



In Focus

Seamless AV facilitates enhanced collaboration at Life Sciences Innovation Centre, United States

Believe in Excellence



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A global leader in scientific pharmaceutical research and development recently opened a state-of-the-art innovation centre in the United States, designed to foster collaboration and advance clinical trial research. The new facility required advanced audio-visual (AV) solutions to support its innovative and dynamic environment.

Given our established relationship and proven track record of delivering integrated technology solutions at various global locations, Cinos was enlisted to design and implement easy-to-use AV systems in three key areas of the building – the Collaboration Space, the Laboratory and a Collaboration Pod.

The Requirement

The aim was to create spaces which sparked innovation; enabling partners to collaborate effortlessly and share ideas effectively. The spaces in the facility needed to support a range of activities, from large meetings and presentations to small group collaboration sessions and remote conferencing. Given the company's global IT standardisation of Microsoft Teams and Poly solutions, the AV systems needed to integrate seamlessly with these platforms.

The Solution

Following a thorough assessment of the requirements, Cinos delivered customised AV solutions to meet the needs of each space within the Innovation Centre. By integrating best-in-class video conferencing solutions with high-quality displays and robust audio systems, Cinos ensured participants could collaborate with ease, creating an environment where ideas can be shared and developed.

The Collaboration Space was equipped with advanced AV technology to facilitate large meetings and hybrid collaboration. This included two 100" Premium 4K Ultra Sony Displays, mounted side by side on the main wall to provide high-resolution, clear visuals for presentations and meetings. A video conferencing solution featuring Poly's Studio E70 Smart Camera and GC8 touch panel was integrated into the AV system, providing the client with everything they need for seamless collaboration and efficient hybrid meetings.

To complement the architecture and style of the Collaboration Space, Cinos installed nine JBL compact pendant-style speakers and two Shure ceiling microphone arrays, paired with a Biamp digital audio server. This setup guaranteed superior sound quality and precise audio capture throughout the space.

BrightSign digital signage was installed throughout the facility to keep staff and visitors up to date on the latest company news and announcements.

The solution was integrated into the wider AV system, enabling the client to easily switch between video calls, digital signage, and other display content managed via the cloud, further enhancing the versatility and functionality of the Collaboration Space.

The Lab within the Innovation Centre was designed to promote collaborative work and group discussions, both in-person and remotely. To support these activities, Cinos installed a wall-mounted 85" Microsoft Surface Hub interactive display, integrated with Microsoft Teams. With a few simple commands, Lab users can initiate a video conference and collaborate on-screen from the same device, streamlining communications and enhancing productivity.

The Collaboration Pod is a smaller conference room designed for hybrid breakout sessions and presentations. It was equipped with a compact yet powerful AV system, comprised of a Sony 55" 4K ultra HD display and Poly-powered video conferencing. The Poly Studio R30 all-in-one video bar provides superior video and audio quality for smaller spaces and the GC8 touch panel allows participants to remotely control calls, keeping the space clutter free.





The Benefits

The deployment of these AV solutions brought significant benefits to the Innovation Centre and support the client to foster innovation and clinical trial research.

Enhanced collaboration

The high-quality displays and advanced Poly conferencing systems facilitate seamless communication and collaboration, both in-person and remotely.

Ease of use

The intuitive Poly touch panels and user-friendly interfaces allow for easy operation and control of the AV systems in each space. This standardised setup provides familiarity for users and allows them to focus on their collaborative tasks.

Superior audio-visual experience

The combination of premium displays, intelligent cameras, and advanced audio solutions ensure an exceptional AV experience, enhancing the effectiveness of presentations, meetings, and collaborative sessions for participants.

Integration with the existing IT infrastructure

The AV solutions integrate seamlessly with the clients existing Microsoft Teams and Poly platforms, ensuring compatibility and consistency across the global IT estate.



At Cinos, we understand that fostering innovation requires more than just cutting-edge technology—it demands seamless integration and user-friendly solutions. For the Life Sciences Innovation Centre, we crafted a bespoke AV ecosystem which is optimised for collaboration and productivity whilst seamlessly integrating with our client's global IT standards. We are extremely proud to be associated with this project, supporting our client's mission to advance clinical trial research with integrated technology solutions that brings minds together, regardless of physical boundaries.



Gabriel Montes
Delivery Manager at Cinos, North America

The Technology

For an in-depth look at the technology we used on this project or to download the relevant data sheets please visit our website. You can also see the other projects we have been working on and catch up on any company news.



Striving for excellence in everything we do

Cinos have always embraced an underlying commitment to deliver excellence, whether that is in the projects we deliver, the development of our staff or working towards a greener future, we ensure that our company values are at the heart of everything we do. This level of commitment has been proven with globally recognised accreditations including ISO 45001, 9001, 14001, 27001 and Investors in People.



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Alternatively speak to one of our team on:
+1 (713) 300-3756