

case study

Innovative AV tech for uplifted experiences

The background

The London Stock Exchange (LSEG) is the world's oldest capital market with roots tracing back to 1801. Today, the daily opening and closing of the market continues to be crucial in determining stock values and shaping worldwide economic confidence.

At its premises, LSEG has been putting its trust in Kinly for over 13-years. We provide a range of tailored managed services across its entire estate, protecting LSEG's AV investments and delivering seamless user experiences.

To reflect the milestone of listing on the Main Market, LSEG enhanced its Market Ceremony system, inviting companies to open or close the market accompanied by an AV fanfare. LSEG tasked Kinly with uplifting the experience by creating a new AV spectacle fit for the occasion.

LSEG provides the infrastructure to guide and influence future development, hosting events and discussions including the Green Economy Forum. Utilising its theatre, event and studio facilities - equipped with AV systems maintained by Kinly - LSEG is pledged to galvanise global climate action. As a result, it was critical that the new system provides the flexibility to input content and change the dynamic to create exactly the right impression.



The solution

As LSEG's trusted technology advisor, we provide dedicated maintenance services to secure the continuous smooth running and availability of all AV equipment. We also deliver the continual optimisations and upgrades required to ensure LSEG delivers the best possible user experiences. As additional projects such as the Market Ceremony system dictate, Kinly's expertise is invaluable to help LSEG plan developments and execute changes seamlessly.

Working alongside media production company, Fubi Ltd, we designed and implemented a solution package complete with innovative audio-visual technology for a truly immersive audience experience. The LSEG Market Ceremony system is equipped to facilitate events via a single group of media servers deployed by Framestore, with back-up servers for failsafe operation.

The solution proposed by Fubi allows the Market Ceremony system to incorporate a second set of media players from Brightsign for use during events with custom content. To achieve this, the video matrices from Lightware and control system from Crestron are adaptable to accommodate additional hardware as needed with content managed centrally to orchestrate theatrical performances. In addition, an impressive eight-metre-wide NEC 0.9mm pixel pitch LED video wall provides the visual centrepiece on the first-floor balcony of the light flooded atrium, augmenting the impact of the existing NEC LED displays to transformational effect.



Meanwhile, we also instigated upgrades across the wider AV estate, primarily, on this occasion, across a series of divisible meeting spaces. Boardrooms 1, 2, 3 and 4 are each equipped with an LED display, sized from 55- to 98-inches to suit the dimensions of each individual space, mounted on a floor stand and equipped with a Poly Studio Bar, Cisco Room Kit and Sennheiser ceiling microphone. The larger boardroom 4 benefits from dual Cisco PTZ 4K cameras. Each of the four spaces can be combined, or semi-combined, to create larger areas whereby the AV equipment is utilised in multiple configurations to provide the best possible audio and visual experience according to the specific setup. Similarly, a further divisible space has been upgraded with two Cisco PTZ 4K cameras for enhanced meetings.

The Forum, which features three large format Sharp NEC displays side by side is complemented by a Cisco Precision 60 camera. This powerful conferencing peripheral designed for large meeting rooms features intelligent presenter tracking, adaptability to changing light conditions and high-definition video experiences.

The upgrades implemented reflect our approach to continual improvement and attention to detail, as well our commitment to optimising LSEG's AV estate in line with evolving user requirements. As part of our ongoing relationship, we also maintain further meeting spaces, a theatre, studio backdrop and digital signage throughout the building.

The result

'Bringing the sexy back' to LSEG through our technical expertise, stakeholders now enjoy a fresh and dynamic immersion into the daily drama that unfolds through the capital markets that is representative of its significance to global finance and individual company achievements. Positioning LSEG as a modern, forward-facing organisation is vital for supporting future trading. At the same time, honouring and celebrating its remarkable heritage protects the steadfast continuity that has been LSEG's foundation for growth for over 300-years.

With the Market Ceremony project, we have proven that through collaboration with our partners, audio-visual technology is the essential ingredient to convey integrity and trust while igniting a real sense of excitement. It's true that the world market never sleeps and implementing the Market Ceremony project alongside meeting room upgrades demanded great attention to detail, where timing was especially crucial. Mindful of not impacting day to day trading and operations, the upgrade took place out-of-hours and over the Easter holidays.

Kinly continues to provide trusted consultation and specialised support services to LSEG including the ongoing management of its entire AV estate at Paternoster Square.

Why Kinly?

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

