

Luxury Suites in London with Global Invacom's FibreIRS

- *The Lancasters converts to fibre optic technology for the best quality*
- *An incredible number of antenna jacks planned for each apartment*
- *FibreIRS technology permits great flexibility and quick reaction to future customer requirements*
- *Complete cabling in each apartment for TV, FM/DAB and audio systems*

■ The front of The Lancasters apartment complex directly across from Hyde Park in London. It's here where GlobalInvacom's FibreIRS was installed to provide the TV service for each apartment.

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A Hybrid TV Installation Serves Luxury Apartments in Hyde Park



■ In The Lancasters court. The door with the two lamps marks the entrance. Two Concierges receive visitors and provide almost anything an owner could possibly want.

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London is one of Europe's most loved cities. Here you can find a wide variety of entertainment, shops and business opportunities. If you're only visiting London briefly, you'd stay at one of the numerous hotels that can be found all over the city. But if you come to London more often, you'd look for an apartment, preferably near the city centre and even more preferably right alongside Hyde Park, the most popular park in London. And it's exactly here where a highly elegant building was renovated,

The Lancasters, where you'll find 77 high-end apartments that buyers could only afford if their bank account had a bunch of zeroes in it, namely to the left of the decimal point.

Originally The Lancasters was a row of 15 stucco houses that were built in the mid 19th century. The investment firm Minerva and real estate developer Northacre acquired all of the houses together, but kept the original façade and behind it built modern and unusual shaped apartments, most of which with

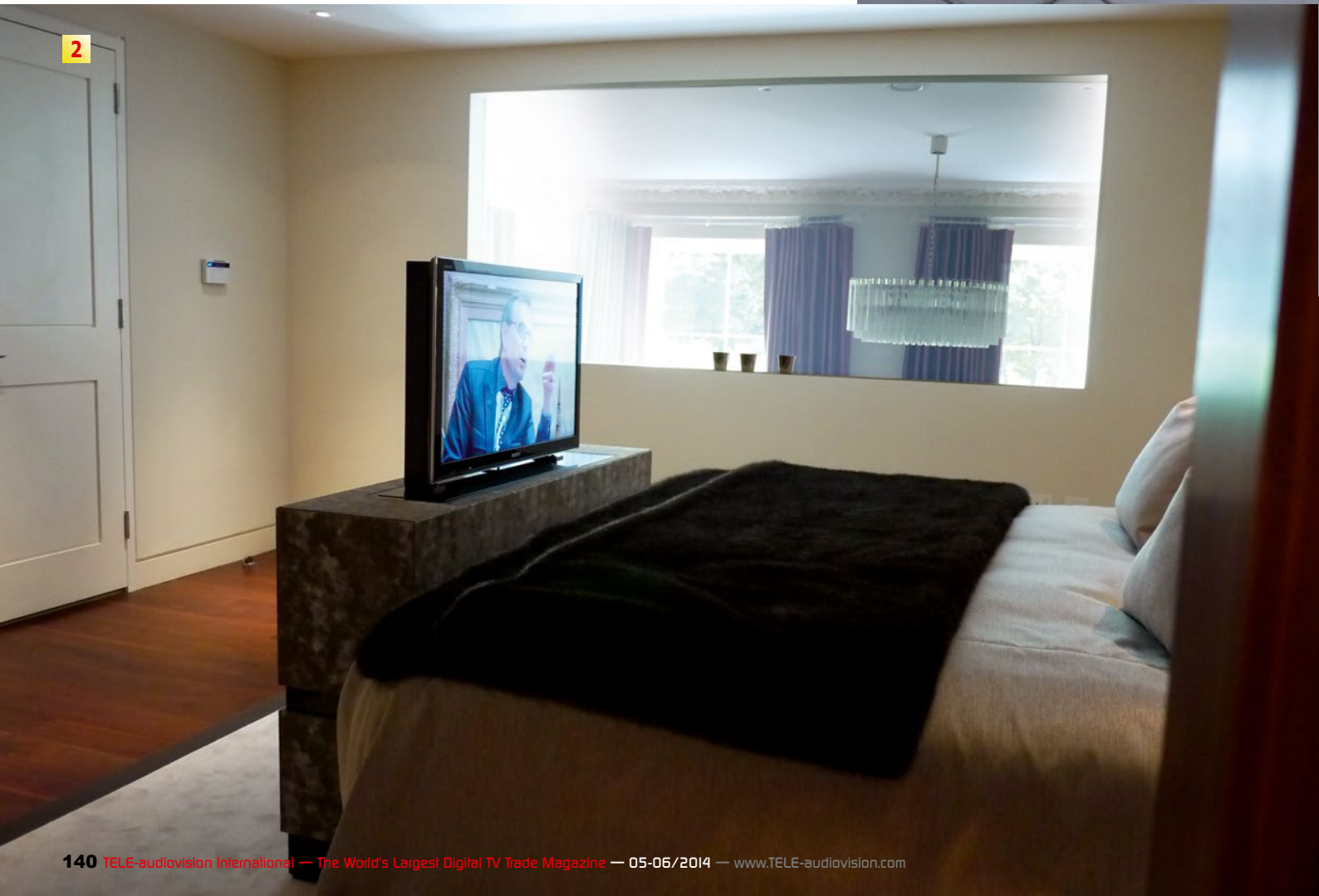
1. The Lancasters building sign – So finely polished you can see the reflection of the photographer.

2. In the bedroom of one of The Lancasters apartments: the TV is remote controlled from the dresser. The window in the background looks over Hyde Park and can be electronically darkened.

3. From the roof you have a spectacular view of Hyde Park – the dome in the background is the Royal Albert Hall. In the foreground you can see the feed from one of GlobalInvacom's fibre optic LNBs.

4. An uncountable number of antenna ports have been installed in every apartment of The Lancasters. In the foreground you can see a port with a jack for TV and FM/DAB as well as two satellite IF connections. Additional ports contain the connections for the Surround Sound system and the Internet.

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a view of Hyde Park. The complex was named The Lancasters (www.thelancastershydepark.com). It is located roughly in the middle between the Lancaster Gate and Queensway underground stations.

Since this is a hyper-modern apartment complex, it stands to reason that the TV system would also be hyper-modern. Each apartment was fitted with a large number of antenna ports. "One apartment here in The Lancasters actually has 64 TV jacks", we learn from Richard Tunstall. He works for the company SMC (www.smc-uk.com) that specializes in installing nothing but the best video and audio systems. "We installed four satellite antennas for The Lancasters and distribute the signals over

seven main lines to the individual apartments", explains Richard Tunstall, who managed the installation. "With five assistants we needed three months to lay all the cable."

To guarantee the quality of the satellite signal throughout the system, SMC opted to use the fibre optic LNBs from GlobalInvacom. "The four largest apartments are fed directly with the fibre optic signals; the remaining apartments are fed with a Hybrid system. These apartments are connected via coax cable to the FibreIRS system." Naturally, the number of antenna ports in each apartment depends on the requirements of each individual owner. "Sure enough, in one of the apartments we used a multiswitch with 64 outputs and

routed cable for all 64 of those outputs such that there's an antenna port on the wall every couple of feet. In this way the apartment owner can truly place his TVs anywhere he wants in the apartment; there's always an antenna port nearby."

SMC not only installed the TV system, they also installed the speaker wires for the Surround system in each apartment. Here too the work was performed in accordance with the apartment owner's requirements. If the situation wasn't quite clear, it was better to install more antenna ports and lay more cable. "SMC has been using GlobalInvacom's FibreIRS solution since 2010. Thus far we've performed roughly 50 installations with this wonderful system", explains Richard Tunstall who adds, "Whenever we determine that the cable length of a TV system would exceed 90 meters, we almost always use GlobalInvacom's FibreRS. Only with shorter cable lengths are conventional LNBs with coax cable more cost effective most of the time." But since GlobalInvacom is currently working on more cost effective solutions, there may come a time when conventional LNBs will no longer play a role at SMC. Their first instal-



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lation with the fibre optic LNB also involved the longest cable lengths: "That was 2011", explains Richard Tunstall, "A customer in Basingstoke with a large estate absolutely did not want to be able to see his satellite antennas. We had to install them 2km from his home. Obviously, the fibre optic LNB was perfect for this situation."

The FibreIRS's fibre optic technology is much more flexible and it's far easier

to take care of any cabling changes that might come about in the future.

Flexibility is a necessity especially with those customers that regularly change their minds. Cable lengths with the FibreIRS system for the most part are not a factor and attenuation calculations that are the rule when using coax cable are mostly unnecessary. GlobalInvacom has developed an ideal solution for extremely flexible satellite installations.



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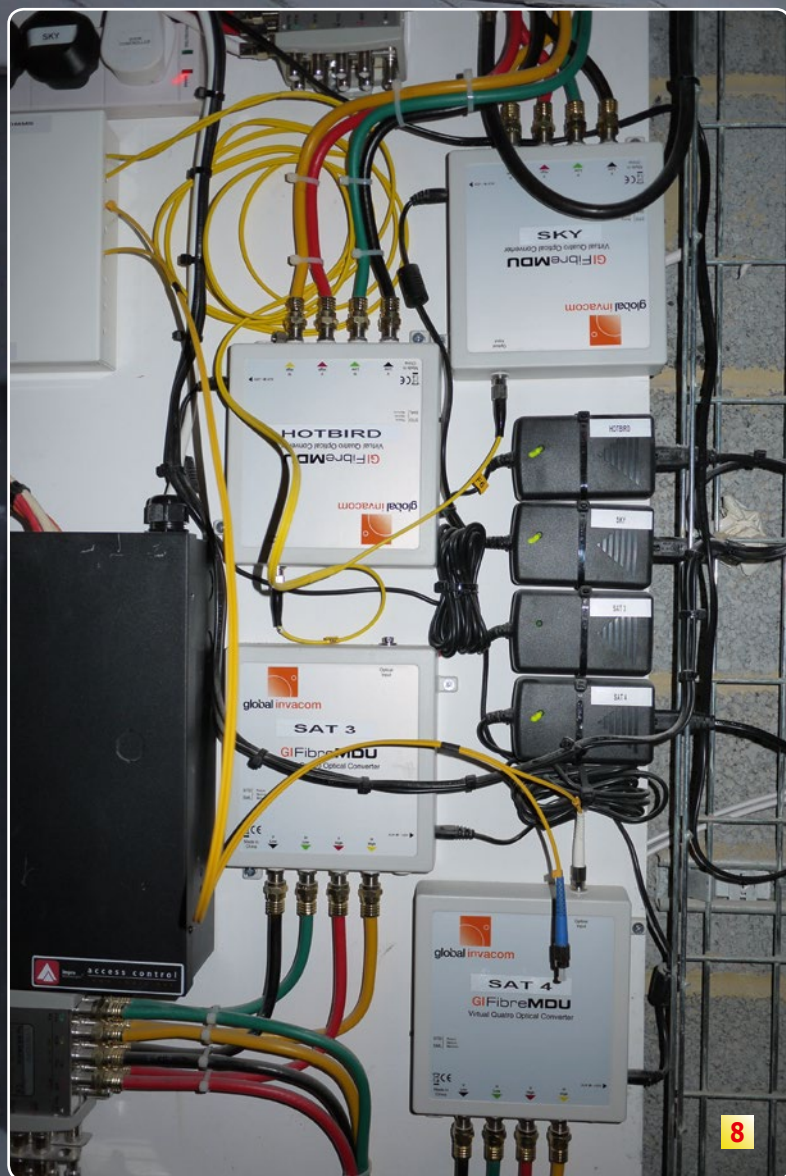
5. Here the fibre optic cables from the four satellite dishes on the roof are redistributed for further transmission over the total of seven main lines

6. Richard Tunstall managed the installation of the TV system in The Lancasters. Here he is showing us the central distribution centre in the basement of the building complex. He is pointing to the GlobalInvacom FibreIRS converters used to reconvert the fibre optic signals from the LNB back to a regular frequency range so that they can be further distributed by coax cable.

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7. On the roof of The Lancasters. Here is where Richard Tunstall erected the four satellite antennas as well as the UHF antenna (pointing to the broadcaster Crystal Palace) and FM antenna for terrestrial reception. The dishes cannot be seen from the street. Small offset dishes are used to receive the satellites at 28.2E and 9.0E while 1.4-meter antennas are used to receive the satellites at 26E and 13E.

8. A look at the distribution set up for each floor. From here the fibre optic cables are further distributed.



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