



Midwich

UK & Ireland Directory



ACCELERATE YOUR BUSINESS WITH INNOVATION HOUSE.

Connecting system integrators, resellers, consultants and technology users with world-leading manufacturers and cutting-edge technology, Innovation House is a place to get inspired, seek advice and support projects.

Innovation
House



BOOK NOW!

Got a live project,
training or event coming up?
Book your visit today.

SEE AND TOUCH TECHNOLOGY.

See, touch and evaluate the latest technologies to get inspired and drive new ideas.

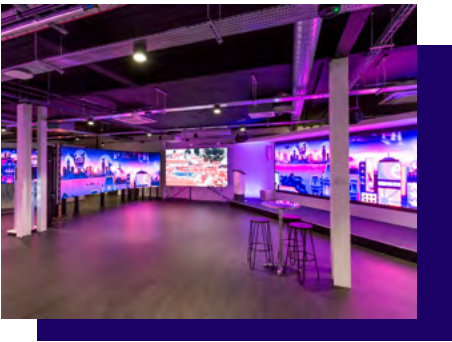


ACCELERATE PROJECTS.

Accelerate your projects with access to multi-vendor solutions and specialist technical advice.

HOST EVENTS.

Our house is your space. Make the most of our facilities by hosting your event or training.



With you every step of the way

Technology plays a vital role in our day-to-day life. Overcoming the hurdles of the global pandemic and successfully adjusting to the shifts in the market, the AV industry continues to grow. It has been defined by technological advancements which have helped many businesses and education settings to overcome the barriers of working or studying remotely. With hybrid and agile working here to stay, AV and UC&C solutions have an even bigger impact on daily operations.

Here at Midwich, we continue to build partnerships and introduce new brands to our portfolio to accommodate new working and learning strategies. Midwich expanded its UC&C offering by bringing video conferencing giants such as Jabra, Neat, AVer and Lenovo. We also have an exclusive distribution agreement with Bose Professional, significantly strengthening our audio offering.

As Microsoft and Zoom alliance partners, we support our customers in the enablement and deployment of certified products to deliver great collaboration experiences. Having a comprehensive set of certified Microsoft or Zoom solutions available from Midwich allows the effective delivery of video collaboration solutions. The Directory introduces the technology and brands that simplify processes and increase efficiency and productivity. From digital signage, interactive displays, VR, AR and AI to document solutions, projection, lighting and everything in between, Midwich has created a technology hub to foster innovation.

Live events are back, making our experience centre at Innovation House in Bracknell the go-to destination! It is the UK's largest multi-brand experience centre, showcasing the latest AV technology from world-leading brands for you to see, touch and evaluate with support and training opportunities from our resident specialists.

Anton Vidal | General Sales Manager

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Display Technology

From large format to interactive displays and monitors, there is a huge range of display tech available at Midwich. Large format displays utilise any space, offering easy collaboration, wayfinding or advertising, while monitors bring efficiency back to your working day.

Consumer TV

cello **Hisense** **LG** **SAMSUNG** **SONY**

Small Format Display

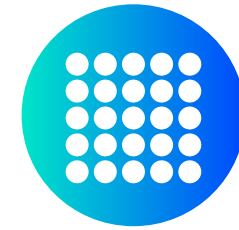
BARCO **iiyama professional displays** **LG** **SHARP / NEC** **PHILIPS Professional Display Solutions**

Interactive Large Format Display

DISPLAYLITE **iiyama professional displays** **PHILIPS Professional Display Solutions** **Promethean**
SAMSUNG **SHARP / NEC** **SMART** **UTC Fire & Security A United Technologies Company**

Large Format Display

iiyama professional displays **LG** **Panasonic BUSINESS**
PHILIPS Professional Display Solutions **SAMSUNG** **SHARP / NEC** **SONY**



LED Technology

LED tech is already the top choice for outdoor use, thanks to its unmatched brightness and vibrancy of colour. The hype is here to stay as videowall installations are delivering creative and engaging content.

Abgen **LG** **SHARP / NEC** **PSCo A MIDWICH GROUP Company**

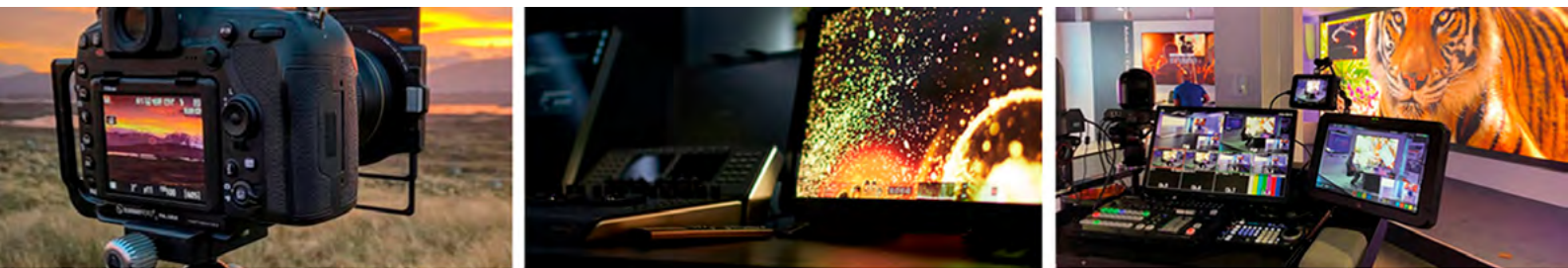
SONY **SAMSUNG**



Lighting

Professional lighting creates a better experience for any project: setting the mood, illuminating key elements and bringing focus to your audience. From presenting or streaming in your private space to big live events, professional equipment makes a difference.

LUTRON **Martin HARMAN** **qtx**



Empowering people to create



THE BROADCAST, VIDEO & IMAGING EXPERTS

Holdan is one of the largest trade suppliers in the imaging, professional video and broadcast sectors, supplying resellers and integrators in the UK and ROI

Established in 1996, Holdan has built a reputation as a value-added distributor with a friendly and honest approach, aiming to give our customers excellent service and the highest level of technical support.

HOLDAN DEMO FACILITY

As part of our commitment to proactively support channel partners, Holdan provides training and demonstration facilities at its headquarters in Glossop, near Manchester.

In addition, Holdan has capacity for product testing and repairs, a fully featured studio with post-production facilities, as well as a dedicated reseller training area

Sales Office: +44 (0) 1457 851000 - Option 1

Service & Support: +44 (0) 1457 851000 - Option 3



Broadcast, Video & Imaging Technology

A variety of industries are now reliant on video cameras to either produce or receive information. The latest video cameras can act almost like a virtual cinematographer with features such as auto-tracking, capturing close-ups and longer shots of the subject.





Sound Technology is one of the largest distributors operating in the professional audio, professional lighting and musical instrument industries, providing brand-focussed representation for a select number of high-profile international brands across the UK and Republic of Ireland.

Demo Facility

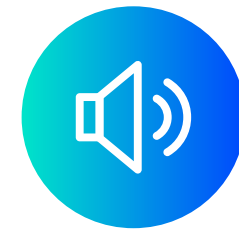
Located at our offices in Letchworth Garden City, Hertfordshire, just 35 minutes from central London by train, and close to the A1(M) and M1 motorways, Sound Technology's demo facility showcases the latest audio and lighting technology and is the perfect environment for installers, consultants, resellers and hire companies to experience our product portfolio.

Application Team

Our Application Team services the needs of audio consultants and installers by providing system design assistance, support and advice locally in the UK. They work with clients and consultants to create complete system designs based on HARMAN solutions, providing supporting models, technical data and pricing quotes based on your requirements and budget. It's a free service to help make your life easier.



For any further information or to book an appointment please call Sound Technology on **01462 480000** or email **info@soundtech.co.uk**



Professional Audio

Audio equipment has become one of the most important pieces of tech for a variety of environments such as offices, boardrooms, retail stores, houses of worship and other that are looking for an enhanced audio experience.

ALLEN&HEATH



biamp.

BLUESOUND



Cloud



Dante AVIO™



Roth



SENNHEISER

SHURE®



SONOS



audio@midwich.com | 0161 868 1240

Value Added Services



Do you want to issue quotes faster?

With 'My Quotes' you can get and edit quotes – quickly adding your brand and pricing – before sending it on to your customers.



Want to get more out of a product? Our brand specialists can help

The Midwich Group UK&I has more than 50 sales specialists who can help you find exactly the right product for your customers.



Need product details for your system or website?

Using a data feed, we can automatically provide up-to-date product specifications, images and pricing, so your customers get the information they need. We also offer order and delivery reports.



Do you want a faster online ordering service?

Open Online allows you and authorised staff to order online using your credit account.



Do your customers have exacting requirements?

Find them the products they want refining your search in our store. Filter by brightness, screen size, resolution and more.



Can we help you with cash flow?

Our credit professionals can assist you with credit checks and advice, fraud prevention, and other financial services. We can discuss supporting you in financing the project, offering 30-day interest-free credit if needed.

We can't guarantee that you won't see another bad debt, but we can empower you with up-to-date information to aid your decision making. Contact your Account Manager to find out more.

Already have a credit account? We accept payment through:

- Electronic transfer into our HSBC account
- Cheque
- Direct Debit
- Payment can also be made over the phone by debit or credit card. A 1.5% plus VAT surcharge is applied to all corporate credit card payments.



Sales

How do I arrange a trading account?

You can either use our online credit application form or call our sales team and request a credit application form. Subject to status we can often provide up to £5000 credit the same day.

How do I arrange an external visit?

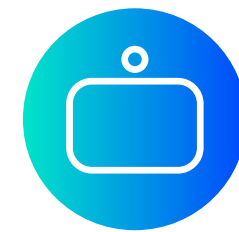
Please speak to your Account Manager who will be happy to advise you.

What is the latest time I can place an order for next day delivery?

Our sales and credit teams are manned until 6pm, Monday to Friday. We are able (subject to stock availability and credit status) to despatch the orders that you place with us up until this time for delivery on the next working day.

For more information about our Value Added Services, please enquire today at:

01379 649200 www.midwich.com



Unified Comms & Collaboration

UC&C tech provides the tools to integrate multiple communication sources so they can be managed all in one entity instead of separately, allowing simple collaboration and sharing of ideas.



Call our dedicated sales team on 01379 649200 or visit www.midwich.com



ADAPTIVE, SUPPORTIVE, DISTINCTIVE

Based in Cardiff, DVS was founded in 2003 as a specialist distributor of CCTV and associated video recording technologies (such as access control, intercom, and intruder detection) in which it has developed a strong market reputation working primarily with leading global brand Hikvision.

DVS provides solutions for trade customers throughout the UK, across key verticals including the corporate, retail and residential markets amongst many others. An extensive range of value-add services are provided to customers by DVS including project design, ongoing technical support, training and the innovative proprietary installer programme which connects end-users with DVS customers in their geographic and technology area.



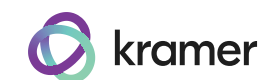
Technical AV

Technical AV solutions are being integrated into a wider spectrum of sectors and businesses, ensuring long-term success. Digital signage, room-booking tech and control systems are seeing strong growth and will continue to be incorporated in professional AV spaces.

Signage and IPTV



Connectivity



Video Processing



Networking



Projection

Projectors excel at creating large images flexibly and cost-effectively. The key market driver has been the introduction of projectors that are laser light sourced.



nimans

A MIDWICH GROUP Company

We're big on
hosted telephony
and connectivity...

We're even
bigger on
service and
support.

Think Bigger,
Think Nimans.
The 'go to' people
for technology.



Mounts & Accessories

Having the right mounts and accessories to accompany your AV set up is increasingly important. With innovations in the mounts industry, small and large format displays, televisions, projectors and audio equipment can be seamlessly integrated into any environment.



CHIEF
A brand of Legrand



hama

Heckler



peerless-AV

TAPL
ASSIST

TeamMate

pmvmounts

Infrastructure

excel
without compromise.

MIDDLE
ATLANTIC
A brand of Legrand

penn-elcom
Rack Case & Speaker Cabinet Solutions

SURGEX



Cables

Completing a full AV infrastructure, cables offer reliable connection solutions, including content sharing and digital signage management. Offering elevated image quality, cables are a part of any environment.

C2G
A brand of Legrand

FastFlex
Cables • Connectors • Audio Visual • Networking

kramer

ADI Icron
AN ANALOG DEVICES BRAND

NEUTRIK

Liberty

LINDY
CONNECTION PERFECTION

XERXES

VDC



Document Solutions

Printers and scanners are fundamental to the efficient operation of a variety of sectors such as corporate, education, healthcare and legal.

brother
at your side

Canon

EPSON®

Kodak alaris

KOFAX

KYOCERA

Lexmark

myQ

OKI

PaperCut

PFU
A RICOH Company

TOSHIBA



Spotify brought you the latest **music** as a service.
Netflix brought you **entertainment** as a service.

Midwich brings you **technology** as a service.

If you'd like the latest technology at an affordable price that leaves room in your budget, Midwich has the answer with Mi Services.

Mi Services: Mi Finance, Mi Support and Mi Workspace works like any subscription service, saves you money and equips you with the latest technology from global brands such as:

SAMSUNG

LG

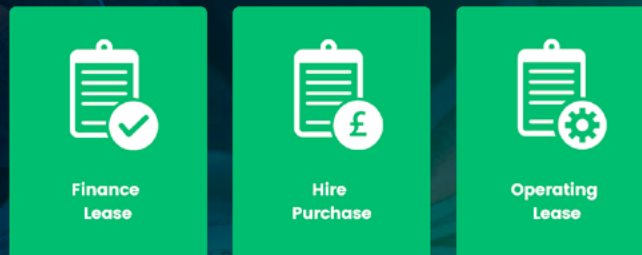
zoom

DTEN

What's not to love?
visit miglobalservices.com

Midwich has the answer with MiServices





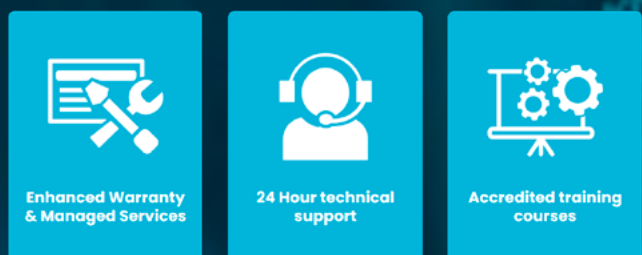
Funding Opportunities

If you have plans for growth within your business but your return on investment falls out of kilter with asset acquisition, or you wish to offer your customers the opportunity to finance their purchase, look no further than Mi Finance.

We will work with you to promote financial services within your business whether you wish to fund assets for your own use or offer a funding option to your customers. We will act as your Financial Services Desk and take much of the administration away from your team, offering

quotations, managing proposal acceptances, completing documentation, and arranging swift payment to help you move on to your next project. We work with a panel of funders with strengths of funding in different markets, some of whom have a slightly different approach to business risk, with a range of competitive rates.

When we receive your proposal, we will select the funder we feel is most appropriate for your opportunity, to ensure we can deliver you and/or your customer the best terms and funding cost.



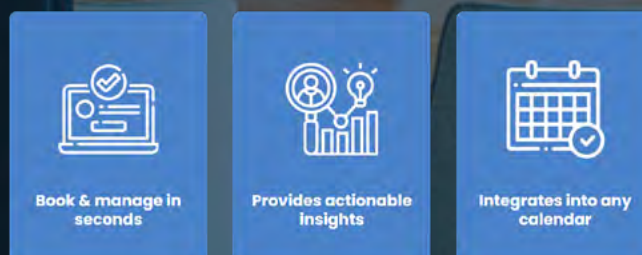
Enhanced Warranty

Mi Support is an enhanced aftercare warranty that can be added to any brand of hardware supplied by the Midwich group. The service includes an extended hardware warranty of 1-5 years including swap-out or RTB, manufacturer and Avixa CTS accredited training courses and dedicated technical helpdesk support via phone, email, or webinar, as well as onsite assistance helping with setting up, commissioning and training.

Clients with Mi Support will get a guaranteed faster resolution and an on-demand support service to keep the continuity of their operations. Expect more. If you rely

on a manufacturer warranty, any verified claim will take on average, 14 working days to resolve – all that time your client's system is offline.

With Mi Support, your client doesn't need to wait. Get up and running faster when you contact our helpdesk, and we will send a swap-out replacement or send an engineer to repair your product the next working day. We support individual products or whole systems with our industry-leading services



Workspace Management

Mi Workspace helps you manage workspaces in seconds, including rooms, huddle spaces, desks, car spaces or any other workplace resource. The Mi Workspace application Book, powered by UMA, integrates into workplace calendars and uses data to provide actionable insights to help manage and adapt your workplace.

The Midwich EDUCATION HUB

Revolutionise education with Midwich: Transforming the learning experience through innovation AV technology.

We can provide our expertise in the classroom, blended learning environments, the back room and office, reception and the lecture theatre.



Discover our wide range of education resources, solutions and value-added services to help you adapt to the ever-changing landscape of modern education.

Scan me



Case Study: Travel hub transformation takes flight - Europe's Largest LED Check-in Display

A vast digital canvas at the centre of Edinburgh Airport's multi-million-pound re-development project is transforming the check-in hall by quickly and seamlessly delivering important information to travellers. This case study explores the logistics of installing an LED canvas and intuitive AV platforms in a busy transport hub.

Meticulous planning

Occupying a position above the baggage carousel that offered limited ceiling height, the digital signage project demanded an LED panel which would be clearly visible from all areas of the check-in hall and could deliver striking visuals from a distance and as close as 2m. The team chose Absen's A27 2.5mm LED panels from its Acclaim series, with prefabricated frames supplied by PSCo to mount the solution.

Deploying a videowall longer than a Boeing 787 Dreamliner in the check-in hall of a busy international airport was both logistically and physically demanding. Throughout the build, the work area was classed as airside, meaning every item had to be brought in manually via the airport security screening systems, while staff passed through security to access or leave the site.

A total of 140 prefabricated frames were mounted onto the surface of the wall and aligned end to end, with each vertical frame consisting of four Absen cabinets, slotted into the frames and interconnected in a daisy chain fashion.

"Edinburgh Airport is a standout project that clearly demonstrates the benefits of LED. With 118 sqm of digital real estate, the Absen LED wall delivers a multi-use, highly impactful visual solution in an environment that sees consistently high footfall with extended dwell times," says Alex Couzins, head of brand and marketing, Absen Europe.

A critical use of innovation

The project's success lies in its ability to harness the power of technology to help achieve the airport's vision of creating a multi-airline self-bag drop facility that enhances the airport experience for passengers by reducing bag drop times, informing customers of new check-in process and providing pertinent information regarding their journey.

This has been particularly crucial in enabling Edinburgh Airport to operate safely throughout the coronavirus pandemic, engaging with customers on a scale previously not possible, to deliver clear and concise information on new procedures and local restrictions.

In a busy and constantly changing environment such as an airport, using LED as a canvas for digital signage supported by reliable processing systems can be a powerful tool to engage travellers and deliver targeted and meaningful messaging.

Processing power

The project demanded a videowall processor with the capacity to accommodate 42 HDMI input and 18 output feeds. This was further complicated due to the location of the nearest suitable comms rooms in relation to the videowall.

The processing conundrum was solved using three Datapath VSN1172 chassis with fibre link cards providing high-speed, low-latency interconnectivity. A primary chassis was located in the comms room central to the videowall and two secondary processors populated with an equal split of the video input and output cards were located at comms rooms at either end of the wall. The wall comprised 18 virtual sections using Novastar MCTRL660 Pro videowall controllers which offered three separate controllers located over 100m from each other and could work as one.

"Datapath's VSN1172 chassis together with their expansion links cards allowed a single system to be used, meaning any source could be displayed at any position along the length of the wall to maintain a seamless and versatile long canvas. BrightSign's XT244 players then deliver the airports bag drop and signage content to the LED displays, offering reliable, crisp Full HD and 4K content," says Russell Taylor, account director, Midwich.



Europe's Largest LED Check-in Display

Traditional check-in desks at Edinburgh Airport have been replaced by an 85m visually striking self-check-in LED environment, ensuring wayfinding, flight information and marketing visuals are clearly visible from anywhere in the hall.

Completed in March 2020 in just over five weeks, the team endeavoured to integrate a flexible wayfinding and flight information display solution. From the outset, nuVIDEO worked with our Midwich team and PSCo ensure everything was in place to facilitate an installation.

"One of the critical considerations in the design of the new check-in facility was to ensure that flight information, wayfinding and emergency information systems would enable passengers to quickly and safely navigate their route through the check-in hall," says Michael Macneil, sales manager nuVIDEO.

To outline EAL's initial ideas regarding the type of solution required, they created a CGI visualisation as a basis for further discussions. The concept this outlined utilised 59" by 65" landscape displays, fitted end-to-end, running the full length of the baggage carousel, with the displays positioned at a height where they would be clearly visible to all passengers in the hall.

 **Midwich** | UK & Ireland



**Your Scottish
destination for
innovative experience.**

Revolutionise what's possible.
Explore technology. Innovate and connect.

**To find out more,
please contact your account manager.**





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VINCES ROAD, DISS, IP22 4YT



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3 BELL LN, LEWES, BN7 1JU



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BRACKNELL, RG12 8HH



UNIT 4, M11 BUSINESS LINK, PARSONAGE FARM,
FOREST HALL ROAD, STANSTED MOUNTFITCHET, CM24 8GF



UNIT 9, BRAY SOUTH BUSINESS PARK, KILLARNEY
ROAD, BRAY, CO WICKLOW, A98 D7V2



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