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## University of Salford MediaCityUK, Salford, UK

The University of Salford is home to 20,000 students, 2,500 staff and 10 schools and is one of Salford's biggest employers. It is set in one of the UK's fastest growing regions; the main campus is in the midst of a £650m regeneration scheme and its new digital learning, teaching and research space at MediaCityUK on Salford Quays has set new standards of innovation for both creative and education sectors.

Joining the BBC, ITV, numerous creative businesses and around 5,000 who work at MediaCityUK, The University of Salford's new learning space is an ambitious project that's already changing the face of the media sector. As Mark Thompson, BBC Director General confirms, 'the University's presence alongside key parts of the BBC means MediaCityUK will be one of the places where the future of the media industry will be shaped.'

The University's facility will be open for everyone to use, in addition to the campus' 1,500 creative students; more than 30,000 members of the public are expected to attend an extensive calendar of events.

## The best-equipped studios and labs in the media industry

The project to equip the more than 40 areas of the University's prestigious digital learning space with the AV industry's next generation technologies was awarded by main contractor, Overbury plc.

Set in the midst of six national BBC department buildings,

the University's new MediaCityUK facility occupies four floors (circa 100,000sqft) of this iconic 12-storey building. ITV News will take up residence on the top floor in a move that adds great kudos to the University's decision to build world class news and digital media teaching facilities onsite; groundbreaking newsroom workshops, video processing and editing suits and media technology labs were key to this commitment.

proAV's delivery of pioneering technologies features an array of advanced integrated media content and user-driven control systems that are flexible, intuitive and designed to facilitate specialist teaching, presentation and collaborative group work in dedicated classrooms, lecture theatres and specialist digital media, video processing and exhibition spaces.

Key technologies include an extensive Digital Management System (DMS), which supports the broadcasting of multiple feeds from a range of data sources to selected displays across the site. In addition, an elaborate digital signage system, IPTV, forward-thinking wireless connectivity, HD displays and projection equipment, webcams, a sophisticated audio system and presentation displays, including presenter preview PCs, dry wipe boards and glassboards were installed throughout. The extensive LCD digital signage and display system supports all current inputs/outputs, including HDMI/Ethernet, VGA and DVI with interfacing for timetabling and room booking systems.

The audio solution for most teaching spaces provides a 7.1 Dolby True HD/True DTS and Dolby Pro Logic surround sound system; smaller spaces utilise both 5.1 and active systems relative to the environment.



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A combination of the latest products has been used for all switching of video, laptop and visualisers. The world's most advanced control interface is used by the University; the system is employed as the standard for interfacing of all AV elements. AV equipment in the larger rooms is controlled via touch panel or the flush wall mounted panel in the smaller areas. The control system has delivered user-friendly, seamless programming and management of every aspect of the AV solution across the site, including lighting and fire alarm interfacing. Additional network control over the client's LAN is provided by specialist room software and E-control. The control system incorporates a highly effective power distribution and energy efficiency management system with motion detection and auto shut down/start up of specified equipment.

AV hardware is secured with a range of industry-leading protective features, including cages and ceiling locks for projection equipment, lockable lecterns and VESA bar padlocks for displays and monitors.

### A brave new world with a new way of teaching

The University of Salford's brief was to create 'a brave new world' where talented people from different media disciplines drive interdisciplinary relationships between schools and programme areas and collaborate organically. The layout and interactivity between spaces was designed to achieve this and to deliver a new way of teaching our future digital creatives.

Four floors of networked rooms feature a digital media and performance lab, HD TV studios, post-production suites, meeting and teaching rooms and 'The Egg'; a living lab research facility, set in a vast open-plan area on the ground floor. This digital exhibition space is surrounded by 'circulation areas' with interactive digital tables and a coffee bar used to showcase the students' digital artworks and stunning interactive content, via the control system, to students and the visiting public.

The University of Salford is committed to maintaining its world class standards of research and innovation; the campus at MediaCityUK will support studies with global partners from the media industry and the academic community. The new facility has been designed to enable the University to hold large scale conferences and seminars with these partners as well as a number of public events that have been scheduled. Indeed, the flexible space at MediaCityUK offers superb opportunities for private conferencing, product launches, exhibitions, film screenings, workshops and business receptions.

The University is an exclusive creative hub that will serve its students, the digital media industry and local public and business communities with a future - proofed technological space that will undoubtedly inspire this brave new world.

The University of Salford's MediaCityUK campus project was delivered on time, within budget and according to the University's exacting specification.

## Technical details

The following areas were equipped with proAV's world class technologies:

### Lobby Area, G.02 Circulation/Exhibition Area, G.05 Reception, 1.02 Circulation, 1.04 Pods, 2.02 Circulation, 3.02 Circulation, 3.15 Exhibition

Multiple LCD displays in each area comprising:

- 52" Full HD LCD displays, ceiling/wall mounted to provide a digital signage solution using the DigitalMedia Player, featuring 4400G HW, 4GB SD card, accessory kit, global support

### G.22 Digital Media Performance Lab

- 6 no. Full HD 52" LCD display screens, trolley mounted with flight cases
- 6 no. DigitalMedia players PRO 2 Crestron control system utilising 2 no. touch panels linking the DMPL and Control Room for full performance control
- Transmitters and receivers for all HDMI, VGA, audio and RS232 control
- Full coordination and integration into the broadcast system

### Flexible Spaces, 3.05, 3.18, 3.27

Three flexible space areas were equipped with the following:

- 87" interactive whiteboard with UF65w projector, USB speakers and wireless Bluetooth functionality.

### Hot Rooms 2.10, 2.11, 2.12, 2.13, 3.08, 3.09, 3.23, 3.29, 3.30

9 no. Hot Rooms were each equipped with the following:

- 42" Full HD LCD display screens with speakers, wall mounted
- Flush wall mounted controller
- Local laptop connectivity

### PC Suite 1 - 2.16, 2.20, 3.22

3 no. PC suites were each equipped with the following:

#### Lecture Theatre System A package, comprising:

The AV system will enable learning using an interactive AV system of LCD projection, screen, visualiser, PC (with Internet), Blu-Ray DVD, DMS, video, external VGA together with audio amplification 7.1. The package comprises:

- True 1080p LCD projection with secure caging, ceiling mounted
- 16 x10 fixed frame projection screen
- 7.1 True HD surround sound system, including processor, 4 channel power amplifiers, 7 no. speakers and subwoofer
- Gooseneck microphone with shock mount and fitted XLR provided at the lectern with a lapel radio microphone, microphone audio signals output routed via ceiling speakers and IR system and source audio output via 7.1 systems

All source equipment is accessible from the lectern. The following source equipment was incorporated with specified signal standards:

- PC (supplied by the University) with dual output, DVI-I 1920 x 1080 and VGA 1920 x 1080 DVI-D to HDMI switcher with 3.5mm stereo audio, with network
- Blu-ray True 1080p with HDCP handshake to the point of LCD projection (composite for preview via interactive pen display used as 1080p monitor)
- DigitalMedia player/1080p HDMI
- Visualiser 1920 x 1080 VGA switcher

- Auxiliary VGA via switcher (up to 1920 x 1080) with 3.5mm stereo jack and video composite, stereo phonos cables).
- PTZ remote camera (composite)
- USB to PC
- Network-to-network

**Control:** All switching and source control implemented via the touch panel and control unit; additional network control provided over LAN via RoomView Software and E-control. Controls provide:

- System start-up and shut down including source AV and output screens
- Control of Blu-Ray DVD, visualiser, remote camera, PC devices switching to an output 1080p 60MHz, LCD & programme audio and all control devices
- Room management, data mining, remote support and behaviour mining
- All lighting in all teaching areas controlled via the controller

**Switching:** Switching of design provided a dual output from PC to enable PowerPoint presenter preview. DVI-D routed via the HDMI to provide cleanest 1920 x 1080 while the DVI-I is routed for monitoring; users can then select dual clone output or presenter preview (PowerPoint) via the PC. Switching unit provides video, laptop, visualiser switching to output simulations to the monitor and HDMI/LCD projector. Blu-Ray acquires its preview via video input (low quality non HD) to the smart screen, but its HDMI (HDCP) is delivered via the HDMI mixer and HDMI output.

- Magnetic whiteboards positioned in each area on or around the teaching wall

### Teaching Room - 2.18, 2.34, 3.31, 3.32, 3.35, 3.25

6 no. teaching rooms were each equipped with the following:

#### Lecture Theatre System B package comprising

The audio visual system will enable learning using an interactive AV system of LCD projection, screen, visualiser, PC (with internet), Blu-Ray DVD, DigitalMedia player, video, external VGA together with audio amplification. This package comprises:

- True 1080p LCD projection with secure caging, ceiling mounted
- 16 x10 fixed frame projection screen
- 7.1 HD Surround sound system provided by sound processor, mounted on teaching wall
- Gooseneck microphone with shock mount and fitted XLR provided on the lectern, with a lapel radio microphone (voice via IR system)
- All source equipment is accessible from lectern and provides same level of functionality as Lecture Theatre A specification
- Control and switching specification as Lecture Theatre A package
- Magnetic whiteboards positioned in each area on or around the teaching wall

### 2.23 Teaching Playback

- 87" interactive whiteboard with UF65w projector, USB speakers and wireless Bluetooth functionality
- 75 no. headsets
- 25 no. keyboards
- 2 no. professional keyboards

**Quiet Study 2.30, 2.47**

- 2m x 1m wall mounted white glassboards

**Meeting Room 2 - 2.33, 2.49, 2.50, 3.49**

4 no. meeting rooms were each equipped with the following:

- True 1080p LCD projection with secure caging, ceiling mounted
- 16 x10 fixed frame projection screen
- 7.1 HD Surround sound system provided by the sound processor mounted on the teaching wall with lapel mic for voice reinforcement and ceiling mounted microphone for IR induction loop
- Laptop connectivity
- DigitalMedia Player, processor and switcher/scaler, transmitters and receivers, full control provided at rack built for a bespoke credenza
- 2m x 1m white glassboards positioned on the teaching wall

**2.35 Lecture Theatre**

- 3-chip DLP 1080p HD 6000 ANSI Lumen digital projector, ceiling mounted securely
- Widescreen electric projection screen, wall mounted with screen controller
- Professional lectern incorporating Lecture Theatre A specification, including 7.1 True HD surround sound audio and 2 no. 32" Full HD repeater ceiling mounted LCD screens
- 2 no. 2m x 1m white glassboards

**3.26 News Room Workshop**

- True 1080p LCD projection with secure caging, ceiling mounted
- 16:10 fixed frame projection screen
- Professional lectern incorporating Lecture Theatre A specification, including 7.1 True HD surround sound audio and 3 no. 32" ceiling mounted Full HD LCD screens
- 2 no. 1.8m x 1m VES dry whiteboards

**3.28 Video Processing Lab**

- True 1080p LCD projection with secure caging, ceiling mounted.
- 16:10 fixed frame projection screen
- Professional lectern incorporating Lecture Theatre A specification, including 7.1 True HD surround sound audio
- 2 no. 1.8m x 1m VES dry whiteboards

**3.38 Video Editing Suite**

- True 1080p LCD projection with secure caging, ceiling mounted
- 16:10 fixed frame projection screen
- Professional lectern incorporating Lecture Theatre A specification, including 7.1 True HD surround sound audio
- 2 no. 40" Full HD digital signage LCD displays with DigitalMedia players
- 2 no. 1.8m x 1m VES dry whiteboards

**3.40 MSC Student Space and 3.11 Teaching**

2 no. teaching rooms were each equipped with the following:

- 87" interactive whiteboard with UF65w projector, USB speakers and wireless Bluetooth functionality
- 2m x 1m white wall mounted glassboards
- 21 no. webcams, 25 no. headsets, Blu-Ray DVD (secured)

**3.42 Computer Teaching**

- True 1080p LCD projection with secure caging, ceiling mounted
- 16:10 fixed frame projection screen
- Professional lectern incorporating Lecture Theatre A specification, including 7.1 True HD surround sound audio
- 2 no. 32" wall mounted Full HD digital signage LCD displays with DigitalMedia Players
- 2 no. 1.2m x 1m VES dry whiteboards

**MBA 1 - Lecture Theatre**

- True 1080p LCD projection with secure caging, ceiling mounted
- 16:10 fixed frame projection screen
- Professional lectern incorporating Lecture Theatre A specification, including 7.1 True HD surround sound audio
- 2 no. 32" wall-mounted full HD digital signage LCD displays with DigitalMedia players
- 2 no. 1.8m x 1m VES dry whiteboards

