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## **SUPERCHARGE YOUR WORKOUT WITH CRESTRON AND CORE COLLECTIVE**

The new Core Collective fitness facility in Knightsbridge features premium Crestron technology to improve the workout experience at the luxe gym. Pavilion Road in Knightsbridge is the second Core Collective facility to benefit from high-end technology, setting a new standard for top-notch fitness classes.

Building on the huge success of the original South Kensington fitness centre, Core Collective joined forces again with London-based automation specialist KNEKTD and the exclusive sales agent for Crestron in EMEA, Technological Innovations Group (TIG), to specify and install a comprehensive Crestron control system. With a focus on providing high-quality fitness classes alongside integrated technology - the reception area, changing facilities and both workout zones benefit from leading technology.

Jason de Savery, founder of Core Collective, comments, “having done a great job on our first gym in Kensington, it only made sense for us to bring the KNEKTD team in again. They’ve once again provided an outstanding service and a quality installation, we look forward to working with them again on our next gym in St Johns Wood.”

The second branch of the fitness chain has achieved a stunning setup for its members, with plans in place to open a third facility in London over the coming months.

The gym contains two fitness suites; a velocity room for high intensity energy training and a yoga studio to host a variety of classes. Throughout these areas, power yoga, TRX, and Lift & Row sessions are hosted.

The Crestron technology helps to energise the sessions, with instructors making use of high-quality audio and signal processors to deliver crystal clear workout instructions. Wireless microphone devices link with the system to provide flexibility for the trainers, and the setup prevents instructors being restricted by the system.

“After the success of the first Core Collective, choosing to implement a Crestron solution again was an easy decision for us,” comments Shaun Wilson, director and founder at KNEKTD. “It was important to be able to offer the client, a high-quality audio system that could adapt depending on the class – trainers, allowing them to focus on delivering a great class.”

The Yoga studio is equally equipped to provide an advanced set up, with Crestron Pendant speakers providing smooth audio. The slow, relaxed atmosphere of a yoga class benefits from a discreetly integrated in-ceiling pendant speaker, complemented by ambient lighting.

The system links the changing facilities to the workout spaces, which starts the Core Collective experience before the class. Integrated speakers prepare members for the session ahead and contribute to maintaining an energised atmosphere following the session.

The entire lighting and AV system can be controlled via the in-wall Crestron touch screens. Light and audio levels and presets can be easily managed by instructors, gym employees and even receptionists.

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Words: 463

**Kit list available on request**

**About Technological Innovations Group (TIG)**

Headed up by Robin van Meeuwen, Technological Innovations Group (TIG) has evolved out of Future Vision Marketing, which was founded in 1987 to distribute Crestron in Europe. The company works with brands at the forefront of leading-edge technology development.

With a hugely experienced leadership team and staff in locations across Europe, partnering with TIG gives organisations - whether in corporate AV, marine, education, residential and more – a real competitive edge over the competition.

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