



# GVAV Case Study

Birmingham Multistory



RAILPEN

**Central Birmingham's 2 Colmore Square and the adjoining Cannon House have been redeveloped to combine the two buildings into an amenity-rich, community-oriented facility branded as 'Multistory'.**

**GVAV** were proud to work alongside building owner Railpen and main contractor Galliford Try to supply a multi-zone, networked AV system for the 15,000sqft ground-floor of this new facility. The industrial-style common amenity space has been designed with recreation and collaboration in mind with bright, open and accessible spaces devised to encourage group working and breakout sessions. The ground floor is made up of a bar, two reception areas, a dedicated co-working hub, and a tiered auditorium for presentations and performances. There are also quieter spaces such as a library and four bookable meeting spaces for focused work.

### AV installed

- Q-SYS audio-processing & control platform
- Samsung displays
- Jabra video bars
- Lightware matrix switchers
- Atlona occupancy sensors
- tvONE CORIOmaster Mini
- Yamaha speakers & amplifiers
- Sennheiser microphones
- Williams AV assistive-learning transmitters

### Room types installed

- Reception areas
- Co-working spaces
- Meeting rooms
- Tiered auditorium
- Bar area
- Library/quiet zones



In order to create these spaces, the client required a zoned AV system capable of supporting background music and ad-hoc events, reliable paging at two reception desks, multiple small meeting rooms with bring-your-own-meeting (BYOM) and hybrid capability, and a large LED wall and audio package for the presentation space.

The backbone of the system is a Q-SYS Core 510 audio-processing and control platform configured for multi-zoned audio and local media playback. The Core 510 provides the audio engine and control integration required to manage multiple zones while keeping operator interaction to a minimum. Q-SYS hardware and touchscreens were chosen for their native integration with networked peripherals and the flexibility to deliver custom user control interfaces.

Dedicated paging stations have been installed at each reception desk, as well as Bluetooth streaming capability for curated background music during events. Paging and background music are fully integrated into the Q-SYS control engine so priority routing, preamble playback and live paging operate consistently across the ground-floor zones.

The entire facility is also remotely supported by **GVAV** via the Q-SYS Reflect platform allowing proactive maintenance and dynamic zero-touch issue reporting for each individual product.



## Meeting rooms and BYOM

Four BYOM meeting spaces have been equipped with Samsung 55" displays, Jabra PanaCast 50 video bars and Lightware UCX matrix endpoints to enable BYOM over a variety of wired options.

With a 180° field of view, 4K capability and a host of AI-powered framing features, the PanaCast 50 video bar was chosen as the all-in-one device to capture video and audio, as well as acting as a high-quality audio output. A selection of fly-leads have been installed for quick and simple connection via USB-C, HDMI and legacy USB-A, facilitated by Lightware Taurus UCX devices with 4K60 support and reliable extender capability.

Atlona AT-OCS occupancy sensors have been deployed to detect room presence to assist with energy management of each of the meeting and seminar spaces, also communicating with the source detection on the Lightware switching layer communicating with Q-SYS Core so displays and AV routing requires no user interaction, also creating reports on room use to guide the management team to efficiently schedule room bookings.



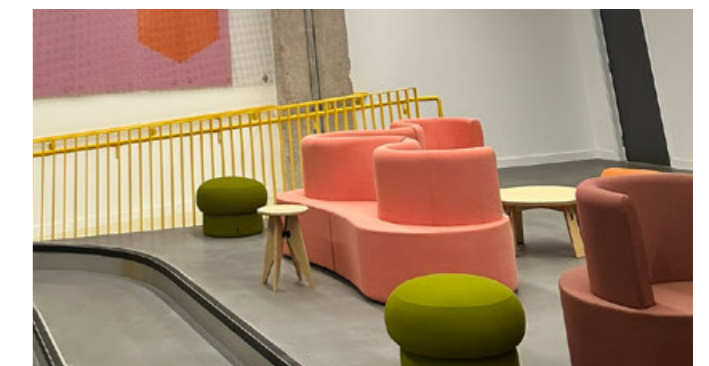
## The Story Room

The large tiered seminar space features a Samsung direct-view 174", 1.5mm pixel pitch LED wall, providing high-resolution display for presentations and video content. A tvONE CORIOmaster Mini processes and scales inputs into the video wall, while also supporting customised idle screens so the building user's logo or an external contributor logo can be displayed when no source is connected.



This space is available to hire for a variety of uses including keynote talks, performances and learning, meaning an adaptable audio system was required. The **GVAV** technical team were able to leverage a longstanding relationship with the specialist audio team at Yamaha, who designed a bespoke system for this space around the VXL column speakers and XMV amplification, matching coverage and speech intelligibility requirements. Sennheiser SpeechLine microphones have also been installed (two handheld, two bodypacks), connected to Sennheiser's wireless gateway (MCR4).

The space also includes Williams AV infrared assistive-listening transmitters and RX20 receivers with a five bay charger. This gives visitors with hearing needs a discrete and reliable means of receiving speech audio in the seminar and event spaces.





Q-SYS touchscreens provide an intuitive user control interface for room functions including source selection and volume. The Q-SYS platform supports remote monitoring and system health checks for simple management.

The new systems in place throughout this new facility have been designed to deliver simple, reliable AV across several different types of spaces. Reception staff have access to custom paging controls and Bluetooth connectivity for background music, meeting hosts can



plug in and start a meeting quickly via BYOM, presenters can rely on the LED wall for simple yet high quality content, and attendees with hearing needs have assistive listening available.

**GVAV** worked alongside Galliford Try and Railpen to deliver these new spaces, the result is a multi-zoned AV solution that supports the day-to-day amenity on offer, as well as occasional large events with simplicity, quality and value.



# Every project starts with a Bright Idea.



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# Why GVAV?

## Rack build

At GVAV, we don't just excel at systems design...

Our highly skilled engineers build AV racks in-house to the highest quality and specification. With regional build centres located across the UK, you can rest assured we'll build your equipment rack locally - reducing time and travel.

With dedicated rack wiremen and our extensive portfolio of AV products, our AV racks are consistent with the highest standard and ready to fit.

Predominantly built at one of our controlled facilities and designed to exact specifications, AV racks comply with industry standards. Arriving on site, fully assembled and tested, we provide installation, integration, commissioning and handover services as part of our comprehensive service. And, with large stocks of rack equipment, materials and integration hardware in stock, we can also accommodate last minute changes with ease.

Whether your project is small or large, GV rack build is here to get the job done fast.



## Systems Integration

Acknowledged in the industry for providing top quality integrated solutions. We develop systems that are easy to use and offer a great user experience.

Working efficiently on site alongside third parties and contractors, we seamlessly integrate cutting edge technologies into legacy systems.

And, with our commitment to uncompromising Project Management, we've got the experience needed to smoothly integrate into any construction or refurbishment scheme, no matter the size.

With technical teams continuously receiving the latest training and development, we ensure they have the most up-to-date skills and product knowledge.

With **GVAV** you can be confident in gaining a beautifully designed and robust AV solution.

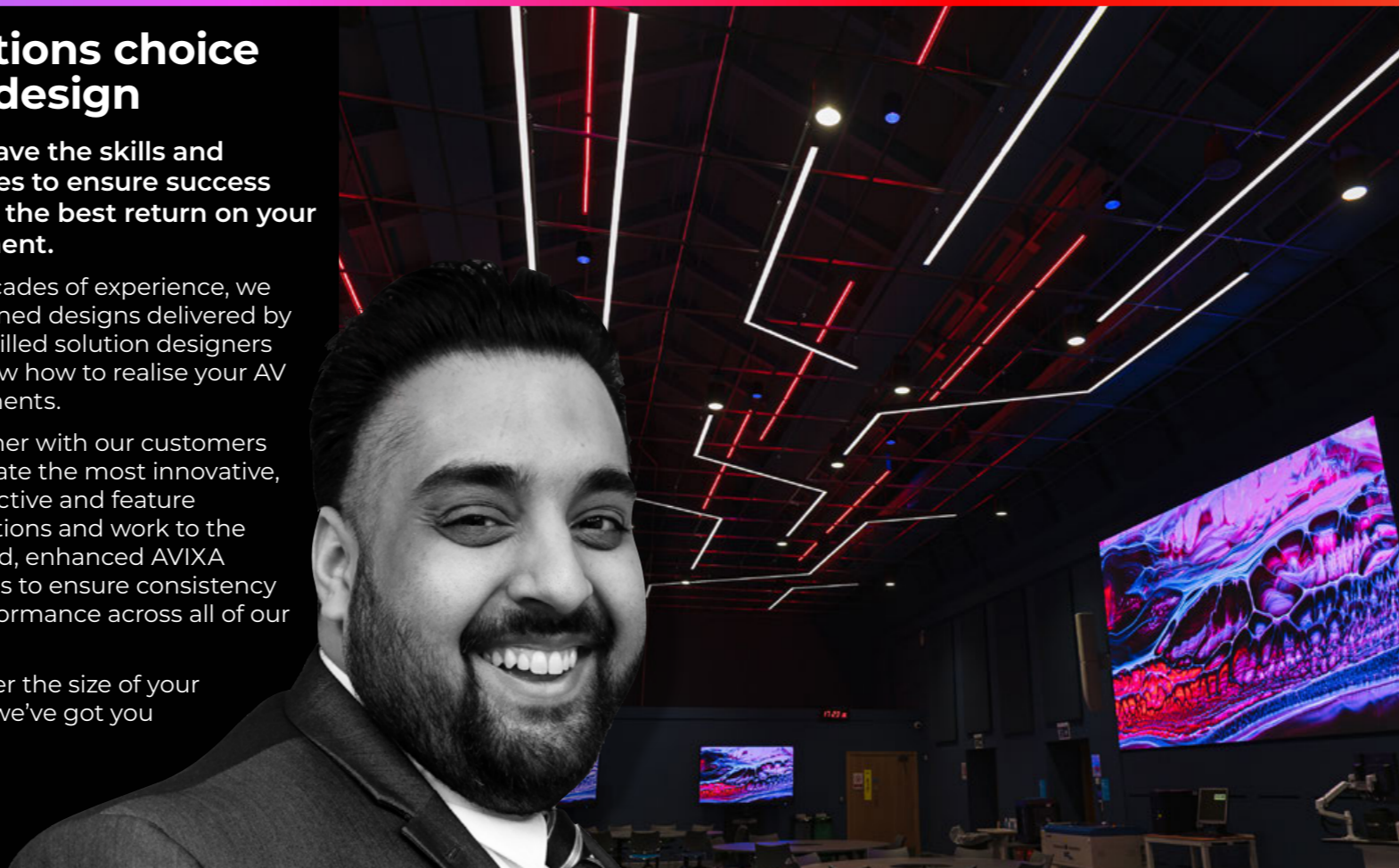
## Solutions choice and design

**GVAV** have the skills and resources to ensure success and get the best return on your investment.

With decades of experience, we offer refined designs delivered by highly skilled solution designers who know how to realise your AV requirements.

We partner with our customers to generate the most innovative, cost effective and feature rich solutions and work to the respected, enhanced AVIXA standards to ensure consistency and performance across all of our projects.

No matter the size of your project, we've got you covered.



## Project management

We understand the importance of excellent project management, and our experienced team of trained, accredited professionals do too.

As a company we invest heavily in our national PM teams supporting training to accredited standards particularly PRINCE2 and CTS.

Flexible project reporting ensures transparency for customers who can view their project progress throughout the process, and our system helps deliver agile, timely visibility to key stakeholders. Ensuring projects stay on time and in budget.

We will provide additional project managers giving appropriate support depending on the project size. PMs will focus on contractual, multi-trade, SHESQ and onboarding elements of the broader project with tangible benefits to our clients.

This capability is hugely beneficial when the work forms part of an overarching construction project or multiple jobs require management. We will integrate tightly with the principal contractor project team.



## Training

We recognise the difficulties organisations face in implementing new technologies, promoting user adoption and building operational confidence amongst end users.

They are the fundamental elements that help guarantee you're getting the most out of your system.

No matter the level of in-house technical knowledge, adopting new products and work methods can be complex. But, taking on these challenges allows you to augment your business practices, provide your customers with better service, and compete more effectively.

Technology changes fast, and AV is constantly evolving, making it a truly exciting field. However, we understand this is a daunting prospect if you don't deal with AV all the time. We can provide the reassurance you need through training.

Training is an essential element of any well designed AV solution and represents a powerful tool for promoting user adoption. It maximises the benefits of the technology by enabling it to reach its full potential.

## Technical support

GVAV knows how vital good technical support is to our customers and understands their wide range of support needs. We will match support levels to your specific requirements considering user experience and system complexity.

Our support services include access to **GVCORE**, our support and service desk solution for incident logging, management and resolution, accessible by phone, email or secure login

Customer satisfaction is of paramount priority, and we take pride in the quality and professionalism of our support services. You will receive expert advice on usage, helping you get the best out of your equipment and keeping it working in peak condition.



## Maintenance

With our nationwide network of branches, we offer local expertise, which means you get the support you need!

Offering a wide range of maintenance services supported by our skilled engineers, we will manage your request every step in a friendly, helpful and efficient manner from your very first call.

Our maintenance packages offer excellent value, protects your AV system, reduces downtime, and ensures that it will run smoothly for years to come providing a great return on your investment.



## Control systems

Since its inception, GVAV has been at the forefront of bespoke integrated AV systems for business and education. Our mission, to deliver designs that offer excellence to our customers technically and in user experience.

Whether using Crestron, AMX, Extron, or one of our other excellent manufacturers, the foundation is simple, logical, elegant, well-programmed interfaces that make our solutions work for you.

Our highly qualified experts have designed, programmed and supplied a wealth of projects from individual meeting rooms, classrooms and lecture theatres to expansive building wide installations.

We incorporate estate-wide management that handles lighting, audio and building control, and we support environmental room monitoring and asset booking.

Our team carries certifications from all major system manufacturers so that you can expect an efficient and timely control solution. Whether for a new system or to update your existing one. Our interfaces are intuitive and reliable.



## GVAV - a family business

The secret to our success is the people behind the business, with every member of our team passionate and dedicated to developing innovative AV solutions for our customers. With a heritage dating back to 1976, **GVAV** embraces a family ethos that has run through the business since the beginning.

Now with more than 150 people and with over 45 years in the industry delivering a broad spectrum of projects, there's nobody better to trust with your audio visual project.

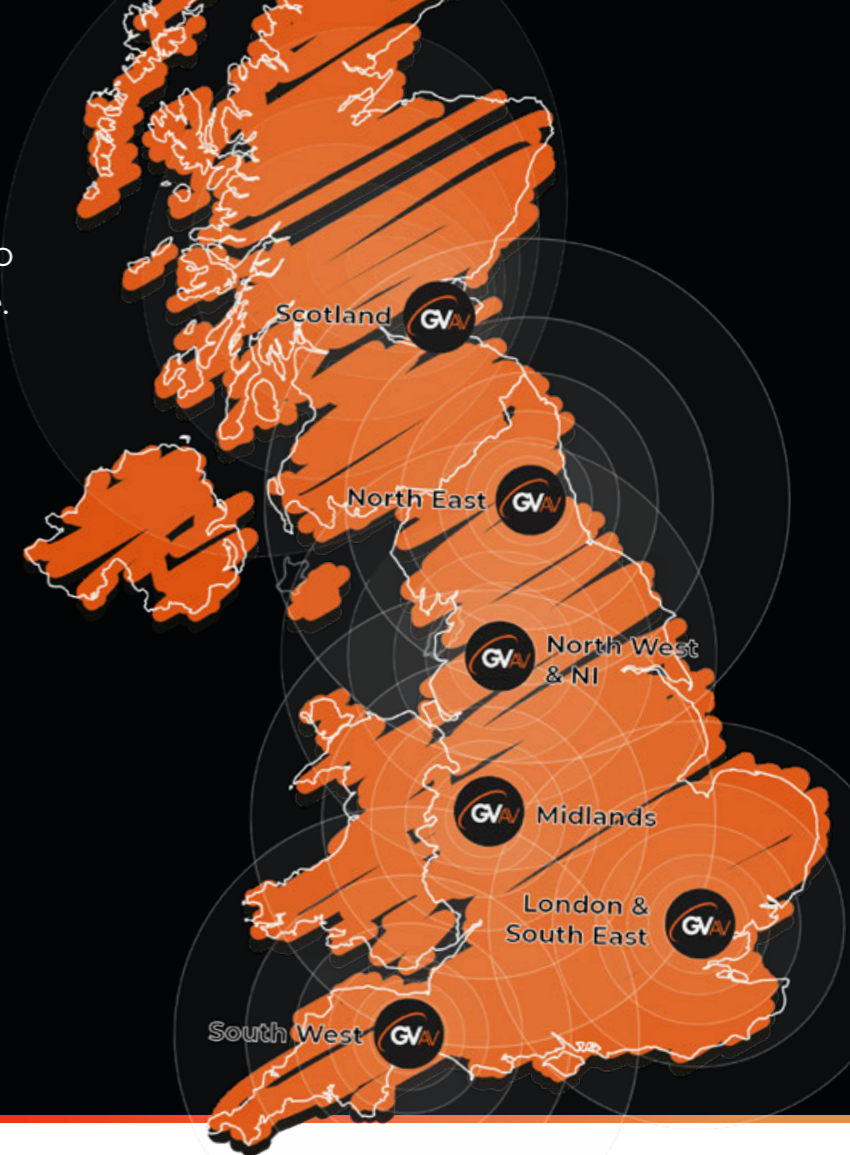


## Ready to deliver the systems you need

Our six dedicated local hubs across the UK offer a full range of services to make your AV ambitions come to life. From consultation, planning, design, training and maintenance, we have the experience to deliver.

With recent moves to enhanced branch facilities in London, Exeter and Dundee, we're in the best position to offer a bespoke local service to customers across the UK.

Whether you're looking for a full AV solution, a refit of an existing space, or just want to upgrade some old kit, contact your local **GVAV** Account Manager.



## Don't miss out...

Follow us



## Delivering the next generation of collaborative spaces

**GVAV's** nationwide team are ready and waiting to support this new world. We deliver outstanding AV solutions that allow you to work more closely than ever, no matter how far apart. Collaboration has genuinely become a superpower for success.

Speak to your local branch today and find out how our dedicated team can help you revolutionise your space!



### Head Office (London & South East)

GVAV Ltd Head Office,  
676 River Gardens,  
North Feltham Trading Estate,  
London, TW14 0RB  
☎ 0208 8145950  
✉ ncutting@gvav.com

### South West & South Wales

Unit C, Mushroom Road,  
Hill Barton Business Park,  
Exeter, EX5 1SB  
☎ 01392 499399  
✉ rwatts@gvav.com

### Midlands & Mid Wales

Unit 20, Swallow Road,  
Holbrook Park,  
Coventry, CV6 4PU  
☎ 01455 221587  
✉ kliddle@gvav.com



New address!

### North West, North Wales & NI

Unit A7(3) Centenary Court, Walter  
Leigh Way, Moss Industrial Estate,  
Leigh, WN7 3PT  
☎ 01942 884433  
✉ jmcgarty@gvav.com



New address!

### North East

Unit 6B, Chevychase Court,  
Seaham Grange Industrial Estate,  
Seaham, County Durham, SR7 0PR  
☎ 0191 3039648  
✉ matkinson@gvav.com

### Scotland

Unit 1B, Kilspindie Road,  
Dundee, Scotland  
DD2 3JP  
☎ 01382 848680  
✉ ngraham@gvav.com

## Six local branches across the UK

**GVAV** has installed thousands of projects nationwide. With local branches covering the entire country and a central hub of systems and resources, we are ready for any project, no matter the size or complexity.

At GV, we have the skills, local resources and experience to take your needs from a concept to a fully integrated and supported Audio Visual solution.

## On hand to help

**GVAV** provides sales, service and support, accessible via mobile, web or email. Our customers can contact us whenever and wherever they need to, and we take customer satisfaction very seriously, so training, support and effective project management are critical to all we do.

## Maintenance and support

Our nationwide network of branches means local, experienced engineering resources for our customers. From essential preventative maintenance to site-resident engineers, extended hours and short term events or full operational support, whatever you need, **GVAV** can help.

Our project, technical, and programming teams ensure your AV projects deliver on every level.

We pride ourselves on offering the best quality goods and services, and our customers know they always get great value for money.

gvav.com  
0808 175 7009

