



STRIVE AV

CLIENT: COEO HEADQUARTERS, UK  
PROJECT VALUE: £28K  
OCTOBER SEPTEMBER 2022

# A PREMIER MICROSOFT SIGNATURE TEAMS ROOM EXPERIENCE FOR COEO

When Microsoft Data and AI solutions company, Coeo acquired its new headquarters in Reading, it appointed Microsoft Office, 365 and Teams specialist Purify Technology to develop a smart workplace and oversee IT and software provision.

The key objective for the client was to reduce the requirement of time-consuming travel to meet face-to-face with prospective clients. As a partner of Microsoft, and with its new offices located on a Microsoft campus, Coeo also wanted to utilise Microsoft Team technology and was keen to install a Microsoft Signature Teams Room – a brand-new concept at the time of this project. Purify subcontracted Strive AV to specify and install the required AV technology for this specialist workspace.

“We needed to plan strategically to ensure this project was at the forefront of Microsoft technology. As a result, Coeo is one the first companies in the UK to have a Signature Teams Room.” explains Dave Prior-Jones, Co-founder and MD of Purify Technology. “It’s a fully inclusive teams experience, so participants can just enter the room and press ‘Play’ to begin. It’s that simple. The meticulous design process resulted in a successful integration with which the client was very pleased.”

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## DESIGNING FOR THE FUTURE

As per the client brief, the Microsoft Signature Teams Room acts as a 'Digital Reception' for prospective customers, providing a striking first impression of Coeo and an exceptional hybrid meeting experience. The company uses the room to conduct high-quality remote introductions and demonstrate Coeo's Microsoft credentials. This has helped to win new business and save valuable time and travel expense.

In a break from the traditional meeting room, the screen is positioned on the longer wall of the Microsoft Signature Team Room. In-room participants sit along a fixed front-facing, curved table and are positioned face to face with remote participants on screen, as opposed to the traditional side-on view set-up used in most meeting rooms.

Working closely with the Purify team, Strive AV specified AV products that would work effectively with layout of the room and operate seamlessly with the requirements of Microsoft Teams Front Row software.

"The Microsoft Signature Team Room is set-up to provide an enhanced meeting experience for six participants, with an ultra-wide 21:9 screen which supports Microsoft Front Row collaboration software. To achieve this aspect ratio, we specified an ultra-short-throw (UST) Epson Pro Laser Projector which was positioned in close range on the floor and a dnp Supernova One 21:9 projection screen." Explains Toni Chalk, Managing Director at Strive AV.

A Jabra PanaCast 50 integrated camera and microphone sits at eyelevel, between the meeting table and screen. This positioning ensures each individual is picked up equally by the camera and microphone when they are speaking, so every participant feels like they're part of the meeting.

To reduce echo and enhance sound quality, the walls are fitted with sound-proofing panels. A Coeo-branded living foliage wall, which is strategically situated in the background behind in-person participants, also helps to reduce echo as well as providing an attractive and welcoming view for remote joiners. The living wall and office furniture are all carefully positioned in line with the Microsoft Teams Room 'view'.

## THE RESULT

The Microsoft Signature Team Room delivers an impressive first impression of Coeo to new clients and has effectively reduced the requirement to travel for initial business pitches. A combination of thoughtful design elements, IT excellence and AV technologies have brought the room to life, exactly how the client wanted it.



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**TONI BARNETT, MANAGING DIRECTOR**  
STRIVE AV LIMITED

## KIT LIST

- EB-PU1007W EPSON EB-PU1007W LASER PROJECTOR
- ELPLX01S ULTRA SHORT-THROW LENS FOR EPSON PRO SERIES PROJECTORS
- UNICOL VC FRONT ROW STAND
- DNP SUPERNOVA ONE UST 2732 X 1171 MM (117" 21:9) 21:9
- YEALINK MVC400 SYSTEM (MCORE, MTOUCH, CONTENT CAMERA)
- JABRA PANACAST 50
- YEALINK ROOMPANEL FOR MICROSOFT TEAMS