



YORKTEL CASE STUDY

Yorktel Hits a Moving Target and Stays Within Budget

“When I walk into the building and see the entryway, the space looks incredible. There are 14 speakers in the ground floor open space entryway, but they don’t impose on the space, and the projector is nearly invisible. The screen is mounted on a piece of joinery which you wouldn’t see if you didn’t look for it. You need to point out all the gear to understand the all-encompassing effects of what has been installed.”

“There was a lot of consultative back-and-forth as the building design started taking shape. We were initially working with an empty shell so there’s only so much you can plan for along the way.”

“You can’t get a feel for that until the rooms take shape and you realize it’s wrong. The Yorktel guys were really good at working out these issues.”

“We had to adjust the different technology components’ positioning as the spaces started to take shape. Yorktel had the agility to shift and adjust as the spaces were developed. We worked collaboratively to develop the best possible design for our goals.”

**RICHARD GROOM
BROADWAY/MAYLAN**

YORKTEL ENTERPRISE AV INTEGRATION CONSULTANCY

Broadway Malyan acquires futuristic AV functionality and an aesthetic to match for their new London Headquarters.

The Customer — Broadway Malyan

Broadway Malyan (BM) is an award-winning international architecture, urbanism, and design practice, with a global reach of 16 studios internationally. Dedicated to creating cities, buildings and places that will provide a lasting legacy, Broadway Malyan shares a design ethos aimed at creating places with a strong sense of identity where people and communities want to live, learn, shop, work and relax.

The Customer Challenge

Broadway Malyan was merging two existing office spaces into a new London headquarters and wanted to implement forward-thinking, cutting-edge AV technology to match the needs of its sophisticated and growing customer base.

The new London headquarters would consolidate the AV equipment and staff from the two previous sites into a single building with four floors of offices. Equipment needed to be de-installed from the two other sites as well as from an off-site storage location, then assessed to determine what could be repurposed for reinstallation into the new building. One of Broadway Malyan’s primary objectives was to preserve their existing AV technology investments by leveraging as much of their existing equipment as possible in the new building, then filling the technology gaps with new and improved components.

In addition to the technology upgrade, Broadway Malyan wanted to take advantage of the opportunity to make an architectural statement by showcasing the company's aesthetic of a high-tech but clean and effortless look. Due to the nature of their business, this visual presence was nearly as critical to the project success as the technical solution itself. Broadway Malyan wanted their new AV spaces to look spacious, fit the build, and be intuitive to use. The goal was to make the technology as invisible as possible, reflecting an understated look and feel, and avoiding any sense of overbearing, clunky gear.

The Yorktel Solution

Yorktel assessed the existing technology that was distributed between Broadway Malyan's two sites with an eye to preserving as much of it as possible while simultaneously achieving their artistic objectives.

In addition to adhering to fixed budgetary restrictions, Yorktel Engineers were able to evaluate what existing equipment was suitable for re-use, wrap and pack it, then transport and repurpose it to the new London headquarters. Then, using innovative redesign and technical implementation techniques, Yorktel was able to match solution components from the previous two sites into the new configurations planned for the London offices. Yorktel achieved the customer's

goal of creating as many active meeting rooms as possible while improving the technology configurations during the implementation process.

As a result, Broadway Malyan was able to enjoy seven new spaces within four floors that required engineering intervention using a combination of the existing equipment and newly purchased additions. The new spaces included video conference enabled meeting rooms of various sizes, a



presentation room with two 75" displays, and a lobby meeting area featuring a projector and multi-zone audio. The lobby can easily host 150 people for client appreciation events, shared-work sessions, or other large-scale gatherings where groups can use the technology to showcase Broadway Malyan successes stories or promotional efforts.

In addition, Broadway Malyan is now able to visually convey their unique aesthetic — with an emphasis on an understated but high-tech look — to their own customer base. In effect, their new London headquarters serves as a product in and of itself, demonstrating the architectural flavor and expertise they wish to convey to their target market.

An Innovative Approach Backed by Enterprise Collaboration Expertise

The Yorktel Consultancy team is comprised of former business leaders with over 100 combined years of applied experience in complex and diverse areas of Information Technology. Our global consultants provide strategic guidance to Fortune 1000 enterprises, Federal agencies and public-sector organizations.

Blending industry forethought, global best practices and a common consulting engagement methodology, Yorktel Consultancy empowers organizations to navigate the complexities of enterprise communications and ultimately realize the benefits of true collaboration.

Innovation and Agility

"We have definitely surpassed anything we had in terms of services. There some point of design alterations along the way which we dealt with, thanks to the good rapport we have with Yorktel."

RICHARD GROOM
BROADWAY/MAYLAN

Overcoming Unexpected Challenges

Broadway Malyan's new London headquarters' open space plan presented a unique challenge to the Yorktel engineering and implementation team. The customer planned for an exhibition wall to display their work in the main lobby but had to install an additional wall that interfered with the path of projection. The projector that was originally planned to source the video display for that area needed to be repositioned a foot off of the wall in order to project to the desired space. This repositioning unfortunately altered the focus of the projector, rendering it blurry and unusable.

Fortunately, the Yorktel team was able to construct a new mount for the projector, build it off of the wall at the appropriate angle, and drop the viewscreen around in front of it. This innovative solution, in conjunction with an adapted lens, allowed Broadway Malyan to use the lobby as they wished, showcasing their work in a spectacular exhibition wall which presented their customers with an impressive display upon entering the corporate space.

A second space also posed an unexpected challenge for the Yorktel team.

The Broadway Malyan new boardroom included acoustic panels to deaden the room sounds. In order to reinforce this effect, the ceiling had to be dropped. The original planning for speaker and mike positioning did not work with the newly dropped ceiling. Fortunately, the Yorktel team was able to successfully reposition the mikes from the original drawings to achieve the desired acoustics while preserving the aesthetic.



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Enjoying Successful Results

Yorktel successfully worked with Broadway Malyan to achieve the customer's primary project objectives:

- Leverage the customer's existing technology wherever possible to stay within budget
- Integrate new components to innovatively enhance the AV solution
- Implement the solution to reflect the desired aesthetic in the new space
- Create a visual experience that would impress Broadway Malyan's own customer base

Contact us

YORKTEL North America
81 Corbett Way
Eatontown, NJ 07724
1-732-413-6000
1-866-836-8463

YORKTEL EMEA
Unit 1-2 Cedarwood
Crockford Lane
Chineham Business Park
BASINGSTOKE
RG24 8WD
+44 (0) 1256 372700
+44 (0) 800 096 6396



www.yorktel.com