

INOGENI

L'Oréal office
in Warsaw

**INNOVATIVE CREATIVE
WORKSPACE AT L'ORÉAL POLSKA
OFFICE IN WARSAW, POLAND.**



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Barco ClickShare CX-50

Logitech Rally Bar

Epiphan Pearl Nano

Logitech

Avonic AV-CM93-IP

Bose Professional EdgeMax EM180

SMS10S-SUB

Bose Professional PSX2404D

Bose Professional EX-1280 DSP

Sennheiser

Jupiter Pana 105"

Jupiter Pana 34"

Atlona AT-VGW-HW-3

ProDVX 10XPL 10.1"

INOGENI TOGGLE ROOMS

TIGHTAV

CLUB 3D

Innovative Creative workspace at L'Oréal Polska office in Warsaw, Poland.

*This is a summary of the complete article written by Łukasz Kornafel, "AVIntegracje."
You can [read the full article here](#). Photo Credit: Lukasz Zgraja – [SimpleAV](#).*

The **Innovative Creative Workspace at L'Oréal Polska** in Warsaw, Poland is a state-of-the-art facility designed to enhance the company's digital presence and improve customer engagement. This modern office space not only provides comfortable working conditions but also supports remote work and video conferencing. It offers additional functions, such as organizing workshops and training sessions with recording capabilities as well as facilitating both formal and informal meetings. The AV system design was handled by **AV Architektura**, with nearly all the equipment supplied by **SimpleAV**.





“ A project aimed to create a multifunctional space for meetings ”

L'Oréal, founded in 1909 by Eugène Schueller, has grown into a global cosmetics giant operating in over 130 countries. The Polish branch began operations in 1992, and in 2019, **L'Oréal** relocated its headquarters to Warsaw Breweries. Five years later, the new Innovative Creative Workspace was launched at the same location.

The project aimed to create a multifunctional space for meetings, training sessions, and hybrid conferences. **AV Architektura** was involved from the early stages, contributing to conceptualization and functionality planning. The client was inspired by innovative solutions, such as the 21:9 format Pana displays by **Jupiter** Systems. The space was equipped with a video conferencing system, high-quality audio and video recording devices, and a top-tier sound system.

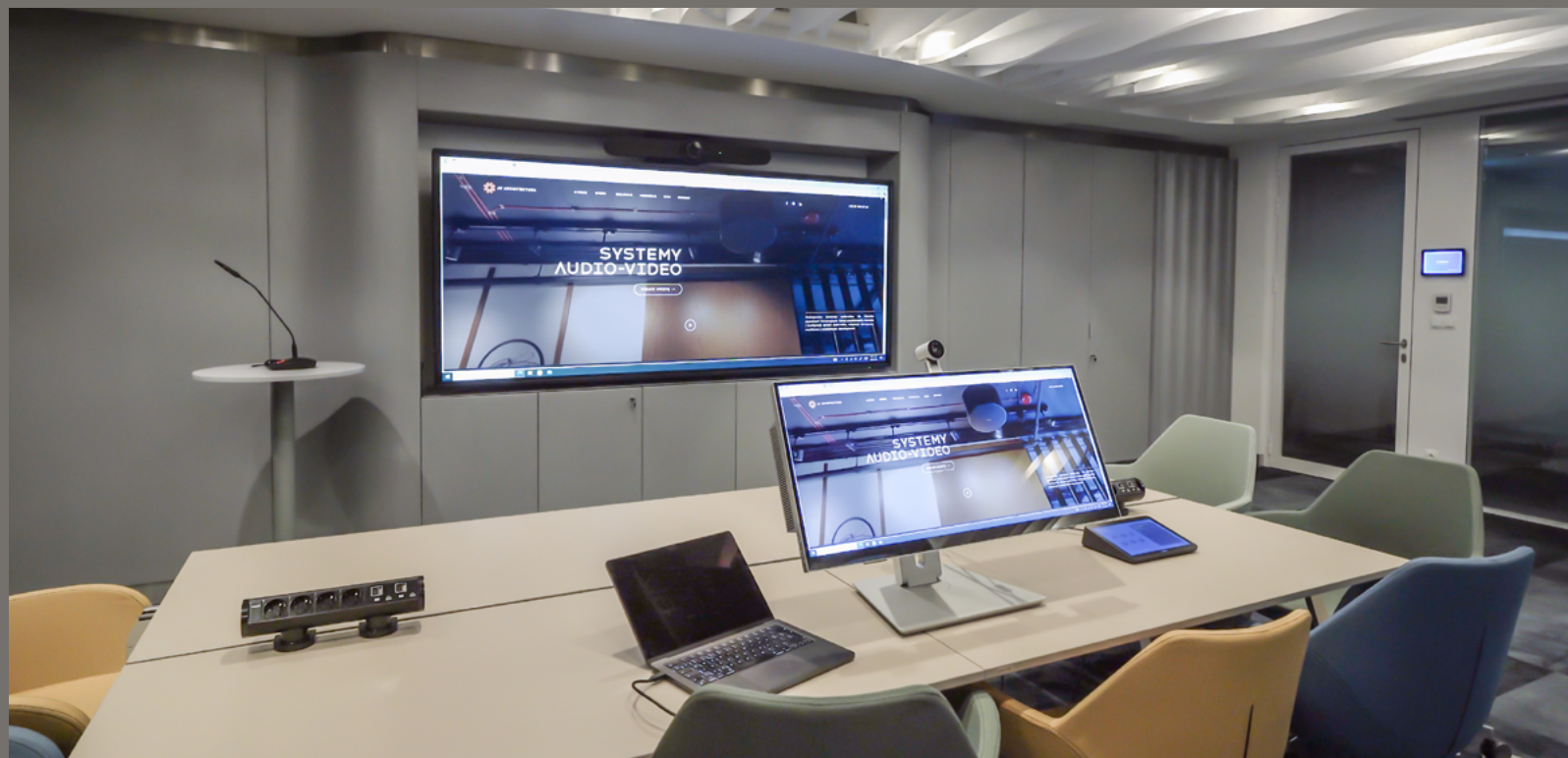
In this project, high-quality, large-format Jupiter monitors (105 inches, 5K, 21:9) were installed.

INOGENI's TOGGLE ROOMS



The integrator closely collaborated with the general contractor, architects, and fit-out team, managing coordination from cable installation to the setup and commissioning of all AV equipment. **SimpleAV** provided over 80% of the required equipment and supported the project from the initial analysis of client needs to the final system integration. The **Atlona Velocity** control system unified all equipment into a cohesive environment.

The video conferencing system faced challenges due to the 21:9 aspect ratio requirement. The integrator focused on the **Barco ClickShare CX-50** wireless conferencing system and several Logitech solutions. The Logitech Rally Bar, with its high-quality camera, advanced microphones, and integrated speakers, was chosen for its compatibility with popular video conferencing platforms.





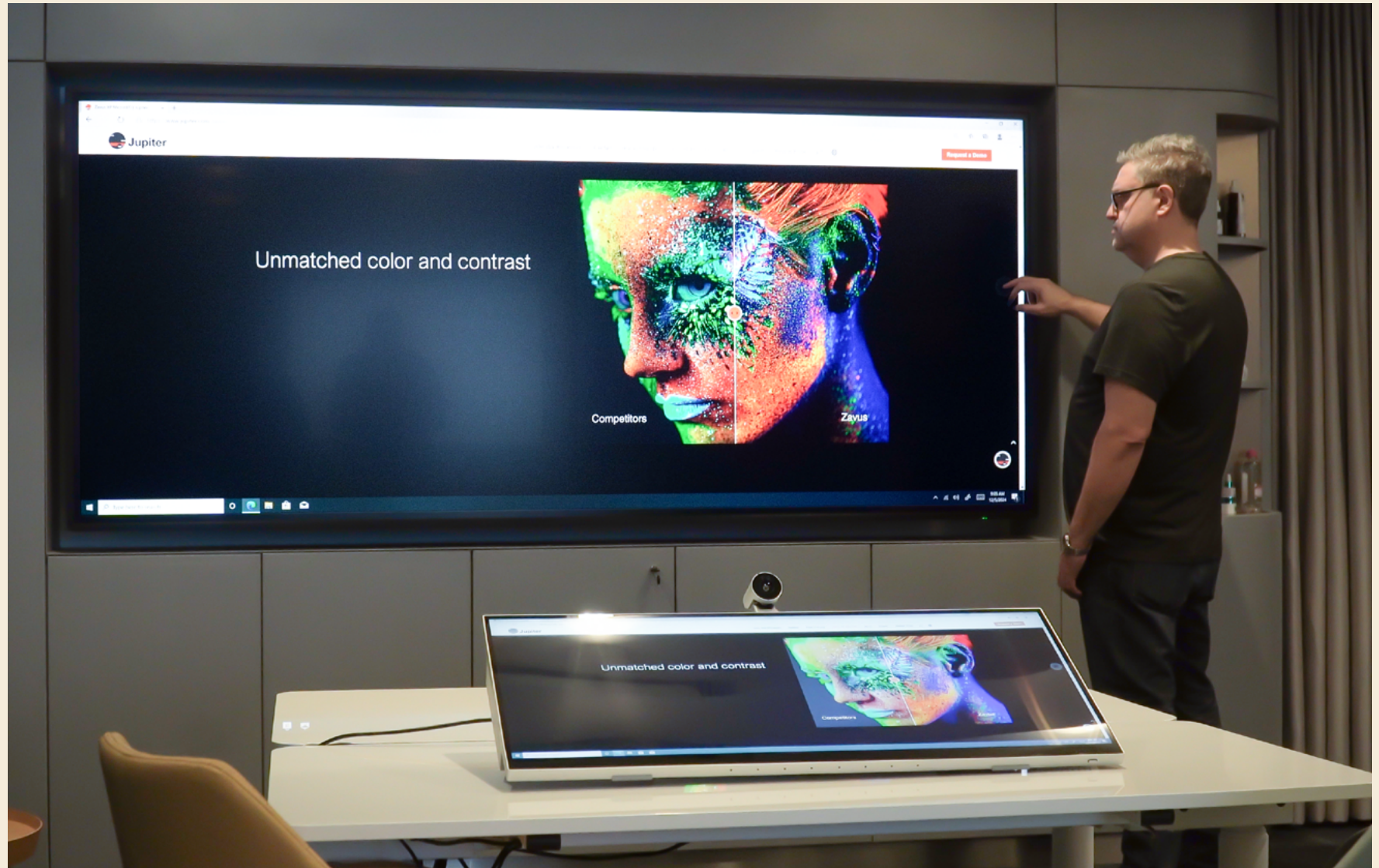
INOGENI TOGGLE ROOMS SWITCHES ENSURED THE CORRECT DISPLAY OF PANORAMIC IMAGES.

INOGENI TOGGLE ROOMS switches play a crucial role in ensuring the correct display of panoramic images in the Innovative Creative Workspace at **L'Oréal Polska**. To display signals from HDMI ports in a 21:9 format, it was necessary to use **INOGENI TOGGLE ROOMS** switches, which play a crucial role in ensuring the correct display of panoramic images in the Innovative Creative Workspace at **L'Oréal Polska**. These switches automate the entire signal-switching process, showing on the main monitors the source that was last connected, regardless of whether it is in USB-C or HDMI format.

The AV system designer prepared floorboxes containing power outlets and essential ports, making connecting image and sound sources easily in any space arrangement. To ensure that the transmission does not limit the ability to send high-resolution signals in any way, the **INOGENI** switches were placed directly next to the floorboxes, under the floor, to maintain the shortest possible distance. The connection between the switch and the monitor is made using **TIGHTAV** fiber optic cables, which offer great possibilities for signal transmission over longer distances. The connection to the laptop is ensured by high-quality 8K60Hz USB-C cables from **CLUB 3D**, which impose no distance limits.

Can you control a small screen with a large monitor and vice versa?

It's possible! Krzysztof Bocian from SimpleAV showed how to do it .



The space can be arranged in three ways: laboratory zones, a typical conference room, or a training room with an auditorium layout. A special mobile system allows for easy repositioning of a 105" PANA 105T monitor. The Atlona control system, in collaboration with ProDVX touch panels, enables easy switching between complex, preconfigured room usage scenarios.

The audio system includes Bose Professional EdgeMax EM180 speakers and an SMS10S-SUB subwoofer, powered by Bose Professional PSX2404D amplifiers and managed by a 12-channel DSP processor. The Sennheiser Speechline system provides high-quality microphones for various uses.

The Innovative Creative Workspace at L'Oréal Polska's office in Warsaw is a pioneering environment with impressive devices and a user-friendly signal display system. The collaboration between AV Architektura and SimpleAV resulted in a space that encourages daily creative work and seamlessly integrates beauty and functionality.



Here is a list of all the equipment used in this installation:

Video conferencing system:



Barco ClickShare CX-50
wireless conferencing system



Logitech Rally Bar



Epiphan Pearl Nano
recording system

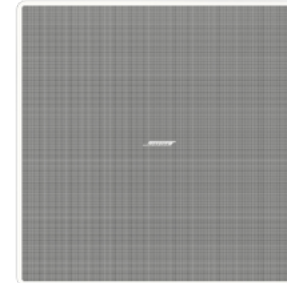


Logitech
MTR solution



Avonic AV-CM93-IP
PTZ camera

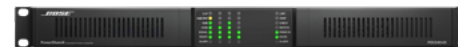
Audio system:



Bose Professional EdgeMax EM180
speakers



SMS10S-SUB
subwoofer



Bose Professional PSX2404D
amplifiers

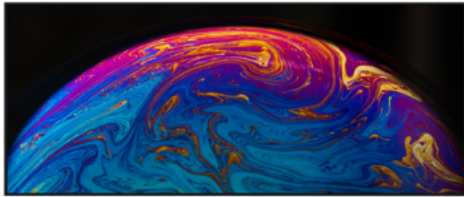


Bose Professional EX-1280 DSP
processor with Dante



Sennheiser
Speechline system

Monitors:



Jupiter Pana 105" Touch
Touch monitors



Jupiter Pana 34" Touch
Touch monitors

Control system:



Atlona AT-VGW-HW-3
control system



ProDVX 10XPL 10.1"
touch panel

Switches and cables:



INOGENI TOGGLE ROOMS
switches



TIGHTAV
fiber optic cables



CLUB 3D
8K60Hz USB-C cables

Additional equipment:

Ravell sliding system for the 105" monitor
Videofonika interactive mirror

This comprehensive setup ensures that the Innovative Creative Workspace at L'Oréal Polska is equipped with top-tier technology to support various functions and enhance the overall user experience.

Visit the [TOGGLE ROOMS](#) and [TOGGLE ROOMS XT](#) webpages
Read the full article written by Łukasz Kornafel, "AVIntegracje." [Full article here.](#)
Visit our Polish distributor website here: www.simpleav.com

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