



Mærsk Tower

Case study | Education

Challenge

To install a user-friendly and future-proof AV solution for the University of Copenhagen's brand new €200 million, 75-metre-tall Mærsk Tower.

"The Crestron technology allowed for a systematic partnership and harmonized the connection between each and every technological aspect of the project, creating the perfect environment for lecturers and their students."

Anders Jørgensen
Project Manager at Stouenborg

Solution

A comprehensive Crestron control solution to enable lecturers and students to collaborate on a variety of learning platforms, comprising a centralised DigitalMedia™ 3-Series system, and a CP3 Control System® with easy-to-use custom touch screens, with smart graphics.

The Mærsk Tower, also known as the 'Copper Tower' due to its 3,300 copper shutters which move in accordance with the sun, is the latest expansion at the University of Copenhagen. This new landmark for the capital is part of the Panum Institute, home of the Faculty of Health Sciences. The AV project was a gift from the A.P. Moeller Maersk foundation to the University of Copenhagen. The foundation then selected Stouenborg to manage the AV installation as both integrators and AV advisor.

The 15 floor Mærsk Tower is an impressive and vast new building, with four auditoriums, 16 lecture rooms, laboratories, classrooms, research facilities, as well as meeting and social areas. Once the structure of the building was complete, Stouenborg set the foundations for the AV by installing an extensive network

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infrastructure, stretching to 22km in length. The next step was the installation of Crestron's DigitalMedia™ 3-Series to manage signal distribution throughout the 40,000m² tower.

The four state-of-the-art auditoriums, each with their own control room, can be used as individual areas or linked together to accommodate an audience of up to 1000. The entire area is controlled via the powerful DigitalMedia system, consisting of I/O's ranging from 8x8 for individual lecture halls, to 32x32 for the largest auditorium spaces. This solution also facilitates video conferencing and streaming between the auditoriums.

The presentation and AV systems in each area are operated with Crestron touch screens, which have been customised to meet the exacting needs of University staff, who were actively involved in the design process. The touch screens were designed for ease of use and the interface is based on everyday devices that the staff were already familiar with, such as iPhones. Each setting can be operated in less than five clicks to alleviate any concerns that the staff had of using the new technology and AV equipment.

Five Crestron CP3 processor networks, manage and control the IP based technology throughout the building, linking it back to the central network and control system. This unique programming architecture provides superfast processing with more memory, for a rock-solid networking solution that will continue to support the university's requirements as it grows in the future.

Anders Jørgensen, Project Manager at Stouenborg commented, "We selected Crestron for this project due to its reputation and reliability with state-of-the-art technology.



Crestron products are renowned and designed for enhanced scalability, high-speed deliverance and real-time multi-tasking to seamlessly run multiple programmes simultaneously, which in an educational environment with hundreds of students is essential. The Crestron technology allowed for a systematic partnership and harmonized the connection between each and every technological aspect of the project, creating the perfect environment for lecturers and their students."

With over 5,000 components The Mærsk Tower, which opened summer 2017, is one of the largest AV installations in Copenhagen. Crestron has been instrumental in providing a streamlined and scalable AV control solution to simplify the immense technology network, so that lecturers feel comfortable using the facility and empowered to deliver world-class education for generations to come.

