



Scotway House



Exterity powers cutting-edge student experience at Scotway House

With the aesthetic of a chic boutique hotel, Scotway House offers stunning, contemporary and tech-enabled student accommodation in Glasgow's West End. Close to the University of Glasgow, the spacious site has its own study and social building with a gym, roof terrace and cinema, as well as private study areas.

With accommodation for nearly 400 students, each ensuite room is equipped with superfast Wi-Fi and modern, in-room media capabilities that are designed to both entertain and inform its growing cohort of international students.

The challenge

The construction of Scotway House began in 2017 on the site of the former Meadowside Shipyard office. Its owners, Structured House Group, tasked Interactiv Solutions, a highly regarded specialist in Digital Workspace Transformation and AV solutions, to deliver a cutting-edge IPTV and digital signage solution that would reflect its modern aesthetic.

“Alongside making it look great, one of our goals for the IPTV was to create a system that was both reliable and easy to use,” says David Nicol, Managing Director at Interactiv Solutions. “We had a positive experience with Exterity when we used its IPTV solution at a major football stadium in Glasgow and, based on the needs of Scotway House, it was clear that Exterity would offer a perfect fit.”

Nicol and his team were tasked with the design, implementation and testing of the systems along with training and ongoing support. “The Exterity ArtioGuest infotainment software was also a major factor for us in choosing the technology,” he explains, “Scotway House wanted to create a student portal accessible in each room to offer information to students about local social and accommodation-related information. This was something that would need to be updated regularly so the tools needed to be easy to use.”

This feature became even more important during the recent COVID-19 pandemic and Nicol points out that the system also has an emergency notification capability that can remotely turn on each TV in every room and common area to display urgent messages or video. “We have not had to use this feature, but it was a nice capability to have – just in case,” he notes.



The solution

In total, Interactiv Solutions deployed over 260 screens across Scotway House, including a striking 12-screen video wall that mixes video, information and branding as an engaging centre piece for the lobby. The sitewide IPTV system has the capability to display over 50 TV and radio channels, including a selection of free-to-air local stations, as well as international satellite TV channels in several languages.

To further streamline the setup and management of the system, LG Hospitality SmartTVs with ArtioGuest are deployed in student rooms and common lounges, removing the need for a set-top box and thereby reducing the number of moving parts to manage and maintain. Exterity AvediaPlayer r9305 Media Players are used to stream TV and video in both the gym and cinema. “Over the last year, we have not had a single failure with any of the Exterity hardware or software,” says Interactiv Solutions, “and any maintenance we have needed to do is via remote updates which take place overnight – so there is never any downtime.”

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The end-to-end Exterity solution comprises:

- ArtioGuest guest experience portal
- AvediaPlayer m9305 Media Players
- AvediaServer c1520 with m8365 module
- AvediaStream g4418 Gateways

The result

For students and staff, the result has been a seamless and visually engaging experience that spans digital signage in common areas, to multi-channel TV and a stunning 75" TV in the cinema room – all delivered in HD, offering a rich variety of content.

“The in-house facilities team have managed the whole thing themselves, which is a testament to how easy the Exterity software is to use within an overall solution,” says Nicol. “It has met all our expectations.” Scotway House, which opened in October 2019, recently picked up an award in the “Amazing Space Category” at the Northern Design Awards.

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About Exterity

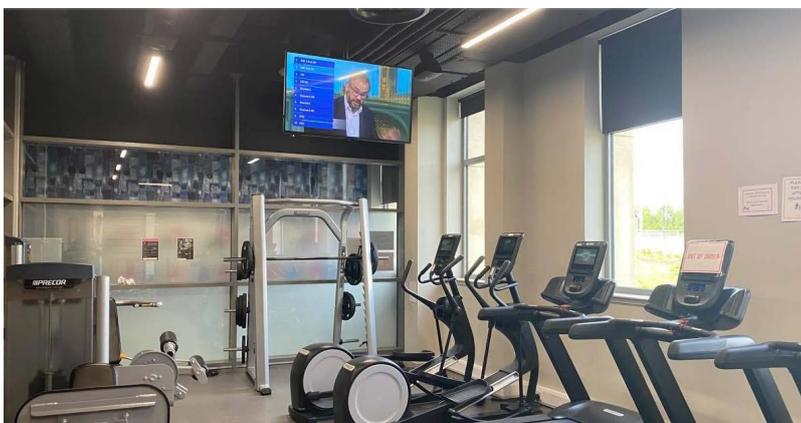
Since 2001 Exterity has been designing, developing and manufacturing technically innovative products that deliver video over an IP network to some of the leading organisations across the globe.

Enabling distribution of HD quality TV, video and digital signage over enterprise IP networks to an unlimited number of end points, Exterity solutions support large volumes of content and receiving devices without compromising system performance or availability.

Highlights

- Deployed in over 50 countries
- Scalable IP video, digital signage and guest experience solutions for organisations of any size and across any sector
- Unique industry leading features and market specific application

Headquartered in Scotland UK, we extend our global reach through our offices in New York, London, Paris, Dubai, Riyadh, Johannesburg, Singapore and Sydney. Localised knowledge and expertise is enhanced through the Exterity Streamforce program of credible, technically innovative partners, plus an extensive network of in-country resellers and distributors.



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