



Symon Dacon on AV award nomination for the Principal Hayley Grand Connaught Rooms Installation.

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Symon Dacon began this year with a focus on maintaining its strong presence within contact centre and expanding within key markets such as DOOH, AV and Hospitality. Having experienced an extremely busy year to date, gained traction within these key markets and built brand awareness, the company considered its AV Award nomination worthy of comment;

"We are honoured to have been nominated for an AV Award, especially for the Principal Hayley, Grand Connaught Rooms installation, a project that we are very proud of, for us it's confirmation that we've moved a step closer to meeting some of our key objectives. We look forward to a great night at the Awards".

Steve McCullough, Vice President and General Manager, Symon Dacon

The Principal Hayley Grand Connaught Rooms project was part of a £7m renovation project to re-launch the 200 year old property into one of central London's, largest, most sophisticated and high tech conference and banqueting venues.

Originally three buildings combined into one, the Grand Connaught Rooms is an unconventional space arranged across multiple floors, covering a total floor space of 15,000 metres. With 30 meeting and training rooms, including the grand banqueting suite, a 700 seat theatre and 3 lifts leading to various areas of the building, an efficient navigation system was required. Symon Dacon provided this with a visually engaging wayfinding display, including 60" rear projection onto a glass wall creating a stunning focal point in the lobby area. This was accompanied by 2 LCD displays located either side of the grand staircase, displaying additional wayfinding information. The project is a fully scalable visual communication solution that can be extended to other Principal Hayley properties with ease.

The full case study is available on the Symon Dacon Website

http://www.symondacon.com/case_studies/principal_hayley.shtml

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The AV Awards take place at the Radisson Blu Portman, London, 8th October 2010, Symon Dacon are nominated within the Digital Signage Project Category.