

## case study

# Delivering the wow factor with complex AV integration

## The Background

Vodafone is one of the world's leading technology communications companies, formed in the UK and now operating in over 24 countries. The business was the first company to make a mobile phone call in the UK, the first to introduce text messaging and the first to introduce international roaming.

Its HQ, located in Newbury, England, is home to the Pavilion, its largest corporate events space in the Vodafone estate. The space is used for a variety of different events including internal meetings, company all-hands, internal product launches and more.

Over the years the Pavilion had become tired and outdated which limited how the space could be used. This has a big impact on the overall user experience. Following the announcement of an extra special guest speaker at one of its upcoming events, an upgrade of the technology became a top priority for Vodafone with the aim of injecting the space with a new lease of life.



## The solution

Initially, the primary requirement for the space was to replace the 184-inch diagonal front display and rear projection system for better image quality and viewing angles. This was because there was evidence of ringing, seen as hard edges on the image, and a significant amount of display noise. Some of the problems, however, were caused by the legacy RGBHV infrastructure. As a result, we used our design expertise to recommend an upgrade of the infrastructure which would support display devices equipped to meet the demands of the modern workplace.

As the Pavilion is situated in a tent structure, it is partially supported by internal truss beams with curved ceilings. The ceiling height posed the biggest challenge as it leads to pinch points towards the edge of the space, limiting the dimensions of displays and other hardware. The right solution needed to be integrated as close to the ceiling as possible whilst allowing for movement due to external factors like strong winds.

Working closely with the Vodafone estates team, Kinly designed and delivered a 5.76m wide and 3.24m high Samsung LED video wall, supported by a bespoke Vodafone branded panel for the ultimate wow factor. The Samsung tiles have a 1.5mm pixel pitch and true unscaled 4k resolution. The system also has three touch panels which are used primarily for stage setup but can also be utilised during an event.

The AV infrastructure has been replaced with a full video and audio distribution network, using Crestron NVX and Dante audio which is designed to be hybrid to facilitate both automatic and manual operation. The space is equipped with 3 PTZ cameras, wireless microphones, a digital mixing console, a vision mixer, an assisted listening system and all associated hardware to enable recording and streaming of multiple devices, simultaneously. In addition, there are 15 floor boxes throughout the space which accommodate additional display hardware for flexibility in larger events.



SECTOR  
TELECOMMS



LOCATION(S)  
NEWBURY, UK



SOLUTION  
COMPLEX  
AUDIO VISUAL

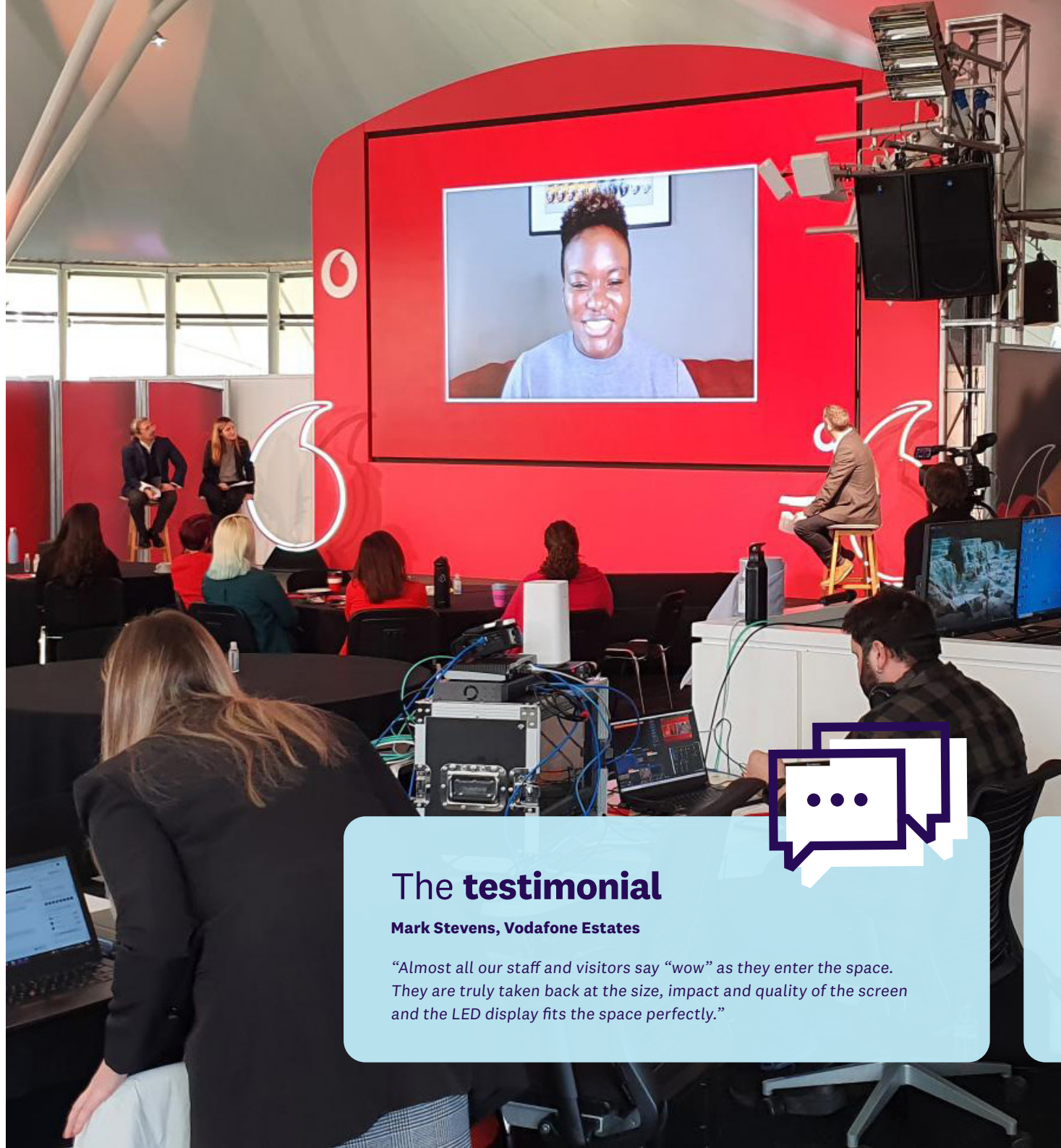
## The **outcome**

**We successfully delivered this project during the first Covid-19 lockdown where budgets, timeframes and accessibility were all significant challenges. Despite these challenges, the project was delivered on time and within budget.**

Vodafone now has a showcase events space that is flexible and dynamic, providing an equal experience no matter where someone is seated in the 800-person environment. The bigger screen provides much better viewing angles and the refresh of the AV infrastructure provides an incomparable capability compared to the previous RGBHV infrastructure. The futureproofed system also enables adaptations and upgrades that can be easily implemented in years to come.

## Why **Kinly**?

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



## The **testimonial**

**Mark Stevens, Vodafone Estates**

*“Almost all our staff and visitors say “wow” as they enter the space. They are truly taken back at the size, impact and quality of the screen and the LED display fits the space perfectly.”*