



In Focus

Delivering Audio Visual and Video Conferencing solutions for Roku UK Office

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Delivering Audio Visual and Video Conferencing solutions for

ROKU

If you watch channels like Netflix, Amazon Prime Video, Disney+, HBO Max and Paramount+ it's likely that you've heard of Roku. Its TV streaming platform and devices are used by millions of viewers to find and access TV shows, movies, news and sports. Alongside its subscription service, the company also manufactures, sells and licenses smart TVs under the Roku brand name and provides digital advertising and other related services.

The Requirement

In 2021, Roku acquired a 120,000 sq ft office in the Cambridge Science Park to facilitate the company's growth. Set across four floors, it provided an opportunity for Roku to design the space from the ground up, in a way that met its requirements.

With various meeting and collaboration spaces throughout the building, Roku wanted comprehensive audio visual and communication technologies that its teams could rely on. It was also important that each space was simple to use and provided a consistent user experience, so that visiting colleagues were able to use the spaces quickly without the need for training or instruction.



We wanted to create a space for Roku that was dynamic and collaborative. In the Café and Terrace area, Roku can deliver company-wide messages with ease and style. With the Cisco Room Kits and Zoom APIs in place across meeting spaces, employees can enjoy that familiar collaboration experience, whether that is in-person or part of a hybrid group. We are delighted to be associated with this project and proud that it was completed on time and to a high standard. The solutions in place will now allow Roku to work in a way that helps them meet their strategic objectives.

Paul Smedley
Project Manager, Cinos



The Solution

As an existing Zoom user, Roku uses the platform extensively for its telephony, messaging and video communications. To maximise the capabilities of the platform, Cinos installed a range of Cisco Room Kit solutions that featured a Zoom API allowing participants to seamlessly connect and join meetings, alongside HDMI inputs to ensure content could be shared easily.

Selected and deployed across several room configurations, the Cisco Room Kits provide a premium quality video and audio experience for all meeting participants. In total Cinos equipped twenty-six areas with audio visual equipment these included:

- Three interview rooms
- Ten small meeting rooms
- Six medium rooms
- Four large meeting rooms
- A partner meeting room
- A training room
- The building's café

iPad minis were installed outside all of the main meeting rooms, to allow users to book, end or extend meetings.

In the smaller rooms, Cinos installed 55-inch Roku displays paired with Cisco Room Kit Mini's. While the medium rooms featured dual 65-inch Roku displays, a Cisco Room Kit, four ceiling speakers and two ceiling microphones. In the large boardrooms and

partner meeting room, dual 65-inch Roku displays were installed alongside a Cisco Room Kit Plus with quad-camera, enhancing the user experience and ensuring everyone in the meeting could be seen and heard clearly.

Using strategically placed digital signage, Roku wanted to keep everyone informed and connected on company updates. To ensure this was the case, throughout the building Cinos installed 17 digital signage displays complete with BrightSign XT244 players to provide a high-quality experience for staff and visitors.

Roku training room

A versatile and large space, the training room provides a seated board room for up to 32 people or can be configured in an auditorium layout. Centred around two 98-inch NEC displays, the room provides a high-quality space for large groups to meet and present.

To compliment the other spaces in the building, Cinos provided the same range of Cisco technology with Zoom APIs and HDMI inputs to empower room users and ensure the space was intuitive and easy to use. Presenter and audience cameras were installed to give Roku the flexibility to customise the in-room experience, with ceiling speakers and microphones capturing and amplifying sound in the room. Additionally, two Sennheiser lapel microphones and two Sennheiser handheld microphones are also available to presenters.

Café and terrace

Roku wanted its café and adjoining terrace area to make a statement. To compliment the open nature of the space and high ceilings, two 98-inch NEC displays built into custom cabinetry formed the focal point. To enable the entire space to be used for companywide meetings and announcements, Cinos installed four additional 55-inch Roku displays so that content could be mirrored and everyone in the space could easily see the presentation. A further two Sennheiser lapel microphones and two Sennheiser handheld microphones were added to the space, giving Roku greater control over audio configuration and how the space could be used. Cinos also installed three separate speakers in the adjoining terrace area, complete with Bluetooth connectivity to create a separate zone for content and music to be played.

As the café and training room use combined solutions, Roku built an AV equipment room to service both spaces. Cinos installed all cabling into the centralised rack room to ensure the technology was hidden from the user but was easily accessible to those that needed it.





The Benefits

From the outset, this was a collaborative project that saw Cinos working hand-in-hand with Roku and its construction team. The implementation was carried out in three phases spanning a total of four months, to ensure all AV equipment was installed at a pace that complimented the building's construction.

Consistent user experience

Delivering a seamless and consistent meeting room experience across all spaces means that Roku employees can walk in and use any space with confidence. Simple and easy-to-use the technology fades into the background so they can concentrate on the purpose of the meeting.

High-quality video and audio arrays

Cinos delivered a range of solutions tailored to each room and space configuration. The Cisco solutions provide unmatched video and audio experiences. With integrated speakers and microphones the solutions automatically detect meeting participants, providing ideal framing and speaker tracking. For the larger meeting rooms, the high-quality microphones and speakers ensure that all participants, whether in the largest meeting space or in medium room, feel included and productive.

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. Furthermore, we strive to achieve the highest level of partner distinctions. In relation to this case study, we are recognised as a:



