



GVAV Case Study

**The London School of
Economics and Political
Science (LSE)**

Sheikh Zayed Theatre



A globally recognised institution, The London School of Economics and Political Science (LSE) is a University renowned for its commitment to academic excellence and innovation.

With a rich history dating back to 1895, LSE is at the forefront of shaping future of education through its academic programs and groundbreaking research initiatives.

On the city's historic Lincoln's Inn Fields public square, the University's prestigious Law School and the Department of Geography and Environment are situated within the Cheng Kin Ku Building. Inside, the Sheikh Zayed Theatre is the building's largest lecture theatre with capacity for up to 400 people.

In 2023, **GVAV** were appointed to collaborate with LSE to undertake a huge upgrade of the audio visual systems in the theatre. Through upgrading kit and transitioning to a modern Extron NAV system, the aim was to deliver a state-of-the-art, premium hybrid conferencing facility to meet the dynamic requirements of the client.

Extron

EPSON®

JMSupplies

MAGEWELL®



Panasonic

SONY

UNICOL

WOLFVISION

AV Installed

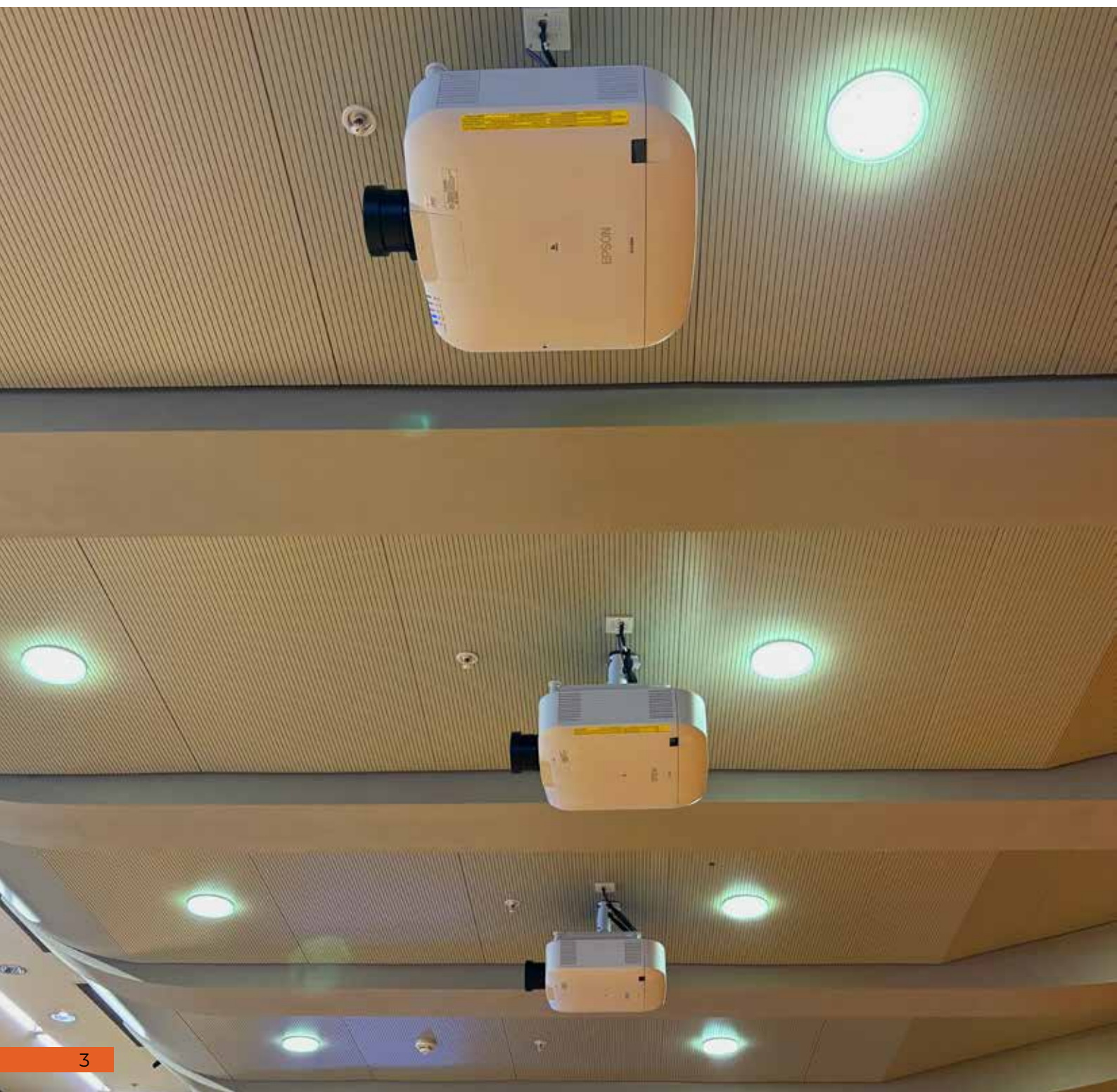
- Extron NAV system
- Epson projectors
- UNICOL mounts
- Sony BRAVIA displays
- JM Supplies lectern
- WolfVision visualisers
- Extron control panel
- Mersive wireless sharing
- Panasonic PTZ
- Magewell USB Capture



With its expansive 400-seat tiered capacity, the theatre demanded a solution that could deliver immersive presentations and crystal-clear audio for everybody in attendance. As a multi-use space in a post-pandemic era, the requirement for modern, adaptable audio visual infrastructure in teaching spaces such as this has never been more important.

Throughout the planning phase, **GVAV** worked closely with LSE to tailor

a comprehensive solution aligned with these requirements. To achieve clear, bright visuals on the room's main display, a dual projection system was devised with three edge-blended Epson EBPJ2010W laser projectors. With 10,000 lumens each and built-in 4K enhancement technology, even those at the very back of the theatre can clearly see the presentation content.



Complementing the projected images are two UNICOL-mounted 75" 4K Sony BRAVIA displays on each side wall, offering repeated or supplementary presentation content depending on the event requirement.

At the front of the auditorium, the lecturer has access to a client-supplied comfort monitor, allowing the convenience to see visual prompts whilst still directly facing those in attendance.

Also on the stage at the speaker's right hand side is a custom-branded JM Quantum Graduate lectern.

Over two metres in length, this height-adjustable teaching station features a comprehensive array of integrated teaching and presentation tools

including two WolfVision VZ8UHD 4K visualisers with recording and streaming capabilities. Also integrated into the lectern are the University PC, an iiyama display, a selection of Sennheiser wireless microphones and a 12" Extron touchpanel.





The new Extron NAV system is a critical component in the Sheikh Zayed Theatre AV setup, enabling efficient distribution and management of AV signals across various devices. Comprising of numerous encoders and decoders, this system allows high-quality transmission of video and audio over the network, ensuring that content from compatible sources is delivered to the projectors, displays and remote users without latency.

The NAV system's integration with the Extron TouchLink Pro touchpanel allows for centralised front-end control of all AV components. With a **GVAV**-designed custom GUI, teaching staff are presented with an easy, familiar and intuitive interface to control the space. With just a few taps of the panel, content can be shared to the main or ancillary displays from a range of

inputs including HDMI, the WolfVision visualisers, or wirelessly from any device via a Mersive SP8000 device. Crystal-clear audio transmission is ensured via a selection of integrated Sennheiser handheld and lavalier microphones.

Around the lecture theatre, four Panasonic AWUE50 PTZ cameras have been installed, expanding keynote conferences and teaching sessions to a remote audience. The ability to record and stream was a key requirement for the upgraded space, allowing the client to open events up beyond the confines of the theatre's walls. Chosen for their 4K resolution, built-in tracking function and 24x optical zoom capability, the Panasonic PTZ cameras are integrated with a controller at the mixing desk in the adjacent control room.


A Magewell USB Capture HDMI 4K Plus device enables high-quality capture and transmission of video content from the cameras to the network for seamless integration with the client's chosen streaming and recording software.

Building on a long and supportive relationship with the client, the **GVAV** London and South East team

worked closely with LSE's in-house AV team to ensure a seamless install, minimising disruption to scheduling by undertaking on-site work over the Christmas period. Leveraging our recently enhanced in-branch capability, much of the rack build, testing and configuring could be done within **GVAV's** purpose-designed Head Office facility before the kit arrived on site.



Centring around not only the deployment of state-of-the-art output devices such as the Epson projectors and Sony BRAVIA displays, the theatre's new comprehensive AV system brings this technology together with easy-to-use simplicity. Alongside LSE's collective of world class teaching staff, the upgraded Sheikh Zayed Theatre is helping to deliver more immersive visual presentations for both in-person and remote participants, as well as providing a dynamic space for a range of different types of conferencing with greatest flexibility.



*"In this key University lecture theatre, **GVAV** were tasked with delivering a modernised space with updated kit within a new AVoIP network. Having worked with **GVAV** on a number of previous AV projects, we were confident in their knowledge and experience to devise a solution to meet the requirements for this space.*

*We couldn't be happier with the professionalism of the **GV** technical team, the quality of the work, and the timely manner in which it was delivered."*

Mark SEATON,
AV Manager, LSE

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0808 175 7009



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.

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, CV rack build is here to get the job done fast.

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.



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.





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.



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.



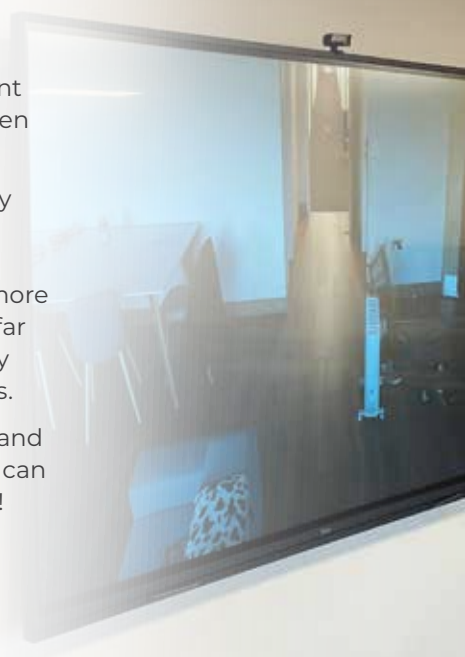
Meet the team

GVAV is delivering the next generation of collaborative spaces!

With a return to the new normal, we have taken all the lessons learnt from COVID and pushed them even further.

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!



Bright Ideas

Your go-to AV guide



[READ ONLINE](#)

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AV services you can rely on

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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