

Case Studies

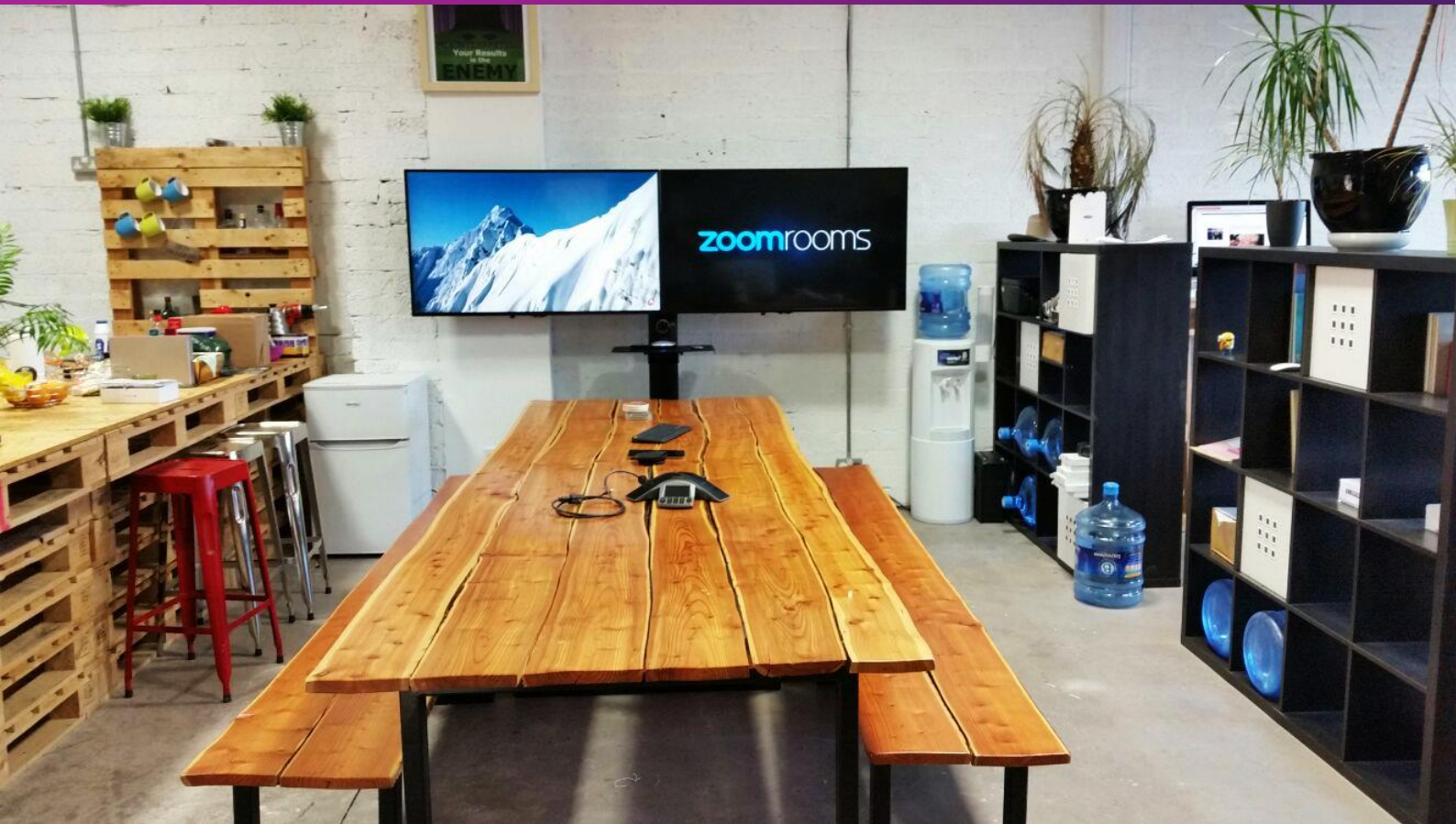
SOPHOS

AV Transformation
for Global Operations

United Kingdom	Hungary
Switzerland	Germany
Spain	Austria
Italy	France
USA	Singapore
Philippines	Japan
Australia	Ireland



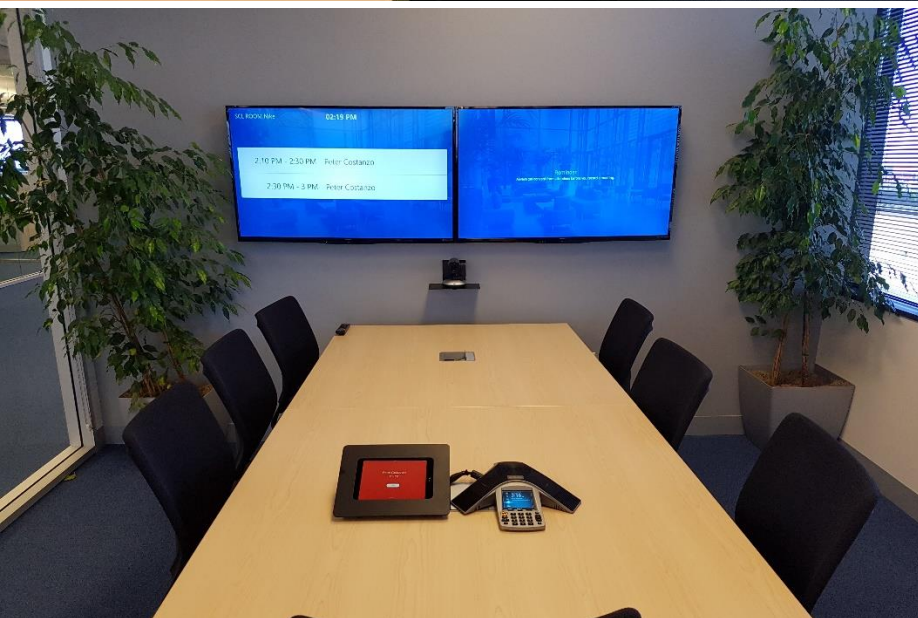
Introduction



How can..

AV infrastructure support the multinational network of global sales operations, reliant on efficient collaboration?

#SwitchOnthe possibilities



IN BRIEF

Sophos develop products for communication endpoint, encryption, network security, email security, mobile security and unified threat management. Headquartered in Abingdon, United Kingdom, Sophos have subsidiaries globally. Workspace refits were delivered in two phases.

Phase 1:

- **United Kingdom:** 20 standardised meeting and training rooms, Zoom Rooms integration as well as a fully connected remote working hub for the CFO
- **Switzerland:** Zoom Rooms Integration
- **Italy:** Zoom Rooms Integration
- **Spain:** Zoom Rooms Integration

Phase 2: 10 international locations which followed specifications standardised from phase 1 deployment.

MEETING & TRAINING ROOMS

20 Standardised meeting & training rooms across two floors at the Abingdon HQ.

- ✓ **Display:** LG UHD 4K displays for each room ranging from 49" to 75" (determined by the viewing distance and room size).
- ✓ **Zoom** integration (NUC) with an iPad user interface.
- ✓ **SHURE MXA910** Ceiling Array Microphone with Shure Intellimix DSP.
- ✓ **Meyer Sound:** miniature self-powered loudspeakers, active ceiling loudspeakers and subwoofer
- ✓ **Q-SYS** Unified Core 110f for signal routing of audio I/O.
- ✓ **Crestron** DigitalMedia™ 4K Networked AV encoder and decoder. Dante / QLAN / AE567 protocols for signal encoding and decoding, with central core processing of microphone, video conference audio and distributed sound system loudspeaker audio provided by a **QSC Core110f**
- ✓ **Video Conferencing:** Cisco 300 Series Switch for Cisco SX20 Camera.
- ✓ **Crestron** 7" touch panel with replication of CISCO VC standard controls.
- ✓ **Video Distribution** via structured CAT6A cabling, using **Crestron NVX** Encoder and decoders (Crestron DM-NVX-350)
- ✓ **Crestron** 7" table-top mounted control panel
- ✓ **Crestron** 4K digital media presentation system
- ✓ **SIP** end-point integration with room audio (loudspeakers/microphones), and with table-top touch panel.
- ✓ **Crestron** DIN Rail 3-Series® Automation Processor for Lighting Control

LECTURE THEATRE

Large group presentations and live video conferencing to connect staff at global offices.

- ✓ **Upgraded visual capabilities**
The existing projection system was upgraded with a new head-end matrix and distribution to improve reliability, add 4K upscaling and replace all of the existing ethernet extension to professional standards.
- ✓ **2x Logitech PTZ Pro 2** Videoconferencing cameras – one facing the audience and another facing the presenter and presentation area.
- ✓ **Sennheiser** wireless handheld and lavalier microphones with condenser heads.
- ✓ **Extron** IN1608 xi (main system matrix)
- ✓ **Extron** DSP to manage all microphones, media audio, volume control and content sharing.
- ✓ **Extron** XPA 4002 Two Channel Amplifiers for room speakers and speech reinforcement.
- ✓ **Extron DTP Matrix** to switch between sources and manage the extension from the lectern and the projector.
- ✓ 2x **Crestron** 7" Control Panels for background automation, source selection, volume, lighting and Blu-ray function control.
- ✓ 1x **Crestron** 3-Series control processor
- ✓ **Zoom** integration (NUC) with an iPad user interface.
- ✓ **Denon** Universal Blu-Ray Player with 7.1 analog surround sound outputs
- ✓ **Turning Lead AV Lectern:** accommodate a laptop input plate, control panel and a gooseneck microphone.



ABOUT US

In plain speak, we are an international supplier of integrated audio-visual systems, environments and communications technology; we design, integrate, install and maintain robust AV systems and environments.

But 'how' we do it isn't quite so plain.

Our roots go back to 1954 when Roy Snelling started his business out of a redundant Victorian laundry in rural Norfolk, selling Television and Radio sets in the earliest days of broadcasting.

Roy Snelling witnessed a major transformation as more and more TV and Radio sets found a place in homes- there was a whole new way for people to interact, engage and consume information; the same purpose for which many AV systems and environments today are designed and built for.

Over the years our experience led us to ask ourselves the obvious question.

“How can we use the potential in AV systems and environments for sensory engagement, to unlock possibilities for businesses to interact with and engage their audiences”?

As we continued to grow and evolve, we nurtured what we learnt along the way in our internal culture and design/engineering philosophy. Therefore, you'll find our design/engineering teams thinking how AV systems design and engineering can change workspaces, minimise cost and optimise space utilisation?

At the same time, how do we continue to uphold the Snelling Philosophy? Audio Visual Excellence. Operational Simplicity.

We deliver all aspects of audio visual integration from design to the supply, installation and on-going maintenance - all backed by a service ethic, which continues to carry the Snelling signature of quality. Based in London and Norwich, we have maintained our portfolio of major clients and diverse projects across higher education, corporate, public sector, defence and aerospace, retail, religious, healthcare and niche specifications.



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