



# UK & Ireland Directory

**Midwich**  
Group Plc

Innovation  
House

# WELCOME TO INNOVATION HOUSE

Seeing is Believing.



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STUDIO CINEMA & MORE



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## 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 further 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 on 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 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.

Steve Fay | Director – Sales & Marketing

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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

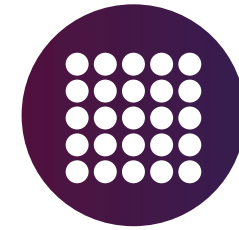
**BARCO** **iivama** **LG** **SHARP / NEC** **PHILIPS**

### Interactive Large Format Display

**DISPLAYLITE** **iivama** **PHILIPS** **Promethean**  
**SAMSUNG** **SHARP / NEC** **SMART** **UTC Fire & Security**

### Large Format Display

**BARCO** **iivama** **LG** **Panasonic BUSINESS**  
**PHILIPS** **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 video wall installations are delivering creative and engaging content.

**Abgen** **HYPERVSN** **LEYARD** **LG**

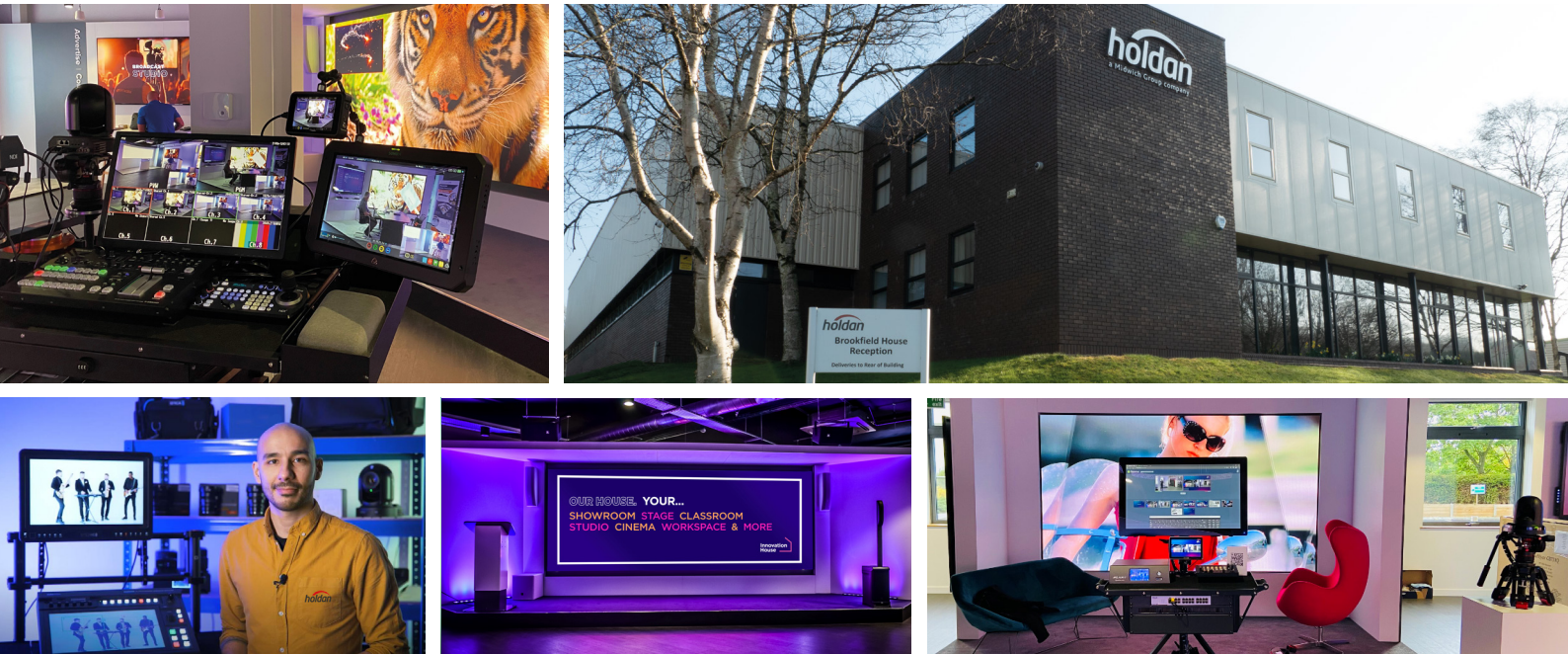
**SHARP / NEC** **PSCo** **SAMSUNG**



## 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.

**adastra** **LUTRON** **Martin HARMAN** **qtx** **img Stage Line**



## 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, ROI and across Europe.

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

Accounts: +44 (0) 1457 851000 - Option 2

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



## Broadcast 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-up and longer shots of the subject.







## Sound Technology Demo Facility



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.

### The central space features:



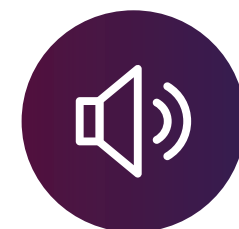
### Demo Facility

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

With working from home here to stay in some shape or form, be it hybrid or otherwise, audio equipment has become one of the most important pieces of tech for a natural experience.





# Meeting

SOLUTIONS BY MIDWICH

## Looking for the right meeting space solution?



zoom



The future of the workplace: meeting spaces

Check out our latest resources and tools to help you navigate the world of UC&C



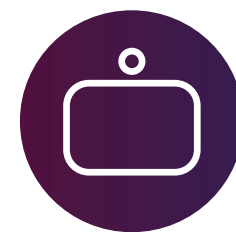
**Explore Now**  
Click or Scan Me

### Meeting Room Configurator

Create the ideal meeting room to suit your customer's needs with our Meeting Room Configurator.

### Meeting Room Resources

We've compiled a range of resources, such as blogs and videos, to help you navigate the meeting solutions landscape.



## Unified Comms & Collaboration

UC&C tech provides the tools to integrate multiple communication sources so they can be managed all in once entity instead of separately. This allows simpler collaboration and sharing of ideas.







# 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 in a wider spectrum of sectors and businesses, ensuring a 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 in a flexible and cost-effective manner. The key market driver has been the introduction of projectors that are laser light sourced.





## The 'go to' people for technology

Integrating today's advanced technologies into our modern lifestyles, living and workspaces empowers and enriches our lives. Enabling us to effortlessly communicate, collaborate and thrive. Equipping us for today's hyper-connected digital world.

Talk to our technology experts and discover how today's advanced technologies can help your customers become their most productive and powerful selves.

- Audio and video conferencing
- UC cloud platforms
- UK's largest headsets distributor
- Telephony & VoIP
- Networking & infrastructure
- CCTV & access control
- Radio & mobile

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## Mounts & Accessories

Having the right mount 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**



**MIDDLE ATLANTIC**  
A brand of **legrand**

**peerless-AV**

**pennELCOM**  
Flight Case & Speaker Cabinet Solutions

**pmvmounts**

**SURGEX**

**TAPL**  
ASSIST

**TeamMate**



## 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**

**LIBERTY**  
AV SOLUTIONS  
A subsidiary of MERO Distribution, Inc.

**LINDY**  
CONNECTION PERFECTION







## Document Solutions

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

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Mi Services: Mi Support, Mi Hardware, Mi Insight 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 poly zoom DTEN

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Midwich has the answer with MiServices





# Mi Support



Enhanced Warranty  
& Managed Services



24 Hour technical  
support



Accredited training  
courses

## Enhanced Warranty

Mi Support is a global, enhanced aftercare warranty that provides next business day replacement hardware, unlimited training and 24-hour technical support. This service can be applied to any brand of hardware supplied by the Midwich Group with cover from 1-5 years. With Mi Support you can replace a standard manufacturer warranty with a higher level of service and faster response for your client. You can align all your system component warranties to match an overall SLA for your clients AV or UC project.

# Mi Insight



Monitoring



Business Services



Automation

## Proactive Monitoring

We understand how challenging it can be to manage an estate of audio visual equipment and unified communications systems. These challenges are why we created Mi Insight, so that you can avoid daily checks to ensure meeting spaces are ready or that signage is showing the correct content.

## Hardware as a Service

Mi Hardware pairs the latest hardware rental and Midwich UK&I group added value services with a monthly affordable price. Kit your customers out with the latest technology, flexible upgrade options and next-day solution replacement guarantee.

# Mi Hardware as a service



Monthly  
Subscription



UC Rental Services



Flexible Leasing

## 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.

# Mi Workspace BOOK POWERED BY UMA



Book & manage in  
seconds



Provides actionable  
insights



Integrates into any  
calendar

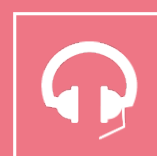


# Work Effectively From **Anywhere**

**“Work is a thing you do,  
not a place you go to anymore”.**

**Agile working technology complements your current IT infrastructure and provides an equal working experience for employees to work from the office, from home or anywhere in-between.**

Discover our Agile Working Configurator to make the process of finding the right technology for the agile workplace easier. Midwich industry experts have hand-picked the essential professional AV grade technology to reflect different working environments and needs.



#### Essential

The basics for working from home.



#### Advanced

Recommended for executives.



#### Pro

Recommended for professionals.



#### CEO

Top of the range solutions for business leaders.



#### Broadcasting

Ideal technology for streamers and presenters.



#### On the Go

Technology you can take with you anywhere.

**EXPLORE NOW!**



SCAN ME

In Association With



## 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.



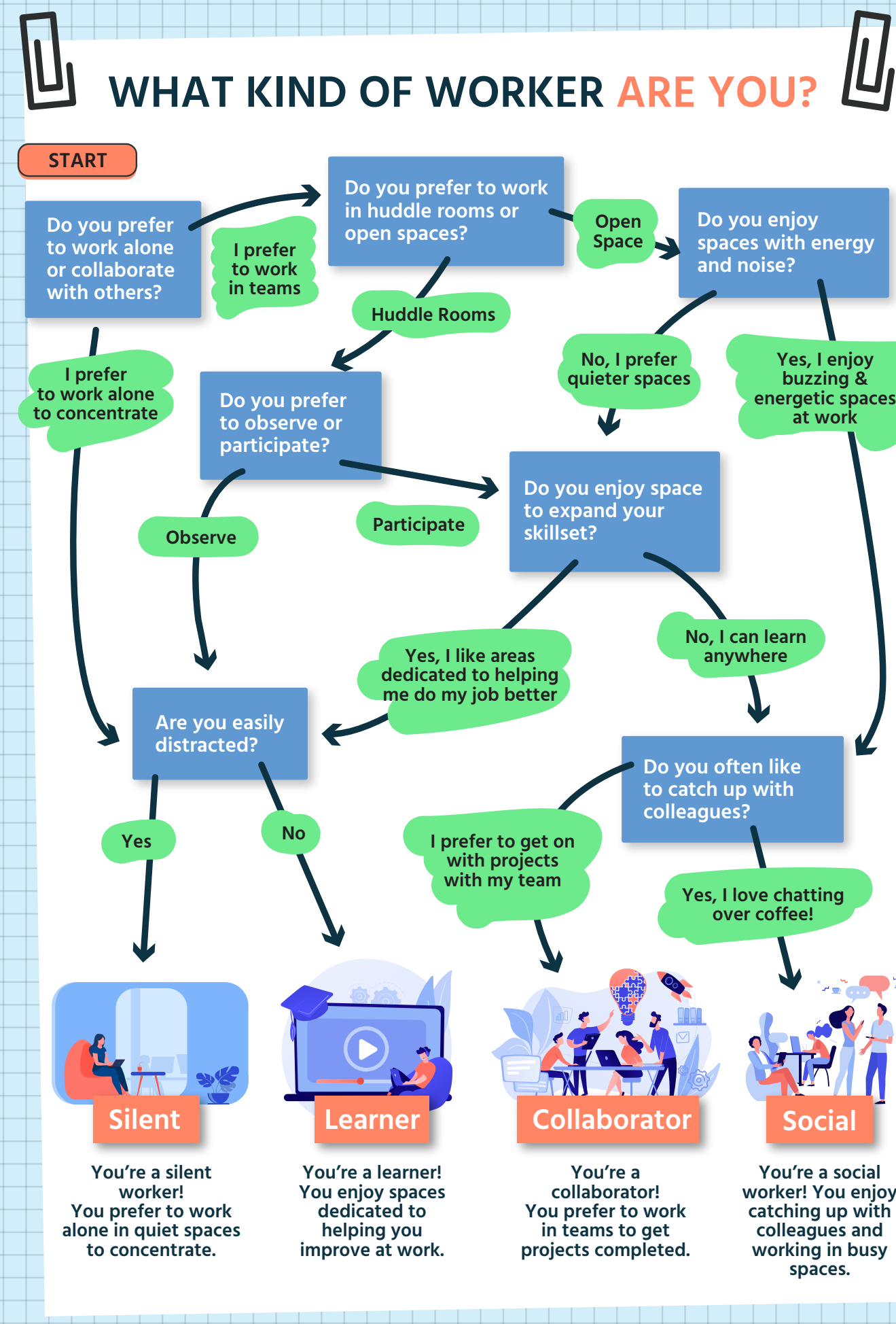
## Europe's Largest LED Check-in Display

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.







UNIT 3, NEPTUNE POINT, VANGUARD WAY,  
CARDIFF, CF24 5PG



BROOKFIELD HOUSE, BROOKFIELD  
INDUSTRIAL ESTATE, PEAKDALE ROAD,  
GLOSSOP, SK13 6LQ



VINCES ROAD, DISS, IP22 4YT



VINCES ROAD, DISS, IP22 4YT

309-310 IMPERIAL COURT,  
2 EXCHANGE QUAY, SALFORD, M5 3EB

INNOVATION HOUSE, SEGRO PARK,  
BRACKNELL, RG12 8HH



AGECROFT ROAD, PENDLEBURY,  
MANCHESTER, M27 8SB



3 BELL LN, LEWES, BN7 1JU



INNOVATION HOUSE, SEGRO PARK,  
BRACKNELL, RG12 8HH



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



17 LETCHWORTH POINT, LETCHWORTH  
GARDEN CITY, SG6 1ND

