

Regus Mayfair, London

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Regus is the world's largest provider of workplace solutions. More than 1000 Regus business centers – across 450 cities in 75 countries – are fully furnished and equipped with world-class business support services. One of its flagship business lounges is in the desirable London location of Berkeley Square, Mayfair, and combines visionary architecture with the latest technology has to offer. The facility, designed by architects Barr Gazetas, houses a number of meeting rooms, conference suites and refreshment areas that have the deliberate feel of a boutique hotel. The cutting edge AV design and installation – complete with a Crestron control system – was implemented by award-winning UK-based integrator, Smartcomm.



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The Mayfair building caters to businesses of all types and sizes. Corporate clients and mobile workers can take full advantage of state-of-the-art conference and training facilities complete with telephones, Internet access, print-from-BlackBerry capabilities, and IT and administrative support. Smartcomm handled the AV installation in the basement conference suite, first floor reception and refreshment areas as well as various meeting rooms on the first and second floors.

Design for the project began in August 2008, following Smartcomm's pre-bid discussions with Regus about what technologies were best suited for the business center's needs. "During the design process, we had to keep in mind that the meeting and conference rooms would have different users every day," said Mark Allen of Smartcomm. "Furthermore, it was likely that these users would be visiting for the first time, and have no previous experience with the AV systems. We knew that a Crestron system would make laptop connection simple, and when combined with a touchpanel, ensure straightforward functionality, allowing the user to select material for on-screen display quickly and easily. We took Regus to the Crestron HQ in Cobham and also to one of our recent award-winning installations, so they could see this in action; from there they bought into our ideas in a big way."



The main part of the installation began in February 2009 with completion early the following summer. The biggest technical challenge for Smartcomm was controlling the electronic "Privalite" glass, which is used across the four adjoining meeting rooms on the first floor. The Privalite glass features a unique technology that allows it to be switched from standard clear glass to frosted for privacy – and in this installation it also doubles as holographic projection material. Each room has a sliding door with additional Privalite glass that also needed to be controlled. These are now all under Crestron control, along with the timed corporate event show each evening, featuring holographic style projection through the Privalite glass from ceiling-recessed projectors in each room. All of this can be viewed from street level on one large, 12 meter wide panoramic projection screen.



Another impressive feature that can be viewed from street level is the wall-mounted Infinity Video Wall located in reception. Made up of nine 42" bezel-less plasma screens in a 3x3 configuration, the video wall has been programmed to automatically display a variety of channels in different screen combinations throughout the day. This can be overridden to display a single image across all nine screens by choosing an alternative video source, such as TV, DVD or news feeds, via a Crestron MT-1000C handheld wireless touchpanel. The plasma screens feature unique Burn-in Compensation (BIC) Technology, to minimize the effects of burn-in when static or repetitive images are displayed, ensuring the images remain bright, colorful and legible for many thousands of hours of operation.

Lighting control for the installation is via a Crestron DIN Rail system, which seamlessly integrates the lighting control with the AV, security, and building management systems. It also controls a repetitive cycle of color-changing lights in all front facing windows of the building, creating a vivid and eye-catching effect for passersby. The DIN Rail form factor is highly efficient and requires only a fraction of the space of a traditional equipment rack. The installation also features a PA and background music system with in-ceiling speakers throughout the bar and lounge areas.

An Omnivex digital signage solution was integrated into the system to allow distribution of content such as news, company data, instant messages and tickertapes to all display screens in the building. As a central location, the Mayfair facility also has the ability to control and manage content distributed to remote display screens across the entire network, allowing it to deliver standardized content and messages over IP and Ethernet to all connected Regus locations in the UK. Integrated with the Omnivex digital signage system is Crestron RoomView® Remote Asset Management Software – multi-user help desk software

that delivers complete, facility-wide network control of AV and other resources. Using these two systems, display screens in each meeting room can show when that particular meeting room has been booked and by whom.

The display screens also show Exterity IPTV, which is distributed across the building's IP network over a local area network (LAN). With IPTV, Regus can easily distribute terrestrial and satellite television and radio, videos/DVDs, digital video-on-demand (VoD), digital signage, information boards, and Web content throughout the facility. All of this multimedia content can be viewed on standard and high definition TVs and a variety of display equipment, as well as PCs on every desktop.

Crestron TPS-6X touchpanels are also used in the facility. The TPS-6X is designed for speed, style and versatility with high-end aesthetics in a sleek, ergonomic design. While docked, the TPS-6X is a hard-wired panel with full-motion video display, and when undocked, the panel automatically switches to a wireless RF device with long range, high speed two-way RF communication up to 200 feet. The TPS-6X touchpanels are used to easily and effectively control all the AV devices in the meeting rooms, as well as the associated environmental and lighting controls.

The meeting rooms on the first and second floor have either a 50" or 60" wall mounted LG screen with an Exterity IPTV receiver, a floor box with video and audio inputs for guest laptops and sources, a Crestron TPS-6X touchpanel or a Crestron C2N-FT-TPS4 desk mounted fliptop touchpanel control center.

The Berkeley Video Conferencing Room features a Polycom VSX-7400e unit including a sound system and camera, two flush-mounted 42" LG screens, in-ceiling speakers and a TPS-6X touchpanel. Twin screens allow the video image to be displayed on the left hand screen while the right hand screen can be used to share documents, presentations, images and more during a video conference. A 60" LG LCD screen in the Russell Room also has an interactive whiteboard to enhance user presentations by enabling the presenter to control computer applications directly from the display.

Jessica Rentzos van Rozen, Senior Project Manager for UK Property at Regus comments, "We are very pleased with the results of Smartcomm's AV installation in our latest flagship business lounge and conference center in Mayfair. The majority of the installation took place during refurbishment of the site and under very tight deadlines. The onsite team did a great job, and contributed significantly to the development of the various solutions. The work undertaken during the setup of the site was done with minimal disruption to the business, and all systems were fully operational before the launch of the Center."