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Case Study: MIC Hotel, London

www.micentre.com



Outline

The rebuild of the top floor was designed to achieve the highest standards and value, with facilities tailored towards business guest requirements. Audio visual installation had to match the standards set by the boutique accommodation, enabling guests to recharge or work in relaxing surroundings. No previous TV infrastructure was available requiring a complete suite from aerial to room delivery.



Challenges

The project was an opportunity to provide a customised service for in room LCD TV and radio. An integral part of making any stay simpler and more relaxing, was streamlining controls to an intuitive level.

Technical

32 SHARP LL171ME LCD TV provided in room delivery of both TV and radio. Control was via custom remote controls featuring a streamlined set of options to keep channel and volume selection simple. Simplifying these units also reduced their cost to a disposable level to allow for inadvertent removal by clients. 13 channels were provided via Freeview, suppressing costs, but including 5 terrestrial, 4 radio, Sky news, music, sports and kids channels.



Enabling laptop input to the TV enhances business working ergonomics. The size of the screen reduces eye strain, while its eye level height allows a more comfortable working position.



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