



# HEWLETT PACKARD ENTERPRISE

## LONDON CUSTOMER ENGAGEMENT CENTRE

Gone are the days where corporate offices were decorated with bare beige walls and fluorescent lights. Creating an environment where employees and visitors are engaged and inspired is now paramount to corporate design, especially if the office in question is for a leading Technology company.

Working with New York design firm, Batwin+Robin, Hewlett Packard wanted to install an impressive multimedia and LED design in the heart of their engagement offices in London. Creating a 4K digital canvas, the large LED display spans over multiple floors within the building.

### THE HARDWARE

- 2 Barco 1.6mm LED Displays
- Indoor Front Access



## HEWLETT PACKARD ENTERPRISE

LONDON CUSTOMER  
ENGAGEMENT CENTRE

### THE NEED

Batwin+Robin, and project management company i4D required expertise to choose the right product for the job. As a purely aesthetic installation, it was imperative the screen would create the environmental impact desired. With a very short lead-time, Kronman Associates were brought on board to identify the right digital technology for the space.

### THE ROLE

After creating a detailed comparison of the hi-res LED products available, including in-depth technical specifications and pricing, the client was able to select the right LED product. Due to the size of the screen, the installation required specialist expertise through to completion of the refurbishment.

Kronman Associates worked as a representative of the design and project teams, attending construction and fit-out meetings, managing schedules and protecting the best interests of the client.

### THE RESULTS AND BENEFITS

Removing any risk associated with implementing the digital technology, Kronman Associates acted as an advisor to AV Consultancy firm PTS on best practices, ensuring a successful installation.

The aesthetic design has delivered the clients vision, and the result is a stunning display, impressing on visitors the innovation and admiration for technology that Hewlett Packard value as an organization.