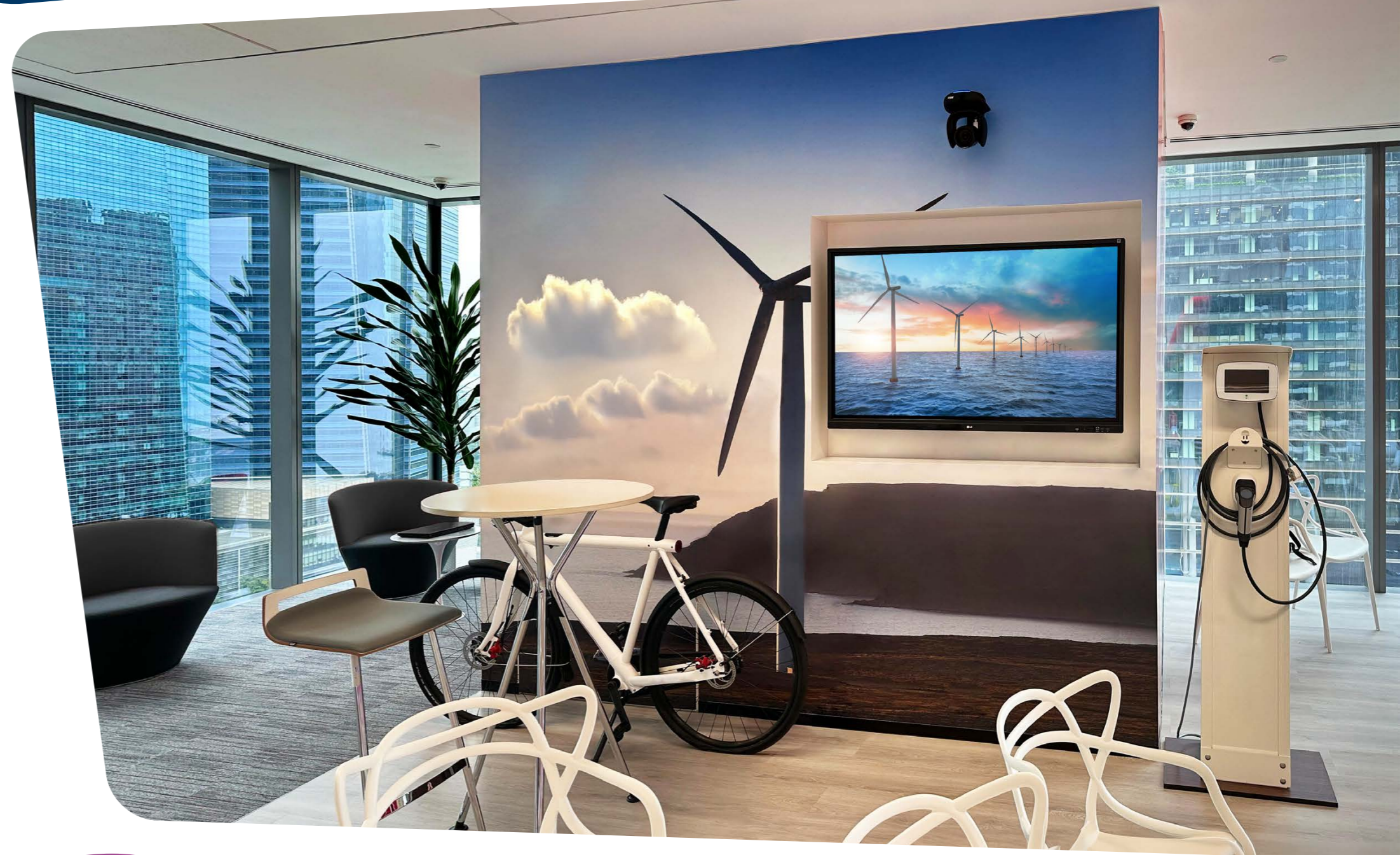
Given Cinos' longstanding partnership and previous role in designing and installing the existing AV systems, they were the natural choice to lead the upgrade.

The centrepiece of the Innovation Centre is a large videowall, designed as the focal point for demonstrating how technology can empower businesses. Cinos replaced the existing 12-screen videowall with a 4.8m x 1.36m Samsung LED canvas, capable of displaying 4K content. The new setup supports a 32:9 aspect ratio full-screen display or dual 16:9 aspect ratio screens for video conferencing. To optimise display performance, the Extron videowall processor was replaced with a more advanced Samsung SBox processor.

To streamline communications and align with global collaboration standards, a Crestron Microsoft Teams Rooms solution was implemented to deliver a seamless, native Teams experience within the Innovation Centre. Multiple integrated cameras were installed to ensure comprehensive coverage of the entire space, allowing for versatile presentation options. The product demonstration area was upgraded with three new LG 65" displays and a modern 55" LG interactive screen. The enhancements enable content from the demonstration screens to be mirrored on the LED wall or shared in video conferences, extending the centre's capabilities to engage remote participants effectively.

Additional upgrades included installing 55" LG interactive displays in the virtual reality and reception areas, replacing legacy cabling, adding HDMI input plates, and providing wireless sharing capabilities through Crestron's AirMedia solution. In the six-person meeting room adjoining the Innovation Centre, a second Microsoft Teams-native codec was installed alongside three AVer Teams-certified cameras and a video mixing PC, enabling multi-camera viewing and flexible layout configurations during video calls.

Audio distribution was also a key focus of the Innovation Centre upgrade. Cinos replaced the digital sound processor with a Teams-certified solution from Biamp, enhancing audio quality during video conferencing and improving acoustic performance for those opting to use handheld or lapel microphones during events. However, the installation of dual Sennheiser ceiling arrays with dynamic beamforming technology largely eliminates the need for these microphones, allowing users to move freely within the centre. Where possible, existing hardware, such as Bose amplifiers and speakers, was repurposed and integrated into the new system to maximise value.



The Benefits

The integration carried out by Cinos has transformed the Innovation Centre into a state-of-the-art facility that not only showcases the latest AV technology but also demonstrates innovative solutions in action. This modern space encourages collaboration and innovation, providing an immersive environment where customers can experience the full potential of its offerings. From advanced communication solutions to cutting-edge IoT applications, the Innovation Centre now serves as a dynamic hub illustrating how these solutions can empower businesses and drive digital transformation.

Reliable Support and Maintenance

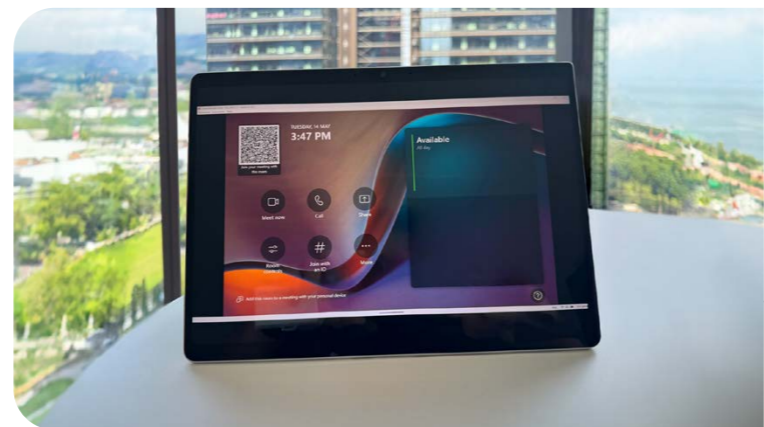
Comprehensive support contracts include quarterly maintenance, preventative maintenance, and on-demand support for critical events. This ensures that the Innovation Centre's AV systems remain in optimal condition, providing consistent performance and reliability. With a trusted partner in place, the client has confidence that any potential issues will be swiftly addressed by Cinos, reducing downtime and ensuring smooth operation during important demonstrations and internal meetings. This ongoing support helps maintain the high standards of the Innovation Centre, allowing users to focus on collaboration and innovation without worrying about technical disruptions.

Seamless control and flexibility

All AV features within the Innovation Centre are now controlled via a wireless touch panel, giving presenters and hosts flexibility and control. With a single touch, users can start video calls, automatically adjusting lighting, blinds, and display settings to suit the meeting's needs. This one-touch capability streamlines operations, reducing setup time and enhancing the user experience.

Enhanced connectivity and collaboration

Users can easily share content from their laptops through any of the four HDMI input plates or wirelessly via Crestron AirMedia. The integration of wireless 'Bring Your Own Device' functionality allows users to launch video applications like Teams, Zoom, Google Meet, or Webex from their laptops while utilising the Innovation Centre's cameras, microphones, and speakers. This flexibility ensures the centre can accommodate a wide range of collaboration needs, whether participants are onsite or joining remotely.



Sustainability and cost efficiency

The adoption of greener AV solutions has reduced power consumption by over half, aligning with the organisation's sustainability goals. By retaining and integrating existing hardware where possible, Cinos has ensured the project was both cost-effective and environmentally conscious.

Future proofing and scalability

With leading AV technology and infrastructure in place, the Innovation Centre is well positioned to adapt to future needs. The scalable design allows for future upgrades, ensuring that the centre will continue to meet the evolving needs of its customers.



We are delighted with the transformation of our Innovation Centre. Cinos has delivered a future-proof AV solution that not only enhances our ability to collaborate and innovate with our customers and colleagues but also aligns with our commitment to sustainability. The seamless integration and user-friendly design have made a significant impact on how we engage with clients and internal teams alike.

Spokesperson from the Innovation Centre in Asia



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.

SAMSUNG

Microsoft Teams

CRESTRON

LG

AVer

biamp.

BOSE

SENNHEISER

Striving for excellence in everything we do

Cinos have always embraced an underlying commitment to deliver excellence, whether that is in the projects we deliver, the development of our staff or working towards a greener future, we ensure that our company values are at the heart of everything we do. This level of commitment has been proven with globally recognised accreditations including ISO 45001, 9001, 14001, 27001 and Investors in People.



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www.cinos.net/our-projects

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