

## case study

# Empowering Startups with a New Collaboration Campus

## The challenge

**RocketSpace is a tech campus and community, connecting tech entrepreneurs, startups and corporate innovation professionals to bring new innovations to market, with speed and direction.**

Founded in San Francisco in 2011, where it was home to early Uber and Spotify, RocketSpace provides services and resources that accommodate the needs of fast-growing tech startup teams. This includes office-as-a-service, a multi-gigabit internet connection, cafe, collaborative workspaces, and event spaces. Members also have access to hands-on workshops, peer group roundtables, trend talks and networking events.

In 2015, RocketSpace identified Regents House in London as the home for its first international location. Previously home to RBS' cash holding centre, bank vault and offices, this 1980's building provides over 9,000 square metres of flexible working spaces. However, it first needed to be completely stripped back to its shell form to make room for this new state-of-the-art tech campus.

As part of this extensive digital transformation project, Kinly was appointed to design and deliver a fully integrated audio visual solution, covering thirty meetings rooms, an event space and building-wide digital signage, helping fast-growing British tech firms become the technology leaders of tomorrow.



**RocketSpace**



[kinly.com](https://kinly.com)

Working together. Everywhere. |

## The solution

**Kinly worked closely with the client and various project stakeholders including the building owner, RBS, network providers, BT, office refitters, Overbury, workspace designers, LOM architects, and event space consultants, Charcoal Blue.**

As part of the design committee, Kinly's role was to design and deliver a flexible, high-performing, yet affordable solution. With over 120 start-ups using the facilities, and each having their own technology platforms and requirements, it was important that the AV design supported the most diverse range of technologies possible.

To ensure the technology would still be relevant and high performing after the two-year refurbishment process, we took the client to visit a number of reference sites and industry tradeshow to gather forecasts on roadmaps and future product releases. It was realised that during the procurement stage, much of the originally scoped technology had to be changed. This resulted in a continuous process of design revision to include the latest versions of technologies employed.

Another challenge surrounded the physical build environment. Over 1,200 tonnes of materials had to be removed from the basement to make room for the event space, revealing the structural core of blast-proof, reinforced concrete which created a raw and exposed look. Our solutions had to fit seamlessly into these surroundings to compliment the stripped back utilitarian workplace design.

Simplicity and ease of use were key drivers in the selection of technology to encourage self-service. Kinly's specialist integration team delivered over thirty meeting rooms across three floors, each offering a range of functionalities.

The meeting rooms allow for both wireless and cable connectivity. Barco Clickshare is used for presentation connectivity, offering full support for Windows and MAC laptops, plus a large number of mobile devices. Reliance on technical support has therefore been minimised, removing pressures from RocketSpace's IT teams and affording them the time to focus on their key projects.

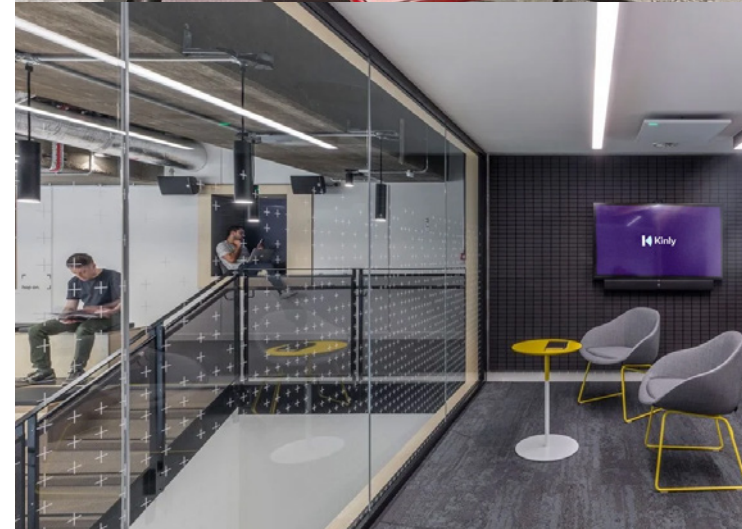
All meeting rooms feature soft conferencing facilities, allowing participants to connect via popular applications such as Skype, Zoom and Google Hangouts. Users also have simple access and connectivity to the cameras and microphones via USB to engage in video calls. The meeting rooms are therefore platform agnostic and extremely interoperable.

Larger conferencing rooms include additional conferencing functionality delivered through a Cisco video conferencing system whilst maintaining compatibility with soft conferencing platforms. This ensures a standardised and consistent user experience throughout RocketSpace's meeting rooms.

We also delivered a number of digital signage displays in the reception and lift lobbies to amplify brand messaging and provide IPTV. The content is easily managed by the campus team using a OneLan system.

The jewel in the crown is a 90-seat event space, used by members for corporate presentations, product launches and educational seminars. To support the desired functionalities, the space needed to be versatile and easily reconfigurable for different event types.

At the heart of the event space sits a 2.75m x 7.3m ultra-thin bezel video wall, which is made up of 24 x 55" LG displays. The video wall is able to display 4k video or 8k images and works as a large canvas that is able to display up to four simultaneous content windows.



SECTOR  
CORPORATE



LOCATION(S)  
LONDON, UK



SOLUTION  
COMPLEX  
AUDIO VISUAL



## The **outcome**

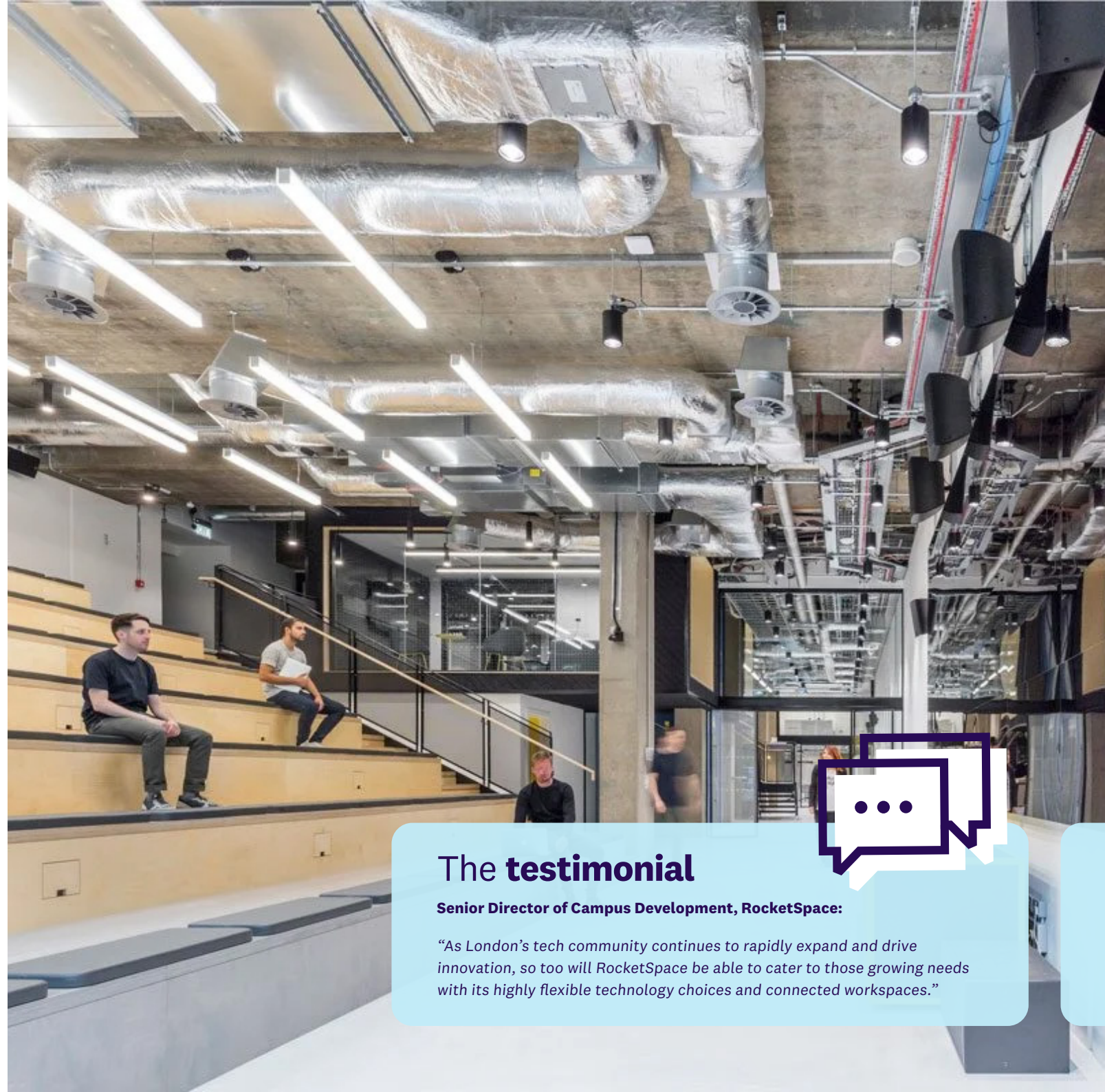
**Kinly delivered a world-class audio visual solution that, despite several obstacles, was delivered on-time and on-budget. At handover, London became the most technically advanced and impressive campus in RocketSpace's global estate, representing the "jewel in our crown", according to the Senior Director of Campus Development at RocketSpace.**

Since the opening, the event space in particular, has been so successful and in demand – from both its members and external organisations – that further capabilities are already being added. These currently include production lighting technologies and enhanced audio systems, all working to deliver a seamless user experience.

The London campus has given RocketSpace a real competitive edge in what is already a crowded market, delivering a wow factor and allowing them to grow a bigger audience of members. In fact, the London campus has already welcomed over 120 fast-growing British tech start-ups and acts as an easy route for Silicon Valley firms to gain traction in European markets.

## Why **Kinly**?

Bringing people & technology together for better productivity wherever the work happens — because great things happen when people work together.



## The **testimonial**

**Senior Director of Campus Development, RocketSpace:**

*“As London’s tech community continues to rapidly expand and drive innovation, so too will RocketSpace be able to cater to those growing needs with its highly flexible technology choices and connected workspaces.”*

