

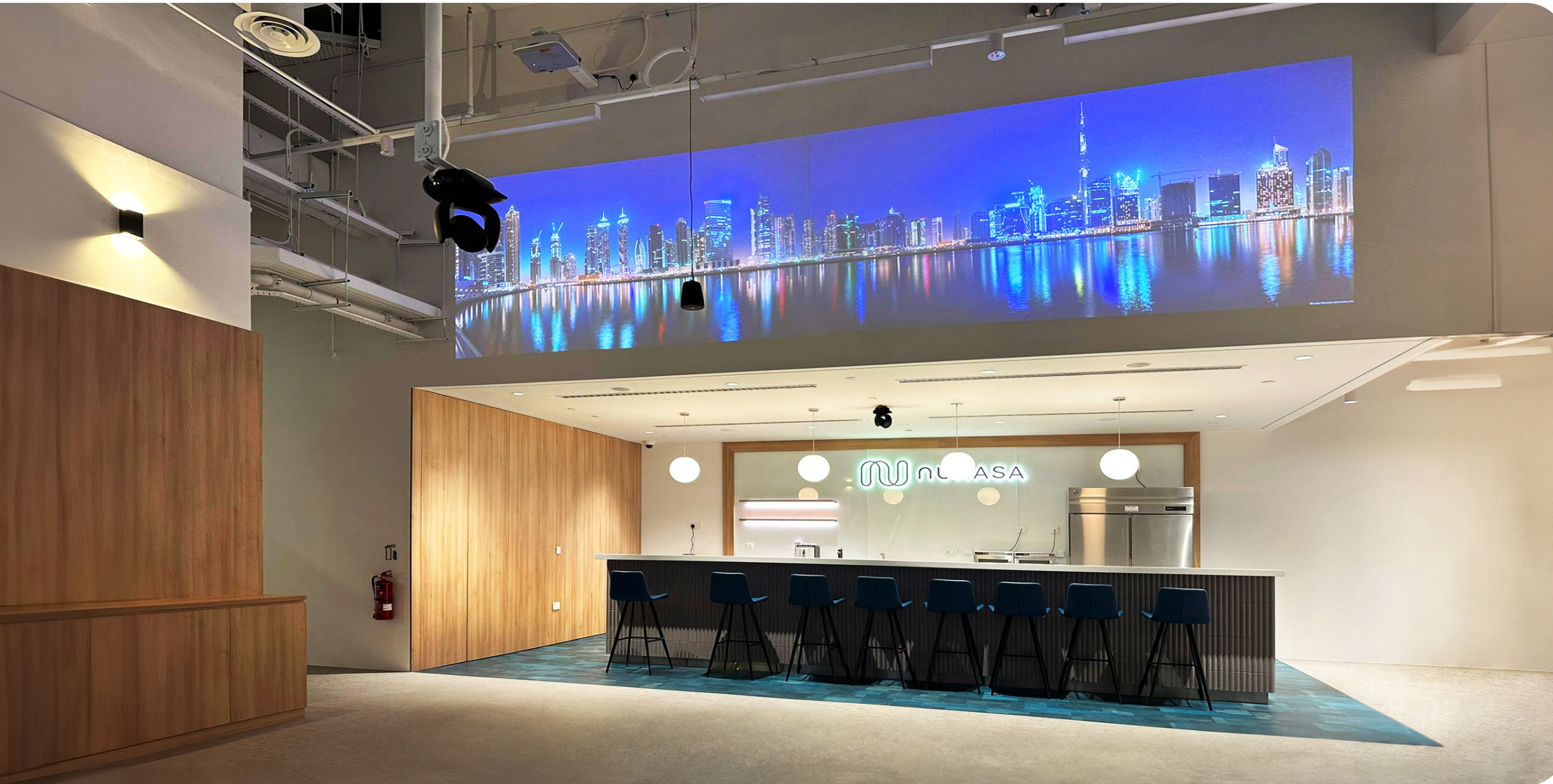
# In Focus

Inspiring collaboration and innovation at Nuras's Food Tech Innovation Centre

Believe in Excellence







## Inspiring collaboration and innovation at Nurasa's Food Tech Innovation Centre

Located in the heart of Singapore's research, innovation and development hub, The Food Tech Innovation Centre (FTIC) is a culinary development facility that supports and accelerates the adoption of sustainable foods across Asia.

Nurasa in partnership with the Singapore Institute of Food and Biotechnology Innovation (SIFBI) and the Agency for Science Technology and Research (A\*STAR), launched the FTIC to give early-stage companies access to the

specialist equipment, expertise and collaborative environment needed to innovate the market.

Alongside its primary purpose, the FTIC serves as a dynamic hub where industry professionals converge to exchange ideas, forge partnerships, and explore opportunities. Hosting a variety of industry events, culinary contests and serving as a catalyst for startups seeking investment from established players, the FTIC exemplifies excellence in promoting sustainable food initiatives throughout Asia.



## The Requirement

To foster collaboration and nurture innovation throughout the 3,840 sqm facility, the FTIC required an experienced partner to implement a comprehensive range of audio visual solutions. Cinos was selected to manage the project and tasked with deploying solutions throughout the event space, adjacent demonstration kitchen, the well-equipped test kitchen, central boardroom, small meeting rooms, and reception.

Collaborating with ease, showcasing with style, and seamless content distribution throughout the facility were the key requirements from an audio visual perspective. Ensuring audiences could engage effortlessly with live demonstrations and presentations was crucial. Furthermore, the chosen systems had to be integrated throughout the facility to stimulate interaction, collaboration, and innovation. Therefore, user-friendly, and accessible control of the solution was paramount to facilitate the smooth operations of activities within the FTIC.

## The Solution

To deliver on these requirements, Cinos designed and installed a sophisticated suite of integrated technology solutions throughout the facility. Utilising core technologies including Crestron-powered Microsoft Teams collaboration, ZeeVee's ZyPer AV over IP distribution, and BrightSign digital signage, Cinos has created an ecosystem that facilitates seamless collaboration, stylish showcasing, and precise information dissemination.

Control of the various systems are managed centrally from a Microsoft Surface Tablet Go 3. While this is positioned in reception its portable design and wireless functionality enables users to control systems from anywhere within the facility. The core technologies are supported by a range of carefully considered solutions throughout the spaces which collectively empower users to drive engagement and productivity.



## Demonstration Kitchen, Test Kitchen and Event Space

The Demonstration Kitchen, Test Kitchen and Event Space are the key focal areas of the FTIC. To empower users to confidently conduct presentations and deliver live culinary demonstrations, a range of audio visual solutions were integrated throughout the area.

Three Aver CAM550 cameras were strategically installed; one in the Test Kitchen to meticulously track and capture the chef's movements, supplemented by two pole-mounted cameras in the Event Space to capture the audience and/or presenters. Equipped with Aver's industry leading AI auto tracking technology, facial recognition and image analysis ensures that all participants are framed perfectly irrespective of their location in the space.

To reproduce feeds from the live cameras and BrightSign digital signage throughout the facility, a range of professional grade display technologies were implemented. Two LG ultra-high-definition displays were added; a 65" display in the Test Kitchen and an 86" display in the reception area. A further four Ultra Short Throw Optoma projectors were also added to the space; two above the auditorium seating and two above the meeting room area in the Event Space.

## Boardroom and Meeting Spaces

To foster seamless collaboration for FTIC members, startups and for those visiting the facility, Cinos equipped the large 12-person boardroom with an 86" LG UHD display and a Crestron-powered Microsoft Teams Room solution. The Crestron CX100 sits at the heart of the meeting room, providing participants with a seamless collaboration experience including one touch join functionality for Webex and Zoom meetings. Furthermore, users have the flexibility to utilise other conferencing platforms by simply connecting their device and leveraging the room's technology to run the meeting.

Perfect audio reproduction is achieved through the integration of Bose ceiling speakers, a Sennheiser ceiling microphone array, Shure digital sound processor and Bose amplifier. Control of the room technology is managed from a Crestron touch panel, intuitively designed in collaboration with the FTIC to ensure a seamless and uncomplicated user experience.

Additionally, to cater to breakout sessions and impromptu collaboration, Cinos equipped the three smaller meeting rooms with 55" Samsung displays and HDMI presentation ports. This setup allows users to swiftly initiate meetings and share content, fostering efficient and productive collaboration sessions.

Each pair of projectors display images up to seven metres wide, ensuring immersive visual experiences for all attendees.

ZyPer UHD IP encoders and decoders were paired with the cameras and display technology to allow for versatile content distribution throughout the facility. Using the Microsoft Surface Tablet, FTIC users can control the system with ease, displaying feeds from either the Aver cameras or BrightSign digital signage on any display or projector within the space, including the Boardroom display. Moreover, the system incorporates Bring Your Own Device (BYOD) functionality and wireless presenting capabilities to provide users with greater flexibility and convenience.

With the display technology in place, it was crucial that both in-person and virtual audiences could hear presentations and demonstrations clearly. To achieve this, two lapel microphones were utilised to ensure clear audio from chefs and presenters, allowing them to be easily heard even when using their hands and moving around. Additionally, to improve the clarity of audience participation, a further two handheld microphones were incorporated into the system. Audio processing is managed by a Bose Digital Sound Processor which then channels the audio into a single four-channel amplifier. This amplifier powers a total of 12 Bose Pendant Speakers and an additional 4 ceiling speakers, ensuring optimal clarity and coverage throughout the space.





### The Benefits

By working closely with Nurasa, Cinos has created a space that promotes collaboration, nurtures innovation, and unifies the various areas within the facility. The wide range of audio-visual solutions and technology were delivered on time via a collaborative approach, which was front and centre to the overall success.

#### Rich and varied content

AV over IP plays a major role in signal distribution across the FTIC. With ZeeVee's ZyPerUHD Management Platform, high-definition video, audio, and other data signals can be deployed to the screens and projectors across reception, the kitchens and event space. The combination of vibrant display technology and dynamic content enables the FTIC to provide its start-ups and visitors with engaging sources of information.

#### Familiarity in collaboration technology

The Crestron CX100 Microsoft Teams Room solution provides a familiar user experience and reduces any complication. This has enabled efficient, productive, and engaging meetings in the FTIC boardroom.

#### Streamlined experience

Positioned strategically in the reception area, the Microsoft Surface Tablet provides full control of the technologies throughout the FTIC. With its portable design and wireless functionality, users can move freely throughout the facility.

#### Striving for excellence in everything we do

Cinos have always embraced an underlying commitment to deliver excellence, whether that is in the projects we deliver, the development of our staff or working towards a greener future, we ensure that our company values are at the heart of everything we do. This level of commitment has been proven with globally recognised accreditations including ISO 45001, 9001, 14001, 27001 and Investors in People.

### The Technology

For an in-depth look at the technology we used on this project or to download the relevant data sheets please visit our website. You can also see the other projects we have been working on and catch up on any company news.



As our flagship pilot and development facility, we wanted the FTIC to act as a gateway to accelerating the adoption of sustainable foods across Asia. Welcoming food innovators and exciting start-ups, we needed the space to echo creativity while having the technology in place to capture the creations in real-time. Cinos has been the go-to partner for this project and has executed our plans from start to finish. We look forward to welcoming more food innovators and organisations pioneering in this space, helping us get one step closer to elevating sustainable foods across our region.

#### Client Testimonial





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**+65 6904 3650**