

| TDC | Premium workplace AV integration

Atom Bank AV Case Study

Delivered in partnership with
Overbury Northern and Richard Ashmore

Surrey Street, Newcastle-upon-Tyne, NE1 3PD
Completed Late 2025



Project Overview

CLIENT & LOCATION

Atom Bank

Surrey Street, Newcastle-upon-Tyne, NE1 3PD

PROJECT PARTNERS

Overbury Northern (Main Contractor)

Richard Ashmore (Consultant)

INVESTMENT & TIMELINE

£300K

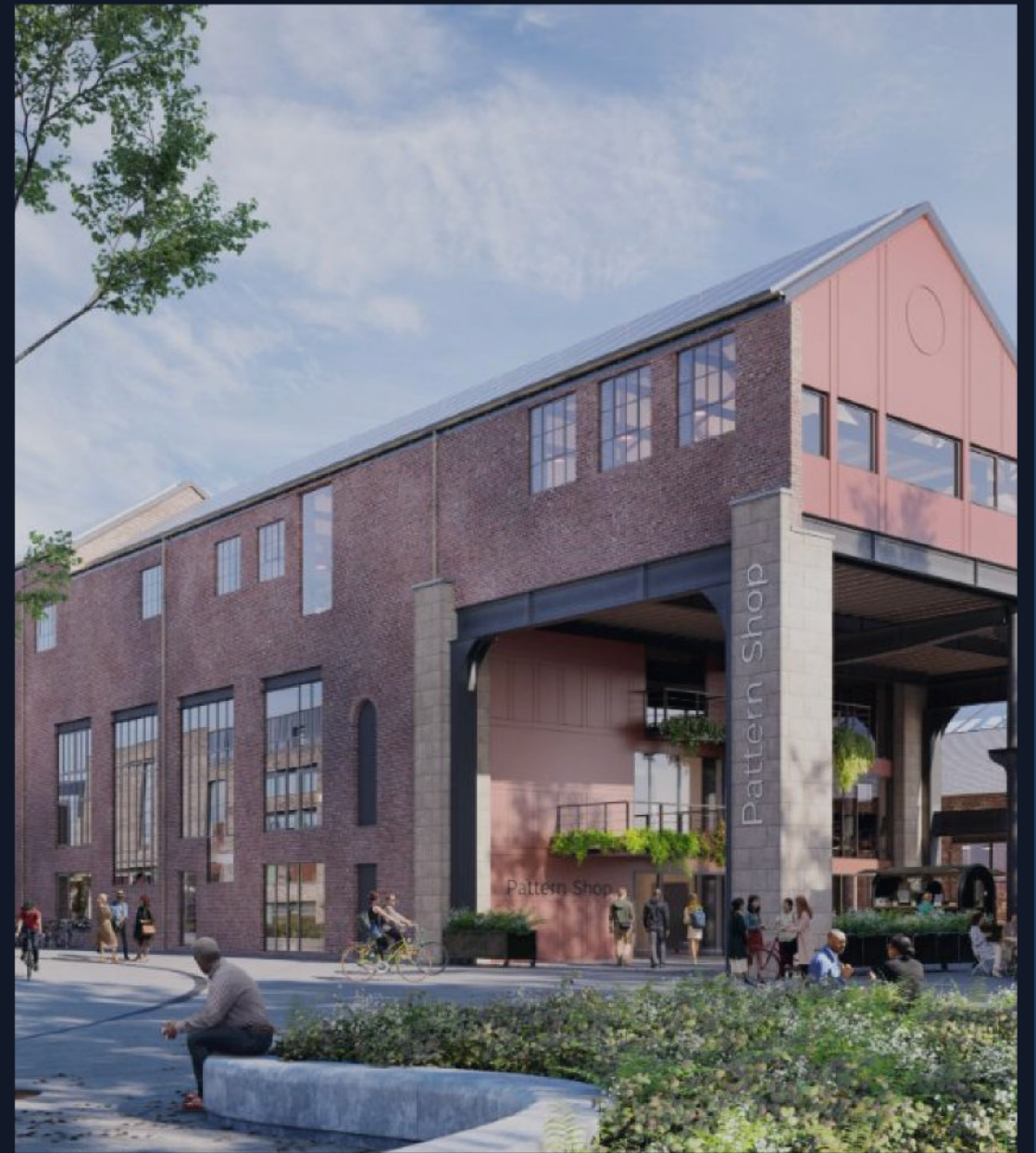
Completed Late 2025

PROJECT SCOPE

Social Hub/Presentation Space, 14-Person Boardroom, Training Room, 7 Meeting Rooms (incl. CEO Office & Pod), Seating Booths, and comprehensive AV Infrastructure.

KEY RESULT

Standardised, future-ready Google Meet experience uniformly deployed across the entire estate.



The Brief

Atom Bank required a comprehensive AV strategy to transform their Surrey Street headquarters, unifying the user experience and deploying premium, scalable technology across multiple floors.

Create a welcoming, brand-forward hub with a **centrepiece LED wall**.

Deliver **pro-grade audio** with ceiling beamforming and discreet loudspeakers.

Enable **equitable hybrid meetings** with simple, consistent user journeys.

Build on a reliable **AV-over-IP/Dante-ready backbone** for scale.

Standardise on **Google Meet** with one-touch join across spaces.

Ensure **clean installation**, robust labelling, and comprehensive handover.

Provide **flexible presentation modes** (all-hands, signage, BYOD).



The Solution

A cohesive, multi-floor AV ecosystem centred on **Google Meet**

Ground Floor – Presentation Space



DISPLAY

136" LG LED (1.8 mm pixel pitch)

SOURCES

BrightSign XT1144, Barco ClickShare C-10, Freeview

SWITCHING & TRANSPORT

Extron SW4 HD 4K Plus, DTP HDMI 230 TX/RX, NAV E/SD 121

AUDIO SYSTEM

Extron DMP 64 Plus C AT (Dante), XPA U 1004 SB amplifier, Extron CA 43T LP discreet ceiling speakers

CONTROL & INTERFACE

Extron IPCP Pro 250 xi + TLP Pro 725M Touch Panel

NETWORK BACKBONE

Netgear AV Line M4250-26G4F-POE+ Managed Switch

KEY OUTCOME

One-touch mode switching (presentation ↔ signage), clear speech reinforcement, and impactful brand visuals.

Ground Floor – Signage & Wayfinding

PLATFORM

BrightSign XT1144 for centralised content distribution

USE CASES

Visitor messaging, brand comms, and event information

INTEGRATION

Feeds the LED wall and multiple ancillary endpoints

OPERATIONS

Simple scheduling and quick content updates



Neon-accented brand corridor showcasing portrait LG displays powered by BrightSign.

LED Video Wall Showcase

CENTERPIECE DISPLAY

136" LG all-in-one LED delivers premium clarity for town halls and presentations.

VISUAL QUALITY

1.8 mm pixel pitch ensures crisp, vibrant viewing across the entire social hub.

SYSTEM CONTROL

Seamless integration with Extron control allows for instant, one-touch mode changes.

SIGNAL TRANSPORT

Robust AV-over-IP transport ensures low-latency playback and network reliability.



136" LG LED Video Wall serving as the visual centrepiece of the Ground Floor Presentation Space.



14-Person Boardroom

Flagship meeting space – **Dual 98" displays & AI-driven camera switching**

Boardroom – System Overview



VISUAL DISPLAYS

Dual LG 98UH5J-H 98" Commercial Displays

INTELLIGENT VIDEO

Crestron Automate VX multi-camera switching paired with four 1beyond intelligent cameras

PRO AUDIO CAPTURE

Sennheiser TeamConnect Ceiling 2 beamforming mics processed by Extron DSP & amplification

WIRELESS SHARING

Barco ClickShare CX-50 Gen2

NETWORK INFRASTRUCTURE

Netgear AV Line managed network backbone

KEY OUTCOME

Equitable hybrid meetings featuring intelligent speaker tracking, clear views, and natural room audio.

Boardroom – Integration Details



CONTROL & INTERFACE

One-touch join via Logitech Tap for a simplified, consistent user experience across the estate.

CAMERA SYSTEM

Multiple camera angles with voice-activated presets ensuring highly inclusive, equitable remote views.

AUDIO INTEGRATION

Discreet ceiling microphones and in-ceiling loudspeakers maintain a clean architectural aesthetic.

CONTENT SHARING

Flexible wired and wireless presentation capabilities via local HDMI and Barco ClickShare CX-50 Gen2.

USER EXPERIENCE

Seamless technology integration ensuring distraction-free, highly productive hybrid meetings for all participants.



Meeting Rooms

A standardised **Google Meet** experience across small to medium spaces

Meeting Room Estate – Standardisation



KEY OUTCOME

Reduced support calls, faster user adoption, and a familiar, reliable UX across the entire estate.

SPACES

7 rooms spanning the First to Third Floors, including 6P, 8P, and 10P configurations, alongside the CEO Office and a 6P acoustic Pod.

CORE STACK

Standardised uniformly on LG 65"/75" commercial displays, Logitech Rally Bar or Rally Bar Mini, and the intuitive Logitech Tap.

USER EXPERIENCE

Consistent one-touch join functionality across all spaces. Features intelligent auto-framing video and acoustically tuned room audio for equitable hybrid participation.

BYOD INTEGRATION

Local HDMI inputs are provided for legacy wired sharing in standard rooms. The Barco ClickShare CX-50 Gen2 is deployed in the Boardroom for a premium wireless BYOD experience.

Training Room – Flexible Collaboration



PRIMARY USE CASES

Workshops, all-hands town halls, and hybrid training sessions enhanced by ceiling beamforming voice pickup.

VISUAL DISPLAY

LG 98UH5J-H 98" Commercial Display

CAMERA SYSTEM

Logitech Rally PTZ Camera

VOICE CAPTURE

Dual Sennheiser TeamConnect Ceiling 2 (Beamforming)

AUDIO INFRASTRUCTURE

Extron DMP 64 Plus DSP, XPA U 1004 Amplifier, and Extron CA 43T LP discreet ceiling speakers

CONTROL & EXTENSION

Logitech Tap Touch Controller with Extron DTP HDMI 230

NETWORK BACKBONE

Netgear AV Line M4250-8G2XF-POE+ Switch

Infrastructure & AV Racks

NETWORK BACKBONE

Netgear AV Line M4250 switches strictly configured for reliable AV-over-IP transport and robust PoE+ distribution.

PROCESSING & CONTROL

Extron DMP 64 Plus DSP, XPA amplifiers, and IPCP Pro control processors forming the system's operational core.

AUDIO TRANSPORT

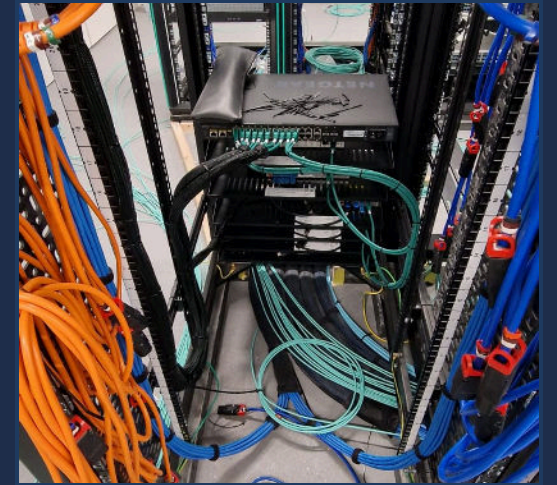
Dante-enabled networked audio infrastructure ensuring scalable, low-latency, and uncompressed sound delivery.

INSTALLATION STANDARDS

Professional integration featuring immaculate colour-coded cabling and rigorous, clear system labelling.

KEY OUTCOME

A highly serviceable, robust, and scalable AV backbone unified across all floors.



Technology Partners



LG ELECTRONICS

Displays & LED



EXTRON

Control, Switching & Audio



LOGITECH

Video Conferencing



SENNHEISER

Beamforming Microphones



CRESTRON

Multi-Camera AI



BARCO

Wireless Presentation



BRIGHTSIGN

Digital Signage



NETGEAR AV

Managed Switches

Project Highlights



£300k

Comprehensive multi-floor AV integration and reliable infrastructure rollout.



136" LED Wall

Premium LG all-in-one display serving as the visual centrepiece for town halls.



14-Person

Equitable hybrid meetings powered by voice-activated multi-camera AI.



7 Google Meet

Standardised one-touch join spaces deployed uniformly across three floors.



AV-over-IP

Robust backbone featuring Dante-enabled audio and dedicated Netgear switches.



One-Touch UX

Seamless meeting join processes and automated digital signage modes.

About TDC

TDC Ltd delivers premium workplace AV solutions encompassing strategy, design, integration, and comprehensive support. We engineer intelligent, future-ready environments that empower modern teams to collaborate seamlessly.

Transforming spaces.
Connecting people.

Thank you.

GET IN TOUCH



0114 250 0000



www.tdc-av.com



Eden House, Genesis Business Park,
South Yorkshire S60 1DX

PROJECT PARTNERS

This project was successfully delivered in close collaboration with our esteemed partners, Overbury Northern and Richard Ashmore.