



COMMERCIAL

INVESTING IN HARMAN

Bishopsgate

ent Management LLP



AKG

AMX



dbx

DigitTech



lexicon

Martin

Soundcraft

STUDER



Integrated HARMAN technology maximises the potential of this multifunctional space

Founded in 2002 and with over £10 billion in assets under management and administration, Seven Investment Management combines investment management and banking products with an award-winning platform and a high level of service. When the company moved into prestigious new offices in Bishopsgate, it knew that it wanted to make a number of strategic investments of its own. Enter leading systems integrator AT&C and a HARMAN-centric technological solution, built around a core AMX architecture, which is designed to ensure that integrated systems not only support the 7IM business proposition, but add value to it, for maximum ROI.

Prominently positioned on the western side of Bishopsgate in the City of London's 'Tower Cluster', this impressive, seven storey property provides high quality category A accommodation. In order to maximise the potential of this multi-functional space, 7IM turned to HARMAN and a technological solution, designed and installed by AT&C, which successfully leverages AMX NetLinx technology in order to deliver flexibility and fluidity on a large scale, with a range of technologically-enabled spaces that can be readily adapted to meet the company's changing needs. In order to deliver the flexibility the company wanted, with all the technical rigidity it needed, AT&C knew that its client needed to invest, first and foremost, in the right technical infrastructure; a robust platform on which it could build, as needs dictate and budgets allow.

"7IM wanted to make the technological leap from quite a basic set up, with traditional meeting rooms, each with a screen and laptop connectivity, to a more technically sophisticated and agile model. In order to realise the

company's technological and workspace ambitions, we knew that investing in the right infrastructure would be absolutely key." Explains Alan Smith from AT&C. "Put simply, AMX technology offers us the power to drive this kind of multi-functional environment, where rooms join-up and divide, at the touch of a button."

Leveraging integrated technologies to deliver a smarter, more flexible workspace, this innovative system offers the ability to manage, adopt, adapt and incorporate technological elements progressively, onto a single platform. Sitting at the heart of the solution, AMX NetLinx control technology allows all system components to be centrally managed and easily controlled, as part of one integrated solution.

In the small huddle areas, AMX 8-Button Massio ControlPads combine NX processing power with the usability of a keypad, in a single unit; allowing AT&C to deliver AV control to these informal spaces, in an incredibly cost-effective way. This simple and effective solution, which delivers fingertip control of AV volume and inputs, as well as the ability to turn the system on and off, allows 7IM's agile work force to intuitively use the technology at their disposal, with no prior training.

In the standalone boardroom, an AMX Enova DVX All-In-One presentation switcher seamlessly handles both analogue and digital AV and delivers picture perfect video and pristine audio. An all-in-one NetLinx controller, AV switcher, scaler, analogue to digital signal converter, twisted pair transmitter and amplifier with built-in professional grade audio processor, this compact unit integrates all of the typical standalone devices into a single box; giving 7IM a flexible solution

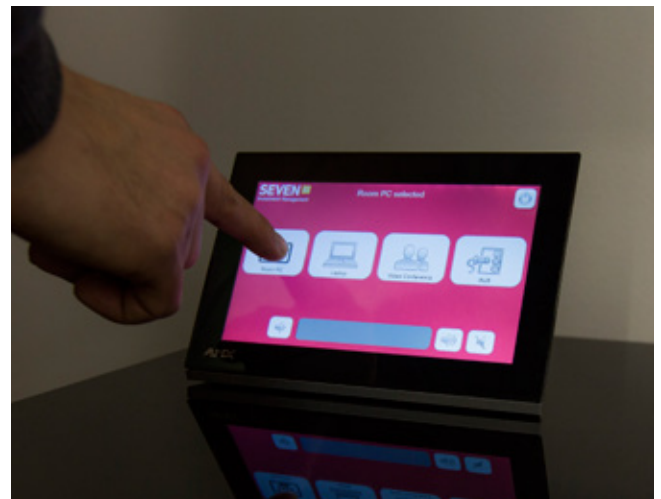


7IM now benefits from a range of technologically-enabled spaces that can be adapted to suit its changing needs

“Leveraging integrated technologies to deliver a smarter, more flexible environment.”

they can standardise on across their infrastructure. With embedded firmware dedicated to making sure all of the connected components work together flawlessly, this innovative solution ensures that users benefit from an optimum communication experience, while stylish 7" table top Modero X Series control panels ensure that in-room systems are accessible and intuitively controlled. This technological set-up is replicated in two further boardrooms which offer additional flexibility through their ability to be reconfigured, in optimal time, to either operate independently, or to be technologically joined together to form a larger meeting space. This flexibility is repeated in the video conferencing room which can be opened up and linked with three neighbouring huddle spaces, to form a collaboration environment with an entirely different feel and capacity. In both areas, pre-programmed system macros initialise controlled events that automatically reconfigure the system; turning certain screens off or on, whilst lowering or raising the projectors, so that their technological form always supports the desired function.

So, with its in-built flexibility and inherent scalability, this innovative solution promises to ensure that 7IM and its agile workforce will reap the benefits of its technological investment, for many years to come.



Touchpanel control enables the agile workforce to use the technology intuitively



Processing power and keypad usability, in a single unit



This innovative solution gives 7IM a flexible system that it can standardise on, across its infrastructure

OVERVIEW

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LOCATION

London, United Kingdom

HIGHLIGHT

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+44 (0)207 652 9450 | www.amx.com/eu

