



In Focus

Enhanced communication and collaboration for NTT Ltd. offices

Believe in Excellence





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As part of NTT DATA, a USD 30 billion IT services provider, NTT Ltd. is a leading IT infrastructure and services company serving 65% of the Fortune Global 500 and more than 75% of the Fortune Global 100. It enables businesses with edge-to-cloud networking ecosystems, to simplify the complexity of their workloads across multicloud environments, and innovate at the edge of their IT environments where networks, cloud and applications converge. NTT provides tailored infrastructure as a leading data centre provider and supports organisations with platform-delivered infrastructure services for a software-defined future.

The Requirement

Based in the Aperia Tower in Singapore, NTT Ltd. recently embarked on a project to refresh its townhall and executive boardroom to provide a unique experience for employees and prospective clients. Situated on the same floor, NTT's large meeting and townhall space caters for up to 250 people while the executive boardroom provides a multi-functional environment that facilitates meetings for around 30 people.

With existing infrastructure already in place, NTT sought the expertise of Cinos to modernise both spaces with new technology that would provide a collaborative and engaging experience for presentations, remote meetings, and live events.

Aperia Tower is our headquarters and we wanted it to be a location to inspire all of our employees and clients. With the area offering a lot of potential and opportunity, we wanted to introduce new technologies and solutions to breathe new life into the space. Cinos has been fundamental in making our ambition a reality and guided us every step of the way. The project was delivered on time and the process of explaining how to maximise and enhance the functionality of the technology and solutions was highly valued. This will allow us to continue evolving and further developing the space for years to come.

Melwyn Lobo
Head of Projects and Customer Success at NTT Ltd.



The Solution

The Boardroom

To complement the horseshoe shaped table in the boardroom and enhance the functionality of the space, Cinos installed two 98" LG screens as the main focal point of the room. A further two 75" LG IR touch displays were added to bring interactive collaboration to the space and complement the 65" repeater monitors at the back of the room.

The boardroom is regularly used for remote meetings and to create a high-quality video experience for a room of its size, the Cisco Room Kit Pro solution was recommended and installed by the Cinos team. It features 4K pan-tilt-zoom and SpeakerTrack 60 functionality to ensure superior video quality and facilitates multi-platform video conferencing for native Webex meetings and offering one-touch-to-join for Microsoft Teams, Zoom and Google Meet conferences. Additionally, Cinos installed five AverCam 550 4K cameras in the boardroom; one between the main 98" screens and a further four positioned evenly around the room to enable complete video coverage across the space.

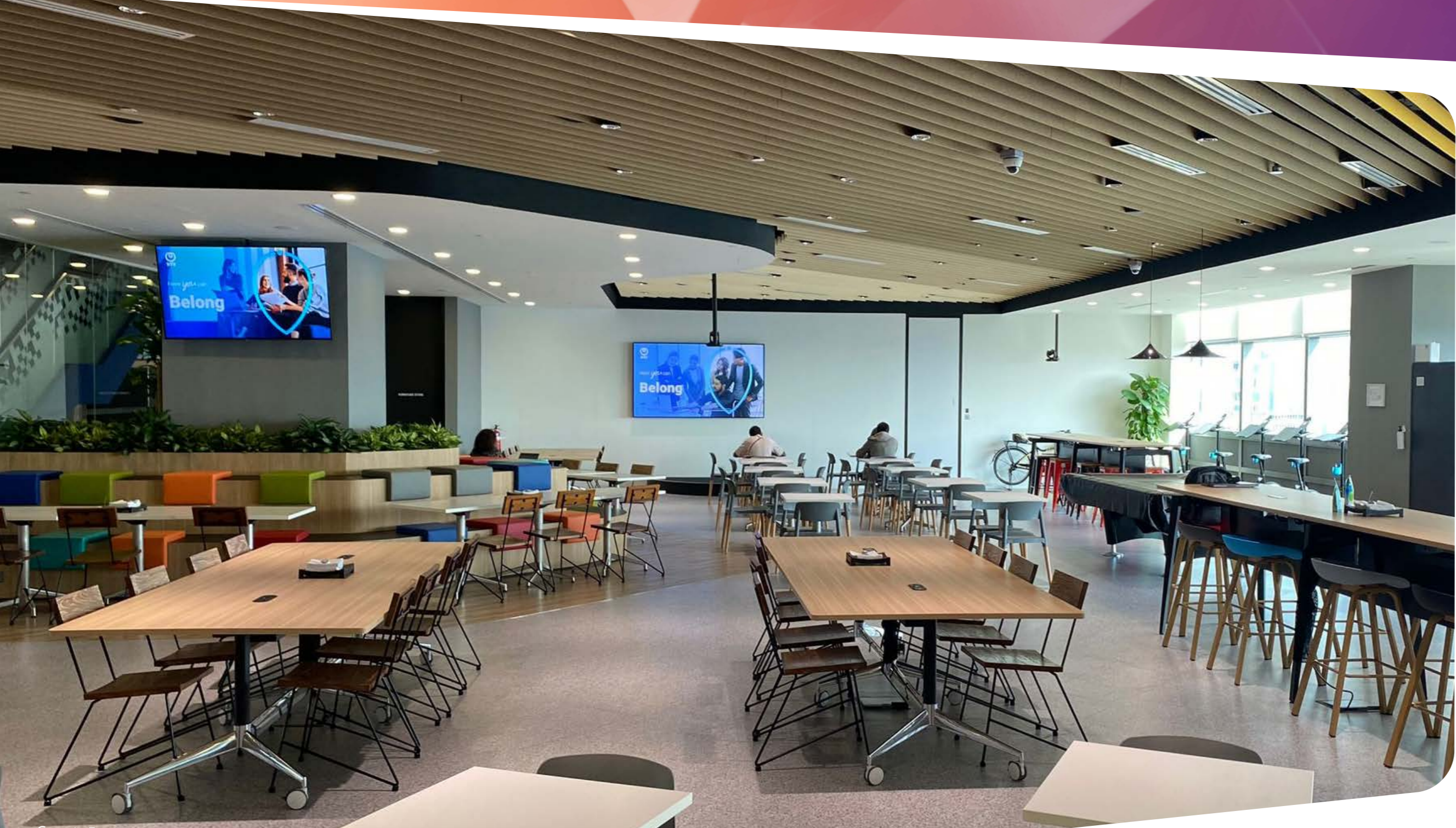
To ensure exceptional audio quality for video conferencing meetings four Sennheiser TCC2 ceiling microphones were positioned throughout the room. These microphones are specifically designed to capture clear and precise

sound, ensuring everyone in the room can be heard with ease. Additionally, 16 Bose Freespace ceiling speakers were strategically placed throughout the space to provide comprehensive audio coverage. Available in both black and white versions, these speakers seamlessly blend with the boardroom's interior design while ensuring crystal-clear sound for an immersive meeting environment.

To elevate the user experience during training and breakout sessions in the boardroom, eight 15" Elo full HD touch screen monitors were integrated into the boardroom table. These monitors serve as repeater screens, allowing attendees to conveniently view and interact with shared content.

For seamless control and convenience, a Crestron 7" wall-mounted touch screen was installed at the room's entry point, empowering users to effortlessly control room lighting and the automated blinds. To ensure accessibility the control interface is also replicated on a mobile tablet and positioned on the boardroom table, enabling users to have full control from the comfort of their seat.





The Solution (Cont.)

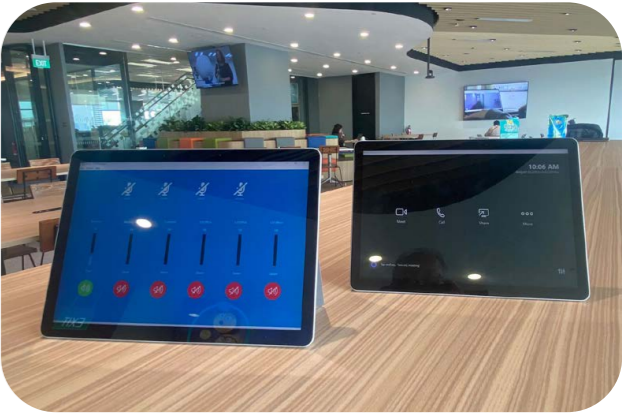
The Townhall and Event Space

The large multipurpose event space that caters for 250 people was fitted with a 98" LG screen to form the backdrop of the presenter podium. To ensure that attendees could easily view content in the space, Cinos installed three additional LG repeater screens.

While NTT uses the townhall space for physical events, the space is also used to host hybrid meetings, so an AverCam PTC Dual Lens Auto Tracking Camera was fitted to allow presenters to move around the podium when presenting accompanied by two Avercam 550 4K cameras to achieve complete coverage of the entire space. In a large space it is important that presenters can be heard clearly so two lapel, and two handheld microphones were fitted and

connected back to a quad receiver to relay audio through 33 Bose Freespace ceiling speakers, positioned throughout the space.

To enhance communication and streamline navigation within the building, three 55" interactive touch screen monitors were installed across the three floors of NTT. These displays are connected to BrightSign players, and serve as informative hubs, providing visitors and staff with up-to-date information whilst also facilitating easy navigation throughout the building. Whether displaying company announcements, event schedules, or interactive maps, the displays offer a user-friendly interface for seamless interaction.



The Benefits

Cinos worked as the lead delivery partner on the project and completed the boardroom and town hall installation over a four-week period. Working in a collaborative and structured way, the Cinos team were able to ensure all the AV solutions and hardware were installed in line with the pre-agreed requirements.

Interactive engagement and all-in-one control

Each environment is designed to deliver an engaging and interactive experience for employees, clients and visitors. The Cisco Room Kit Pro provides a great level of flexibility for boardroom users and is designed in a way that keeps communications simple and flexible for attendees that are on site and those joining remotely. The 4K pan-tilt-zoom and SpeakerTrack 60 functionality allows presenters to be automatically detected for a consistent approach to video meetings, ensuring the focus of participants is maximised.

Crystal clear audio and viewing experience

Selecting from a range of AV solutions that complement one another and provide consistent coverage throughout the space has ensured all visitors and employees are engaged and able to collaborate in the best possible environment. The unobtrusive ceiling microphones and speakers installed in the boardroom are in-keeping with the design of the space and provide unbreakable audio output. The high-definition LG monitors throughout the boardroom and town hall spaces, help to maximise interactivity and make content sharing more engaging.

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.



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. Furthermore, we strive to achieve the highest level of partner distinctions. In relation to this case study, we are recognised as a:





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