Case study

Customer	Altro Limited
Location	Letchworth Offices
Requirements	Provide a high-end Audio Visual solution suitable for multi-level users
Equipment	Brightsign, Vividtouch, Kramer and Bose
Customer's View	An audio visual refresh was required which would be easy to use by all levels of users. We were looking for a long-term AV partner which we have acheived and look forward to developing the relationship through the next series of projects.

The Client

A family owned business since 1919, Altro Limited is a world leader in premium flooring and wall cladding systems for construction and transport.

Altro have been at the forefront of innovation for almost 100 years. As a family-founded business, we have a strong sense of what we value and a way of thinking inspired by The Bauhaus – a balance of quality, form and design-led function – that puts people's needs at the heart of everything we do. It's a human-centred approach to designing for the demands of 21st century life.

Altro combine the best in contemporary style with the functionality required to improve the way we all live and work, wherever in the world that may be.

The organisation has seen rapid and sustained growth, while still keeping and promoting the family values which help create a great experience for wherever you are in the world.

Brightsign Digital Signage Networked Players

Vividtouch VTF ILFD (Interactive Large Format Displays) with built in Windows 10 PC

Kramer K-Touch Control System software to control Audio/Visual elements

All switching and AV distribution handles by Kramer units

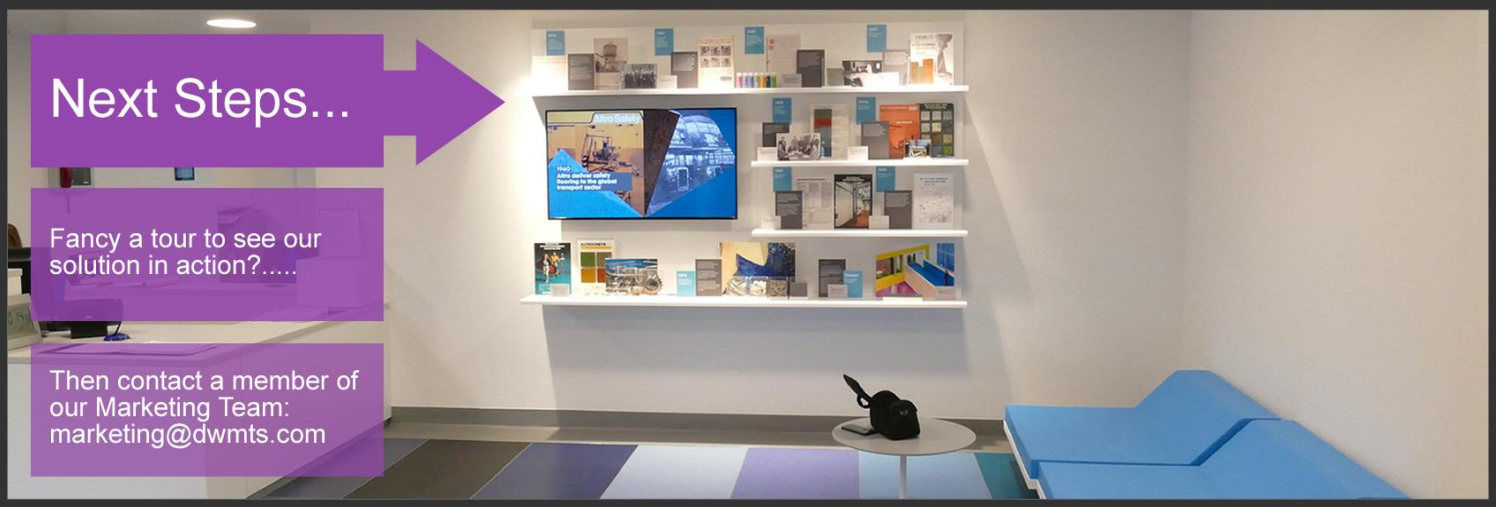
Audio distribution in LDC and Letchworth Tunnel handled by Bose kit

Objectives

DWM was commissioned to fulfill a multisite Audio Visual refresh across it's key client and staff spaces. Areas included meeting rooms, board rooms, reception areas, client areas etc.

The AV solution had to be easy to use for all levels of user, providing simple wireless connectivity to boardroom screens from any device (iOS, Android, Windows Phone, Windows OS and Mac OSX) as well as enabling screen sharing from any device.

The specification was split into three main catergories which covered, customer facing areas, fully equipped meeting and collaboration areas and more functional internal meeting spaces.



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The Solution

DWM designed an AV solution to satisfy Altro's requirements on all levels. The solution was centered around a Vividtouch Interactive Touchscreen with an inbuilt Windows 10 PC.

Well chosen hardware provided the exact type of functionality that Altro required: mirroring various devices and operating systems, instant start up and multiple wired / wireless collaboration avenues using Microsoft Office Suite.

In the larger areas, Audio was provided using a state of the art Bose sound system, whilst smaller rooms were able to make use of the Vividtouch screens inbuilt 2x 10W speakers, providing crystal clear sound throughout.

An inbuilt Windows 10 PC helped Altro to take advantage of an allinone Video Conferencing with Skype for Business.

With this introduction, the user no longer needs to connect multiple wires or change source on the screen to present content or start a video conferencing session.

Multiple control actions were realised with the Kramer KTOUCH control system, allowing any IP, IR or RS232 linked device to be controllable via a tablet. This helps presenters to be up and running with just one simple touch of a button.

The install of a uniform hardware quota across multiple geographical sites has ensured users of all levels have access to hardware which they can become familiar with and confident in using. Previously there had been an assortment of hardware which meant different communication protocols, different methods of set up and presentation etc.

By accurately matching user requirements to bestfit technology, DWM have helped to guide Altro through their AV strategy requirements for now and the foreseeable future.

Gideon Tester, Business Digital Systems Manager for Altro says
" We were looking for a long-term partner for AV which we have achieved and look forward to developing the relationship through the next series of projects.

Their expertise and professionalism have helped us reach the next stage of our hardware evolution and will ensure we remain cutting edge in our hardware policies"

Ongoing Support

DWM is currently working with Altro on further projects such as the London Design Centre near Farringdon Station, London.

We also work closely with Altro to advise and introduce new, forward thinking and best-of-breed technologies. Ensuring they are kept fully abreast of relevant movements in the technological world.

"DWM's expertise and professionalism have helped us reach the next stage of our AV evolution"

Gideon Tester
Business Digital Systems Manager

Testimonials

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Their expertise and professionalism have helped us reach the next stage of our hardware evolution and will ensure we remain cutting-edge in our hardware policies"

Gideon Tester Business Digital Systems Manager

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