



WPP CASE STUDY



RESURGENT AV INTEGRATORS

www.resurgent.co.in



INTRODUCTION

WPP plc headquartered in London, is a multinational communication, advertising, public relations, technology, and commerce holding company, which is considered as the world's largest advertising company.

In its newest office location at Mumbai, WPP wanted a modern, dynamic workplace which would create real impact for their people and enable collaboration and ideas to thrive.

SCOPE OF THE PROJECT

The new Mumbai Campus can accommodate more than 3800 employees and the building consists of 10 floors, with a space of 3,80,000 square feet. The AV integration project scale was big in this case and WPP turned to Resurgent AV, as having known to have worked in such large-scale AV integration projects earlier.

For Resurgent, WPP Mumbai was a unique and high visibility project implemented which catered to multiple group Operational Companies (OP-COS) in one single building, as the purpose of this new location was to assimilate 16 companies under one single location.



Digital Signage at Lobby Space

The project involved catering to implementing Active LED (3840 x 2160 & 2560 X 1080 size) at the ground and second floors for welcoming guests and clients of WPP to playing high end corporate videos to providing high end Collaborative solutions to the Huddle rooms, various meeting rooms and corporate boardrooms. The facility had multiple divisible training rooms, dedicated VC rooms and Loop rooms with video walls to cater to the different requirements of both the internal and external stakeholders.

OUR SOLUTIONS

This was one of the largest installations of **Crestron Mercury AVOIP** devices in the country, and our team implemented it for seamless integration with other AV devices in the facility.

Collapsible rooms with 86 inch & 75" LED Display on the wall for wired and wireless presentation from Laptop/ Handheld devices. Room AV functions & Control through Touch panel. Presentation, Video call, Audio call, Lumen's camera to capture wide angle HD video and audio pickup through Mercury. Room Booking through room scheduler.

Mini Town Hall- With 86" Display sole Purpose of this space is to allow users to have a mini-town-hall session and there are two spaces, one with 86" & 55 "Display and second with a projection Space offers wired and wireless presentation capability, speech reinforcement by means of using ceiling loudspeakers and wireless microphones and control over a wall mounted button panel.

Loop room: A loop room is a critical space from the standpoint of client's operations. In principle, each loop room has 08 monitors stacked in a 2x4 array. Loop room makes use of AV-over-IP back end for connectivity between the source and displays. It also has 01 additional interactive monitors which are part of their workflow. This room is capable of wired, wireless presentation, 2.1 integrated audio and cloud-based conferencing.

35+35 seat training room, this space consisted of 35 seat training rooms separated by an operable wall. One of the two rooms is a head-end room, which will drive the functionality in the event of combined mode of operation. Individually, and in combined mode, users in these rooms can present ideas either locally or to remote locations using cloud-based conferencing support. Users will be seated on a fixed table and will be able to view content on the projection screen. Room is equipped with wired, wireless presentation, cloud based conferencing and integrated audio conferencing for increased collaboration.



Newsroom

OUR APPROACH

Resurgent's **Integrated project delivery approach** made sure that the entire project was coordinated very effectively for a smooth and timely completion of the project in phases as per client timelines.

This professional approach and the systemic processes adopted for project implementation was very well appreciated by the client and other project stakeholders helping the project complete on time.

Resurgent's **Integrated project delivery approach** made sure that the entire project was coordinated very effectively



Town Hall