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Press Release

For Immediate Release

White Light Draws On Crestron for Illuminate Installation

Situated on Levels 4 and 5 of the Science Museum, Illuminate is a progressive new venue designed to both anticipate and surpass the needs of the ever-evolving events industry. The venue couples state-of-the-art technology with flexible spaces and stunning views of the City, offering both a unique and productive experience for all clients. Due to its long-standing relationship with the Science Museum, along with its reputation for managing similar venues across London, White Light (WL) was appointed Production Partner at Illuminate and has designed and installed the technical system within the space; which included a range of Crestron equipment.

The installation was overseen by WL's Project Manager Jason Larcombe. He explains: "We were approached by the Science Museum who came to us with their vision for the space and what they wanted to achieve. They wanted both an intuitive and user-friendly system to reach the demands of any client; covering everything from the biggest conferences to more intimate hospitality events. It was our task to select a range of products to create a bespoke installation to fulfil the Science Museum's vision."

"Crestron is providing the over-riding control for the system. This includes the architectural lighting, basic AV set ups and audio processing; keeping one processing and configuration protocol in place. Ultimately it is a very easy system to configure and, for the basic day-to-day running of events, will be driving all of the controls," comments Jason.

At Illuminate, WL is using the Crestron NVX series network. Jason explains: "NVX has been drawn on as a means of moving data around the building. We are using this as it's a plug and play system so, rather than us having specific cabling for a particular task, we have a Cat 6 network which any piece of equipment can immediately connect to. NVX runs across the Cat6 network, and the equipment remains on this regardless of where it is within the space.

He adds: "NVX allows for complete scalability and flexibility and is perfectly suited for an events space such as this. When it comes to a more complex event that requires multi-users and a need for additional kit to be brought in, this will all be able to link into the Crestron system as an input. The system also allows for the auto-mixing of tone, volume and balance; something which will be extremely beneficial for smaller events when there are limited speakers on stage."

Building on previous successful projects, WL worked with Technological Innovations Group (TIG), the exclusive sales agent for Crestron technology throughout EMEA, to expertly integrate Crestron solutions. “It has been a pleasure working with WL on such a forward-thinking project, says Matt Buck, Regional Sales Manager at TIG. “Crestron’s NVX AVoIP solution was the perfect fit as this prestigious venue demands a system which is not only exceptionally robust but also gives flawless performance every time. NVX not only meets the client’s high standards today but has the scalability potential for any possible future expansion.”

Another reason that WL has drawn on Crestron is due to the company installing a similar system at the prestigious Central Hall Westminster, where WL is the Production Service Partner. Jason explains: “We are fully aware of both the capability and reliability of the Crestron system and it is one of the most robust manufacturers offering system integration. From our previous use of pioneering their DM system, we’ve spent a lot of time developing back end coding. As a result, this coding allows us to take existing packages we’ve created and slot them into any event space; allowing multiple venues to benefit from our ground-breaking use of this technology.”

Illuminate officially opened on 1st March 2019.

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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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