



GVAV Case Study

**University of Derby
Derby International
Business School:
Cavendish Building**



The Cavendish Building is a flagship £75 million development at the heart of Derby city centre, purpose-built to house the University of Derby's International Business School. Spanning seven storeys, the building forms a central part of the University's strategy to create a city-focused site and strengthen connections between students, academics and industry.

Designed to reflect the real-world business environments that graduates will encounter, teaching, collaboration and social spaces across the Cavendish Building were carefully curated to support real-world learning, creating an environment that encourages creativity and industry engagement.

Working in close partnership with the University, **GVAV** were appointed to deliver the complete audiovisual integration across the building, supporting lecture theatres, teaching rooms, meeting spaces, specialist facilities such as a trading floor, and digital signage throughout.

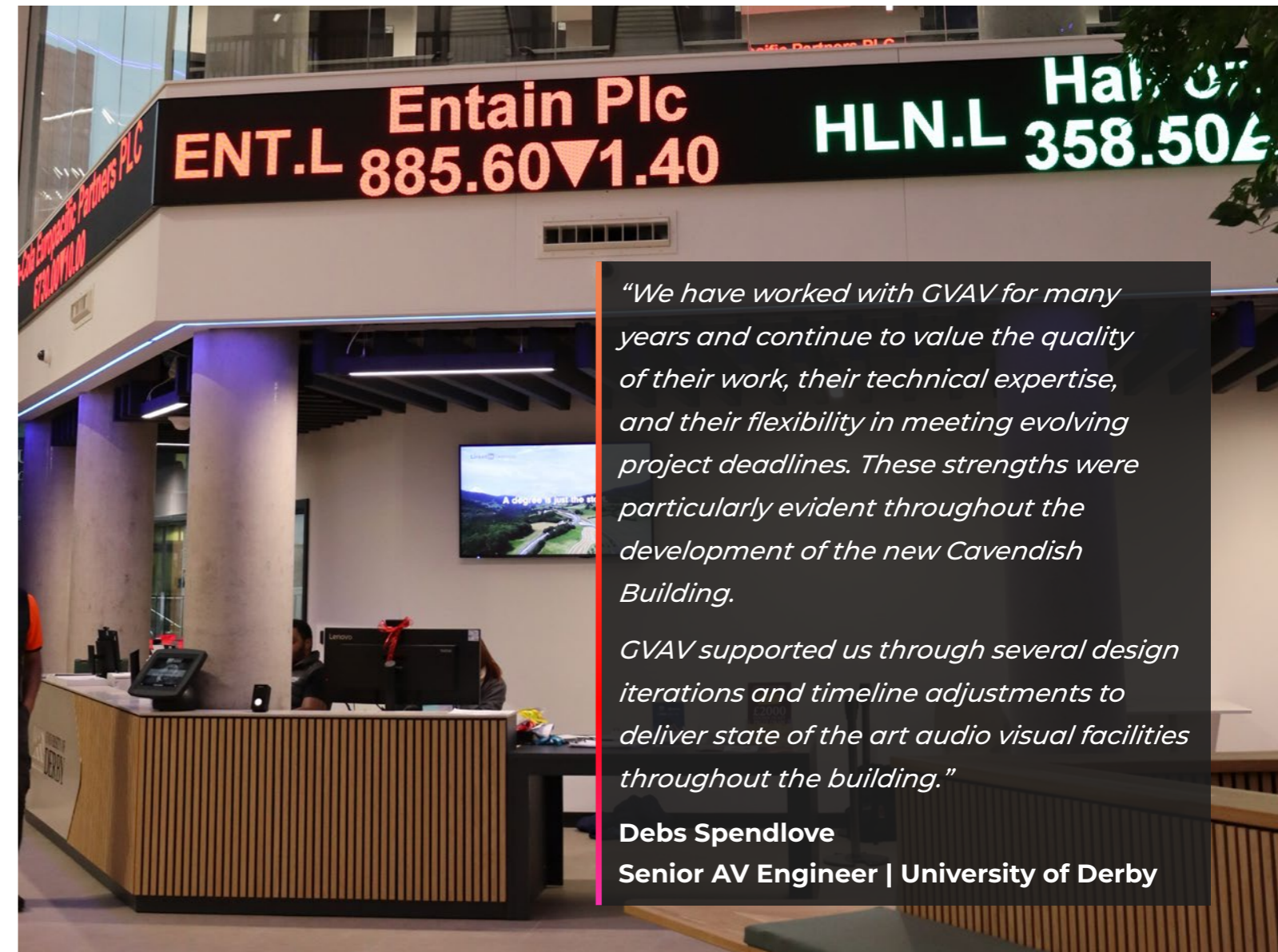
From the outset, the AV was identified as integral to supporting the learning environment. The University's priority was to ensure systems worked intuitively and remained largely unobtrusive, allowing staff and students to focus on learning and collaboration.

With this in mind, a core principle for the Cavendish Building was flexibility delivered through consistency. While spaces vary in size and purpose, the AV approach has been standardised to create a familiar user experience throughout the building. This allows staff and students to move confidently between spaces with minimal training or support.

Sustainability was also integral to the design process of the whole building. Display technology was considered to align with the University's environmental objectives. Although projection was initially explored as an option, building constraints led to a strategic move towards LED technology, which is prominent throughout the new building. digiLED displays were selected not only for their visual clarity but also for their energy efficiency with the inclusion of digiLED's Zeus technology. This allows the displays to be fully powered down when not in use, reducing energy consumption.

AV installed

- digiLED walls and ticker displays
- TOP-TEC AV furniture
- Crestron control, NVX & AirMedia
- Sharp displays
- Shure ceiling & wireless microphones
- Biamp DSP
- Genelec speakers
- Panasonic PTZ cameras
- Huddly Crew system
- Sennheiser MobileConnect
- Mersive wireless sharing



"We have worked with GVAV for many years and continue to value the quality of their work, their technical expertise, and their flexibility in meeting evolving project deadlines. These strengths were particularly evident throughout the development of the new Cavendish Building. GVAV supported us through several design iterations and timeline adjustments to deliver state of the art audio visual facilities throughout the building."

Debs Spendlove
Senior AV Engineer | University of Derby

Lecture Theatres

The Ashby Lecture Theatre is the Business School's flagship auditorium, designed to deliver a high-impact, immersive experience for both in-room and hybrid audiences.

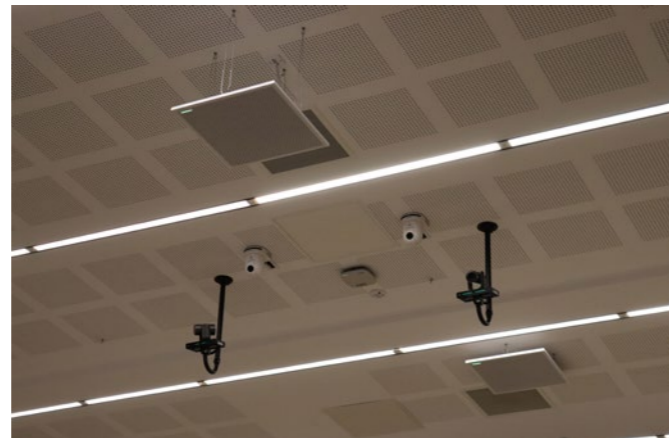
Visual delivery is led by a 6m-wide digiLED NANO COB LED wall controlled via digiLED ZUES and a Novastar processor, creating a bright, energy-efficient focal point for teaching content and guest presentations. With an ultra-fine pixel pitch, the NANO COB display supports detailed content and close viewing distances, making it particularly well suited to lecture theatre environments whilst the chip-on-board construction provides a more robust and durable LED surface ensuring long-term reliability.

Presenters are supported by a TOP-TEC height adjustable lectern as well as a 4K Sharp confidence display and WolfVision visualiser for ultra-clear document sharing, while a Mersive Solstice pod enables effortless wireless collaboration.

The lecture theatre's AV backbone is built on Crestron DM NVX, comprising of numerous encoders and decoders that provide efficient distribution and management of AV signals across

different devices. NVX was chosen for its reliability, scalability and low latency, enabling the distribution of high-quality video and audio over the network. Day-to-day operation is simplified through Crestron touch panels, offering users intuitive front-end control of all AV components, whilst GUDE PDUs ensure safe shutdown and resilient system management.

For capture, the lecture theatre benefits from a multi-camera approach with Panasonic AWUE40 PTZ cameras complemented by Crestron 1 Beyond PTZ cameras to track the speaker. These are supported by a voice-activated switching solution that enables the delivery of clean, presenter-focused shots for the benefit of those watching remotely.

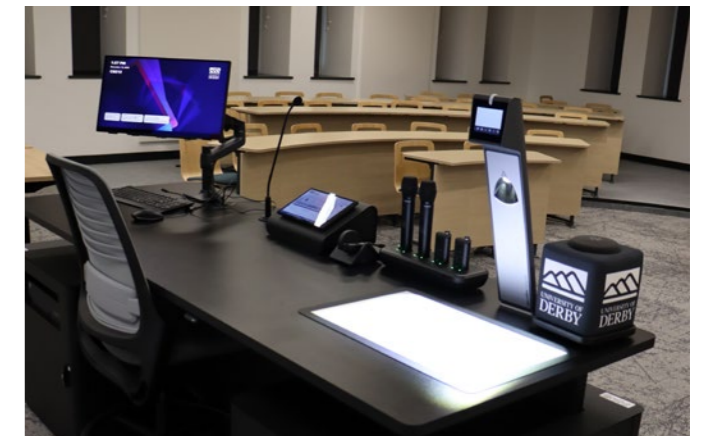


Shure MXA ceiling array microphones and wireless MXW mics were chosen to capture clear, balanced audio across the large space. The audio system is reinforced through Biamp DSP-led column line loudspeakers and subwoofers to ensure consistent and even audio coverage throughout the lecture theatre. In addition, assisted listening is supported via Sennheiser MobileConnect, providing Wi-Fi based audio accessibility for those with hearing impairments.

Collectively, the integrated AV solution across Ashby Lecture Theatre creates a robust and future-ready lecture theatre that delivers engaging and inclusive teaching at scale.



On the second floor, a medium-capacity Harvard-style lecture theatre features a 3M wide NANO COB LED screen from digiLED and mirrors the main auditorium in terms of the AV set-up, providing a smaller space for flexible, hybrid teaching, whilst maintaining a consistent and familiar user experience.



Teaching Spaces

Teaching spaces are delivered in line with the AV standard established across the Cavendish Building, creating a straightforward and intuitive experience that supports day-to-day teaching across a range of room sizes and layouts.



Photo courtesy of Gavin Percy

At the front of each teaching space, a TOP-TEC GEMINI – 1400 Mono lectern provides a dedicated hub for content delivery and AV control.

From here, presenters can manage the room's visual displays and teaching technology using an integrated Crestron touch panel with familiar, intuitive GUI. Teaching staff can present from the in-room PC or connect their own devices via USB-C, with wireless presentation enabled through Crestron AirMedia Series 3. The Crestron AirMedia kit comprises of a dedicated receiver and connect adaptor, allowing laptops, tablets or mobile phones to share content over Wi-Fi without cables or additional hardware, helping to reduce setup time and support flexible, collaborative teaching.

Across the building's suite of standard teaching rooms, visuals are delivered through a mix of digiLED walls and Sharp large format displays, varied to suit specific room layouts and teaching

requirements. Meanwhile, hybrid teaching is supported through integrated camera solutions including Huddly One and AVer PTZ tracking cameras. Each room includes Shure MXW wireless microphone options from the lectern, providing clear speech capture and flexibility. As in the building's lecture theatres, accessibility is strengthened through Sennheiser MobileConnect assisted listening, helping ensure all students can engage with the content clearly.

The new Business School also includes a large divisible room designed to support a wide range of teaching styles and activities. The space can operate as a single large venue or be divided into smaller zones for workshops and collaborative sessions. Sharp displays mounted on TOP-TEC Nova trolleys, finished with University of Derby branding, allow the layout to be reconfigured quickly while maintaining consistent AV performance and functionality across each configuration.

Meeting Rooms

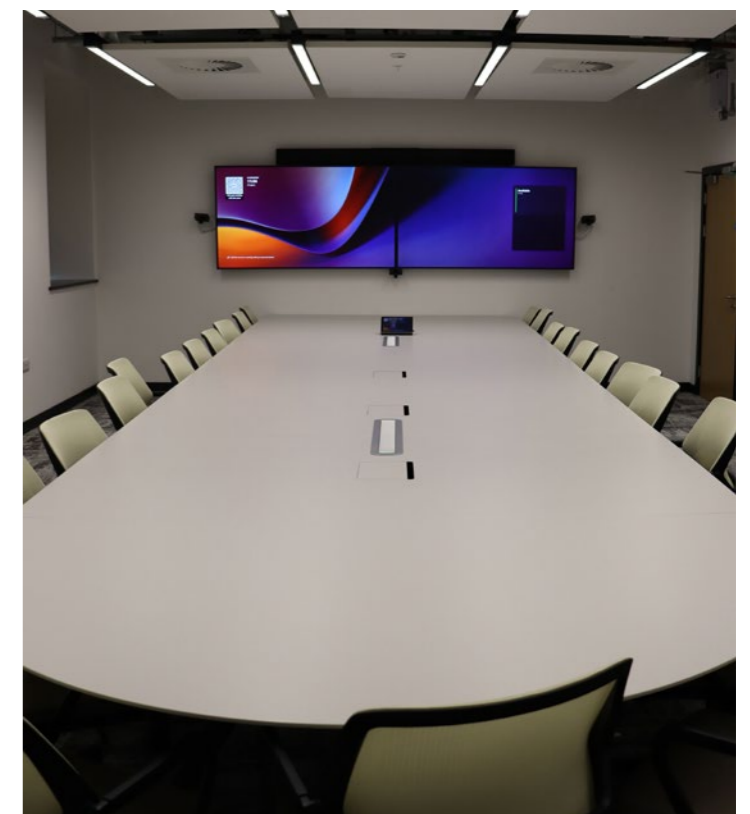
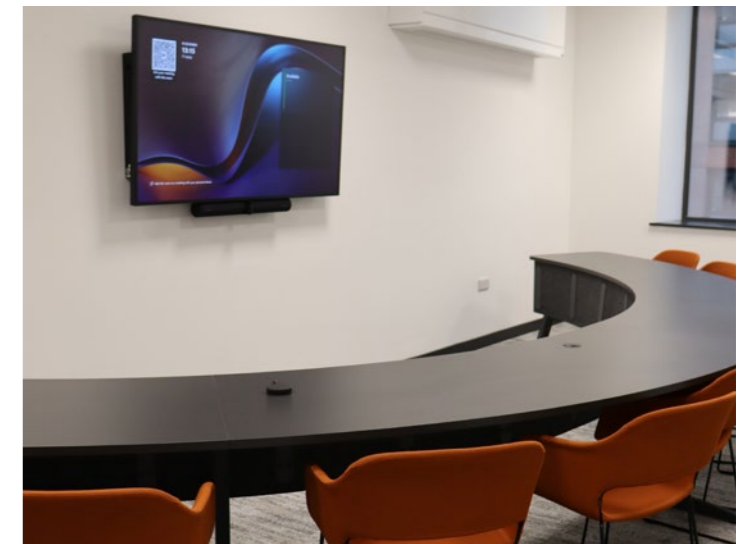
The building's meeting rooms have also been equipped with a consistent, high-performance AV standard to support in-person and remote collaboration, as well as intuitive room management.

Across a range of room sizes, spaces are equipped with high-resolution Sharp 4K displays and Microsoft Teams Room systems, allowing staff and students to connect effortlessly with on-site and remote participants. Control is handled via Crestron touch panels, while Jabra PanaCast 50 video bars deliver high-quality 180° camera coverage and audio capture. In-room participants can share content wirelessly from any device via Crestron AirMedia.

On the sixth floor, a boardroom supports high-level meetings and presentations. The room is equipped with dual 75" Sharp 4K displays, ensuring clear visuals and flexible content sharing for hybrid collaboration. In line with the standardised AV approach across the building, control of the space is managed via Crestron touch panels, with a dedicated Microsoft Teams Rooms system supporting intuitive room booking and hybrid meetings.

Video capture is handled by the Huddly Crew camera system, an AI-driven multi-camera solution that enables intelligent, speaker-led camera switching for hybrid meetings. Audio reinforcement and speech capture are provided through an adjustable-width Extron sound bar and Shure MXA linear array microphones, ensuring clear, intelligible audio throughout the space.

Collectively, the integrated solution across the meeting-and-boardroom spaces ensures a consistent experience for users throughout the Cavendish Building, with an easy-to-operate system that is ready for both in-person and hybrid use.



Specialist Teaching Spaces and Practical Environments

The ground floor atrium forms the social heart of the Cavendish Building and is animated by a continuous digiLED stock ticker running through the space. Visible on entry to the building and across multiple levels, the display sets the tone for the learning environment.

On the first floor, a specialist trading room builds on this theme, providing an immersive, industry-grade learning environment. A digiLED HD MAX ticker display wraps the room, delivering live data visuals that mirror real-world trading floors, helping to support scenario-based teaching.

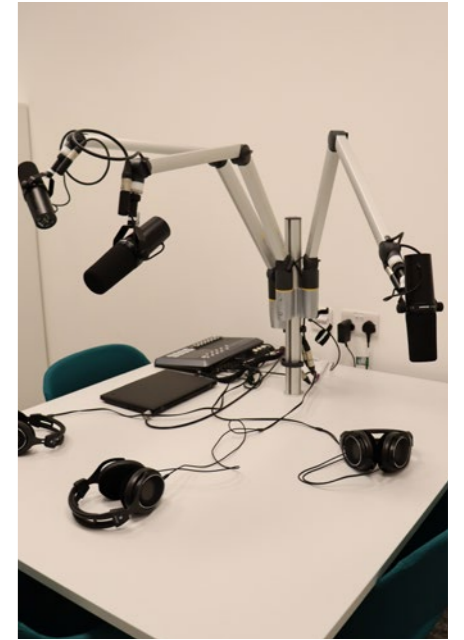
In keeping with the building's wider AV design, the trading room benefits from

a familiar, intuitive Crestron interface, a Sharp display for visual content, and audio delivered through compact Genelec speakers and Shure wireless microphones. Like in the building's other teaching rooms, accessibility and inclusivity were embedded within the AV design with Sennheiser MobileConnect supporting assisted listening, while a Huddly ONE camera solution supports flexible delivery for hybrid or recorded sessions.

By ensuring the AV across these spaces is intuitive and unobtrusive, students can focus on applying theory in realistic scenarios, helping them to build the skills and confidence needed for careers in business-related industries.

A dedicated podcast studio broadens the range of practical learning environments within the building, supporting high-quality audio production and digital content creation. Shure SM7dB microphones, mounted on articulated studio arms, deliver controlled vocal capture and effective background noise rejection. These are paired with a TASCAM Mixcast 4 content production station which acts as a central hub for mixing and recording multiple audio sources, providing students with an intuitive, hands-on interface that enables them to build confidence with podcasting and audio production workflows.

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Digital Signage and Shared Spaces

Digital signage is deployed throughout the Cavendish Building to support wayfinding, communications and information sharing.

Crestron room booking panels are positioned outside teaching rooms, lecture theatres and meeting spaces, providing clear visibility of room availability and scheduling at a glance, helping staff and students navigate the building with ease.

Sharp 55" 4K displays are installed across circulation areas and shared spaces with content managed centrally through a Tripleplay digital signage system, allowing the University to update messaging quickly and consistently across the building.



A Business School Designed for Real-World Learning

The Cavendish Building demonstrates how carefully integrated AV can support industry-led teaching at scale. Across lecture theatres, teaching rooms and specialist environments, technology has been embedded to enhance learning whilst remaining intuitive and unobtrusive.

Working in close partnership with the University of Derby, **GVAV** delivered a cohesive AV solution across the building, providing flexible, future-ready spaces that support both in-person and hybrid learning, and equip students with the skills and confidence required for modern business environments.

"The new Cavendish Building sets a remarkable standard for modern learning environments, and its AV infrastructure is a standout achievement. The technology provides a seamless, intuitive platform for staff, students and industry partners, enabling the spaces to be used to their full potential with minimal effort and maximum impact.

GVAV have been instrumental in partnering with the University of Derby to achieve such outcomes, demonstrating an ongoing commitment to delivering high-quality, consistent, sustainable and intuitive solutions. Their approach ensures a flexible and collaborative environment for all users, enabling technology to be consumed effortlessly and effectively.

GVAV worked collaboratively throughout, engaging closely with stakeholders and adopting an iterative and responsive approach while operating to strict project deadlines. Leading the IT and AV elements of this project was both challenging and incredibly rewarding for myself, but thanks to the dedication of our suppliers, partners and internal teams, we delivered an outcome that not only meets but exceeds expectations, with GVAV being absolutely integral throughout. The AV solutions offer enhanced energy efficiency, greater control and monitoring capabilities, and reduced maintenance demands - ensuring long-term value for the University.

The collaboration between all stakeholders, both internally and externally, was exceptional and truly inspiring, with GVAV showcasing themselves as a genuine partner. Seeing the building now alive with activity, utilised as intended, and filled with the vibrancy it deserves is a proud moment for everyone involved."

Dale Baker
Digital Operations Manager | University of Derby

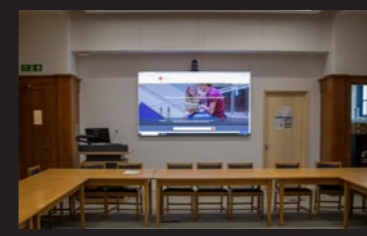
Check out our other recent case studies from across the UK..



Teesside University: Digital Life Building
An award-winning project featuring ViewSonic displays, Yealink MTR, Q-SYS audio & control, and holographic displays to support next-generation learning and innovation.



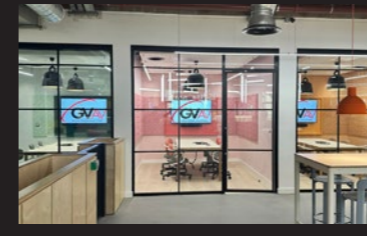
Locomotion Museum, Shildon
Interactive exhibits have been refreshed with new touch-screen displays to help visitors explore the museum's railway heritage in a more engaging and accessible way.



LSE: Vera Anstey Room
This versatile boardroom/seminar space in LSE's Old Building has been upgraded with a new Samsung LED wall, as well as Q-SYS cameras and control for hybrid meeting and collaboration.



University of Cambridge: Ray Dolby Centre
The new home of the world-renowned Cavendish Laboratory features a fully integrated AV environment designed to support hybrid learning, research and collaboration.



Birmingham Multistory
A new amenity-rich community hub in central Birmingham features high-spec AV across multiple zones, including co-working spaces, meeting rooms, and a tiered auditorium.

Every project starts with a BrightIdea.



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, 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.

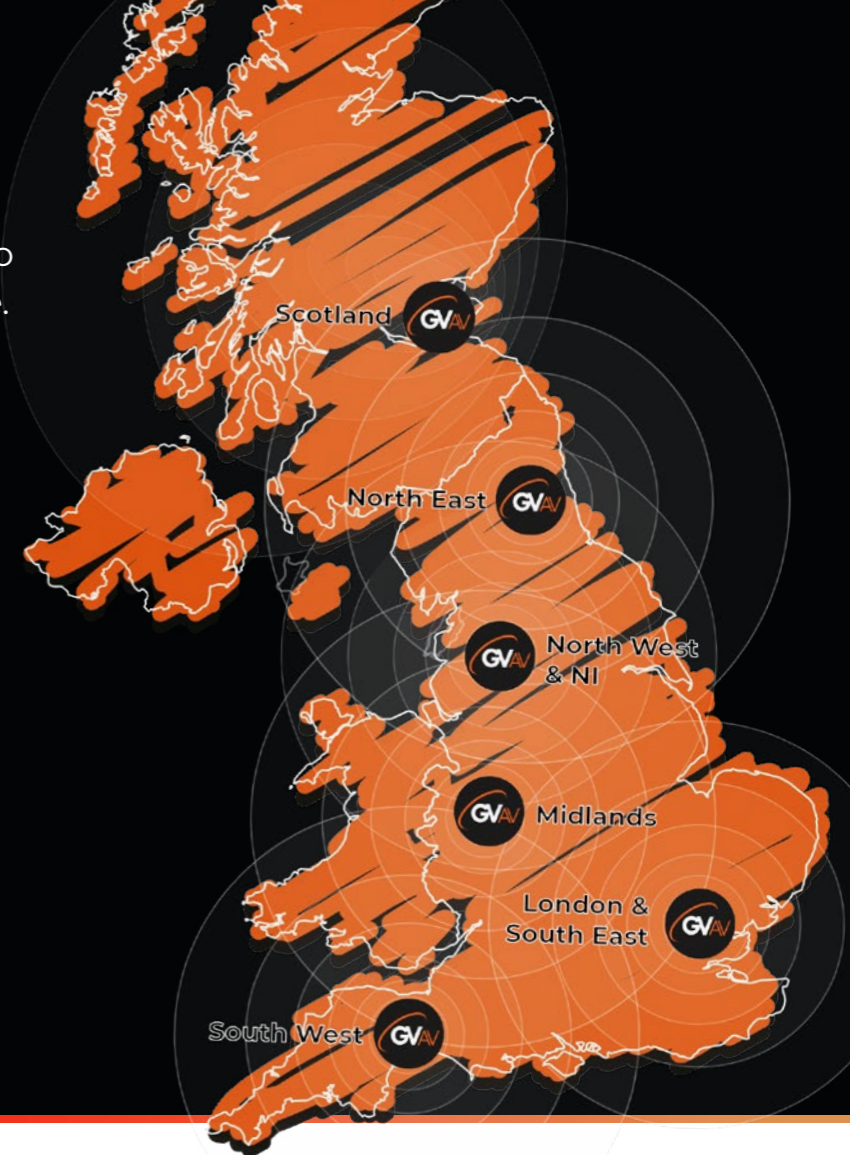


Ready to deliver the systems you need

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!



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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.

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