

case study

An immersive showroom for a complete customer experience

The background

For over 75-years, Sennheiser has been a leader in the AV industry, supplying reliable and innovative audio technologies and products to a diverse range of industries, including everything from education to music.

A longstanding Kinly partner, Sennheiser tasked us with supporting AV integration in its brand-new office space located in Marlow by developing a showroom. This is an innovative demonstration space comprising a refreshment room, office areas and a divisible workspace, where customers and suppliers can immerse themselves in Sennheiser's extensive product range.





The solution

All rooms required the integration of existing customer equipment into a newly designed space. In the refreshment room, this included an NEC display, digital signage player and TV player, as well as Q-SYS audio distribution and control systems. We also equipped both the refreshment room and office areas with QSC wall-mounted and ceiling speakers to provide background music and create a welcoming ambience for Sennheiser and its guests.

The divisible space consists of both *stage* and *audience* sections. The stage is the master room where on-site training is delivered. The *audience* is where online training and calls take place. Both spaces feature 98- 86- and 65-inch NEC displays with the smaller screen mounted on a Unicol trolley for added mobility. In addition, the spaces include multiple QSC PTZ cameras and QSC wide-angle cameras, QSC touch panels microphones, video sources and video distribution systems. The divisible space is also equipped with Barco Clickshare BYOD capabilities to connect Sennheiser and all its guests to remote participants in demonstrations.

Sennheiser products on display across all areas of the newly designed showroom include the TeamConnect Ceiling 2 and TeamConnect Ceiling Medium microphones, SLDW digital wireless microphone systems for speech and lecture, IEM in-ear monitoring solution and MobileConnect bi-directional communication solution. MobileConnect can be used in these spaces in split-room or combined mode for assisted listening and talk-back capabilities. The result is two spaces that can be run as two individual meeting rooms with independent online conferencing capabilities that utilise high quality Sennheiser beamforming mic technology in conjunction with QSC to provide Teams- and Zoom-certified room experiences with Automatic Camera Preset Recall (ACPR).

To fully meet all project requirements, we also designed a bespoke network to host the AV technology owing to the client's preference to not use their own network.



SECTOR
CORPORATE



LOCATION(S)
MARLOW, UK



START/END
JUNE 2023 -
ONGOING



SOLUTION
EXPERIENCE
CENTRE

The result

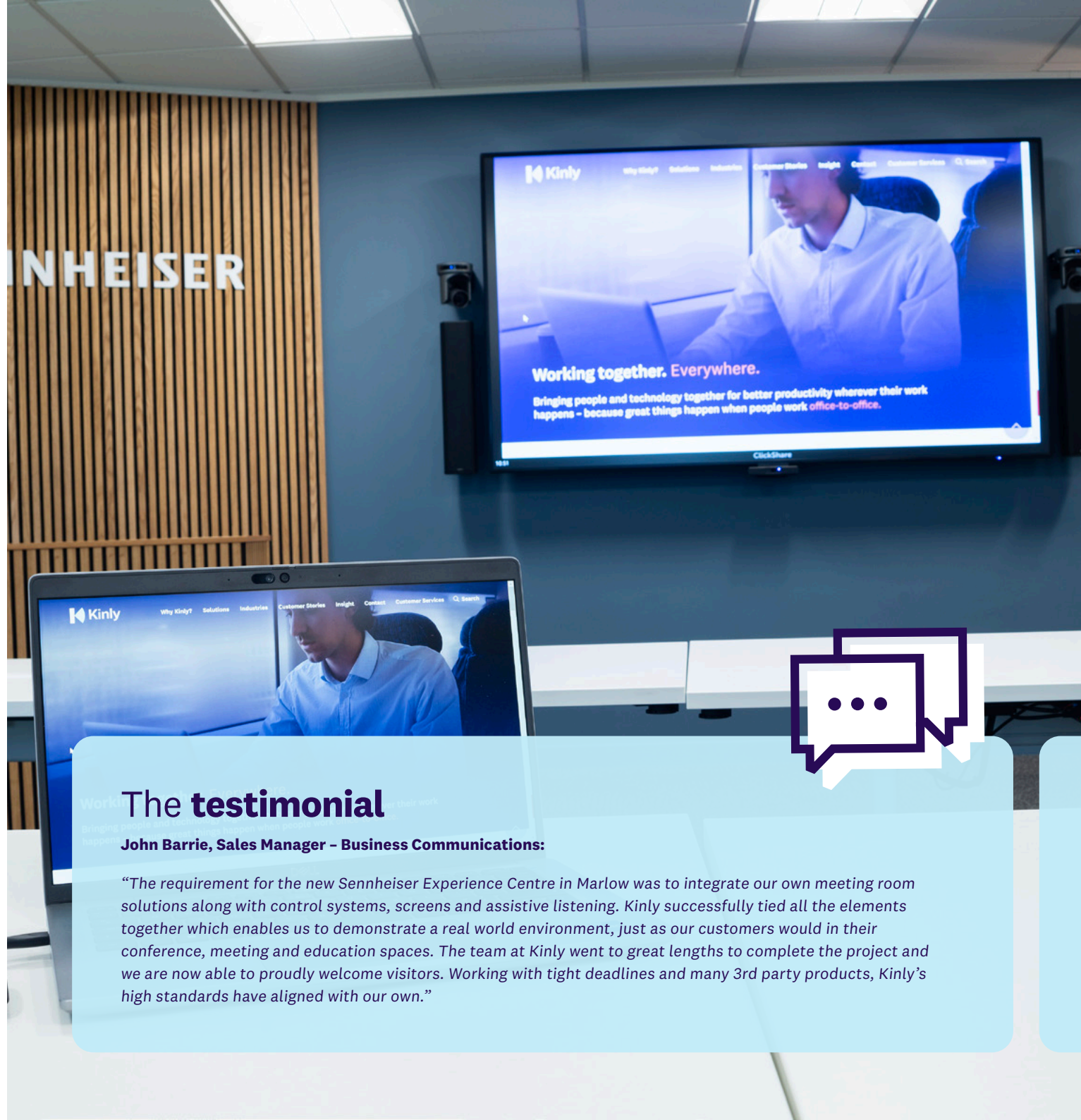
The customer now has an immersive customer experience showroom where it can host guests and introduce them to the full Sennheiser experience for enhanced customer relations and an improved understanding of its value proposition.

In terms of the divisible spaces, we have successfully integrated technology that supports two combinable operating modes. Online Demo mode focuses on the 86-inch display in the audience section with a background view of the lectern and large screen where ACPR can be demonstrated along with high-quality Audio from Sennheiser beamforming mic technology. In Person Meeting/Demo mode allows for hybrid meetings where people can be physically present in the space, or join remotely. TruVoicelift can be demonstrated live in the room along with ACPR, accommodating training sessions where the focus is on learning complex subjects.

Sennheiser and Kinly have been working in a trusted partnership for several years. The transition in relationship from partner to customer was what made this project unique. What we delivered has set a strong foundation to a future of shared success between Kinly and Sennheiser as partners on both fronts.

Why Kinly?

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



The testimonial

John Barrie, Sales Manager – Business Communications:

“The requirement for the new Sennheiser Experience Centre in Marlow was to integrate our own meeting room solutions along with control systems, screens and assistive listening. Kinly successfully tied all the elements together which enables us to demonstrate a real world environment, just as our customers would in their conference, meeting and education spaces. The team at Kinly went to great lengths to complete the project and we are now able to proudly welcome visitors. Working with tight deadlines and many 3rd party products, Kinly’s high standards have aligned with our own.”