



STRIVE AV

CLIENT: CA VENTURES
PROJECT VALUE: £580,000

STRIVE AV PUTS THE FINISHING TOUCH ON UNIQUE STUDENT RESIDENCE

Global real estate investment management company, CA Ventures provides unique student accommodation with innovative technology thanks to award-winning integrator, Strive AV

As part of its ongoing international expansion, CA Ventures enlisted the help of award-winning UK AV integrator, Strive AV to specify and install state-of-the-art audio-visual equipment to significantly enhance student living spaces in Glasgow, Leicester and two locations in Edinburgh.

CA Ventures was founded in 2004 provides student apartments which are located within walking distance of a select group of large, top-tier universities. The company specialises in providing pedestrian-oriented student housing, tailored to the unique needs of the local market, and to a high standard.

Unique Student Living Technology for connected learning is now key for such university offerings and students place high importance on being able to configure their living spaces for entertainment and generally listening to music. For these projects, across the four locations, Strive AV designed and installed a seamless, highly functional and entertaining AV system for the student accommodation. This included a nine-zone audio system, eight for the internal areas and one zone transmitting music to the outside space from a central rack. Each zone can be easily controlled via an iPad or an Extron Pro touch panel, accessible from the main office. Within each

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www.StriveAV.com



sales@StriveAV.com



[\(+44\) 01342 778 083](tel:+4410342778083)

zone a number of Pendant or in Ceiling speakers were installed to ensure a complete audio experience.

The private dining spaces feature a 65" LG TV and the space is configured with the capability to connect via Bluetooth separate audio sources to play music via the in-ceiling speakers.

To fully maximise the KTV/games rooms a 65" LG TV and full surround sound audio system with Bluetooth capability were installed. A PlayStation and Xbox with multiple controllers, as well as a karaoke machine with multiple microphones were also included to complete the perfect space for students to relax, unwind and let their hair down.

With the added appeal of an in-house gym, Strive AV enriched this by creating an audio zone within this space by installing ceiling speakers, also with Bluetooth capabilities.

The benefits of this install are not just kept for the student residents, but the visitor experience is enhanced as well: the system included clear and bright digital signage and information screens in the reception and communal lounge areas.

"As an industry pioneer, student living is at the foundation of who we are as an organisation. We know the industry, the environment and what students want. Working with Strive AV has enhanced this project by realising our vision to provide the best reality possible for students whilst they are staying in our properties." comments Craig Hattley, CA Ventures Europe.

"The importance of easy to use AV technology is vital to providing a streamlined space with multiple functions. We carefully selected the chosen AV equipment not just for its functionality, but also to coincide with the unique and contemporary space. " concludes Toni Chalk, Managing Director at Strive AV. "In fact, this fun and varied project exceeded all expectations, from top to bottom, the students are provided with everything they need and more, with the latest technology at their fingertips for an amazing study/life balance."



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