



## BRE INSTALLS LED WALL

*BRE Group has been raising the standards of the built environment since 1921. They have a vision to be a world-leading innovation, science, and data hub for the built environment. Their mission and purpose is to contribute to a thriving and sustainable world through the development of science-led solutions.*

## THE BRIEF

BRE were in the process of reviewing technology across their meeting room and lecture theatre space. The rollout of the audio-visual technology would be carried out across two phases.

### Phase 1 – Lecture Theatre

BRE wanted to re-engineer their training/lecture space. They wanted advice on what they could achieve with the space, and how best to interact and connect both internally and externally, with a potential for also using the space for hire for external conferences and events. Universal AV helped them do just that.

## HOW UNIVERSAL WORKED WITH THEM

Universal were approached by Central Computers, BRE's outsourced IT company, for advice on how the brief could be achieved. Central Computers, an IT-based infrastructure company, wanted the advice of an AV specialist on what solutions could be proposed to best meet BRE's meeting and lecture theatre needs.

Universal attended the site to visit the rooms. Project leads from BRE were on hand to explain how they currently work, what they used, the limitations of this, and what they were hoping to achieve through the implementation of new technology in the meeting and lecture theatre environments.

## SERVICES PROVIDED





## LECTURE THEATRE

Different options for the space were discussed, from simply replacing and upgrading the projection system and screen, to alternative options such as video and LED walls.

3 solutions in total were proposed consisting of:

- Projection and screen with audio
- LCD Display 3x3 videowall with audio
- A 4.2 x 2.9m LED wall with audio

Initial discussions led towards LED. We were able to showcase solutions we had installed at the University of Leeds and across the Horse Racing Course as examples of how a solution could work. The LED solution met BRE's needs perfectly, provided them with the 'wow' and look they were hoping to achieve, as well as reducing the maintenance element that projection would have required.

Being at the leading edge of standards for the built environment, the facilities BRE worked from needed to be world-class, LED solutions that would elevate the space and ensure it was befitting of the company. Being at the forefront, BRE did not just want a display, they wanted to be able to host webinars, seminars and training from the room

with remote staff and clients taking part in the sessions.

Providing this type of functionality led to discussions about the platforms they use for video conferencing, where speakers would be positioned, where audio would need to be situated, and how best to control the solution so all could use it.

The LED solution chosen was HikVision, as BRE liked the support available from them, the locality of the head office, and the cost. Universal and Hikvision worked with Btech mounts for the mounting solution due to the intricate nature of the mounting of the screen.

Q-sys core and Kramer control were installed due to the ease of use and the ability to initiate Microsoft Teams. JBL speakers were used at the front of the auditorium and were selected due to their sound output quality. JM lecterns were chosen as the preferred lectern supplier and Sennheiser mics were chosen for clarity of voice.

## SERVICES PROVIDED





## INSTALLATION

We were working to tight timescales for the customer, with a week window for full installation before a conference was to take place for TATA Steel. The Universal team worked with project leads from BRE to plan the installation, testing, and training so they were ready

to use the equipment the following week.

The initial project was so successful that Universal was approached to work on phase two.

## PHASE 2 - MEETING ROOMS

BRE wanted to find a simple and easy-to-use meeting room solution. The solution would need to encompass video conferencing and wireless sharing for use with office-based and remote workers, as well as external client meetings.

Universal discussed the various wireless solutions from BARCO Clickshare and Mersive and the benefits of each. Having seen both solutions, BRE chose Clickshare due to its simplicity and the fact that it could be used across any platform in the same manner.

When discussing what the customer wanted from the solution in full, it was more than just wireless sharing and simplicity of video conferencing in the rooms: they wanted to monitor how the screens were being used, connect them to the network, and have the potential to run messaging

and digital signage through them. They needed an all-encompassing solution. We looked at TEOS from Sony as a solution as it provided all of the above under one banner. We arranged for demonstrations of the TEOS solution for BRE so they could see the full scope of the solution and the functionality it had on offer.

Once the TEOS solution had been decided upon, 22 meeting rooms were installed with varying sizes of Sony screens, ranging from 55 to 75", all with Barco Clickshare and Aver cameras. This was undertaken across sites in Watford and Scotland over a 12-month period.

Installation went well, following a detailed project plan. Training on the solutions took place with Project Managers from Universal and key members of staff from BRE.

## SERVICES PROVIDED





“ BRE has a very long history in building innovation, but its technology has not followed the trend of the business, and therefore we began a program of works to update the science park with up-to-date AV.

This was done in a phased approach, with the first phase to update our meeting rooms, followed but a complete renovation of our 198-seat Lecture Theatre. Our 3rd party IT supplier, Central Computers, was involved and recommended Universal AV as the main suppliers and installers for all the programs.

Over the past 18 months, Universal AV has been outstanding and the relationship they have built with BRE has been outstanding, to the point that they are always on hand to support and maintain any issue that we had.

Universal AV is now involved in phase 4, which is the complete overhaul of our conference suite, using the same method and technology that was used in the lecture theatre. BRE will continue to use Universal AV as our lead AV solutions provider. ”

**WILL ADAMSON**

BRE IT & Estates  
Project Manager

