

McCain Foods

Hybrid AV Installation for New Town Hall & Events Space



AudioVisual
Nuway

Project Overview

Client: McCain Foods

Location: Scarborough, UK

Facility: New Town Hall and Events Space

Sector: Corporate / Food Manufacturing

AV Integrator: Nuway

Scope: Design and delivery of a fully integrated hybrid AV solution for large-scale internal meetings, broadcasts and events



Site wide integration for cutting edge communication technology



The Challenge

When McCain Foods developed its new Town Hall and Events Space in Scarborough, the objective was to create a flexible, hybrid-ready corporate hub capable of supporting:

- Large-scale internal meetings
- Executive presentations and announcements
- Company-wide broadcasts
- Interactive Q&A sessions
- Seamless hybrid collaboration

The space needed to perform equally well for in-room audiences and remote participants, while remaining intuitive for staff to operate without specialist technical support.

Delivering company wide meetings, presentations and interactive Q&A sessions

Our Solution

Nuway designed and delivered a complete AV ecosystem combining room-based presentation technology with a centralised, scalable infrastructure built for long-term flexibility.

Flexible Audio for Dynamic Events - To accommodate keynote speeches, panel discussions and interactive sessions, the space was equipped with a comprehensive wireless microphone system, including handheld, bodypack and tie-clip transmitters.

Four Sennheiser TeamConnect Ceiling 2 beamforming microphones were installed to provide consistent, high-quality voice capture throughout the room. These automatically focus on active speakers and integrate via Dante over the network, ensuring clean, low-latency audio distribution.

Two custom-branded Catchbox throwable microphones were introduced to encourage audience participation while reinforcing McCain's corporate identity.

Audio is distributed evenly via twelve ceiling loudspeakers, delivering clear and balanced coverage regardless of room layout.

High-Impact Visual & Hybrid Integration - Visual presentation is delivered through dual Samsung 4K professional displays, including a 98-inch primary screen, ensuring crisp, large-format content visibility for both in-room and remote attendees.

A native Microsoft Teams Room solution forms the backbone of the hybrid environment, enabling streamlined video conferencing with automated camera and audio management. An intelligent tracking camera system dynamically frames presenters during live sessions and streamed events, maintaining professional broadcast quality.

A unified touchscreen control interface provides simple access to audio, video and conferencing functions – removing operational complexity and ensuring consistent usability.

Centralised, Brand-Aligned Infrastructure - All core processing, amplification and network components are housed within a purpose-built 18U credenza rack, finished and branded in line with McCain's corporate identity.

This centralised system manages; Signal routing, Dante audio distribution, Amplification and AV-over-IP connectivity. The result is a reliable, scalable and serviceable infrastructure designed to support future expansion with minimal disruption.

The Result

The completed installation delivers a versatile, future-ready communication hub that strengthens internal engagement and collaboration.

By combining beamforming microphone technology, large-format 4K displays and native hybrid conferencing within a clean, brand-aligned design, the space provides clarity, consistency and ease of use.

McCain Foods now benefits from a high-performance Town Hall and Events Space capable of supporting company-wide announcements, executive briefings and hybrid collaboration, reinforcing its commitment to innovation and connected communication.

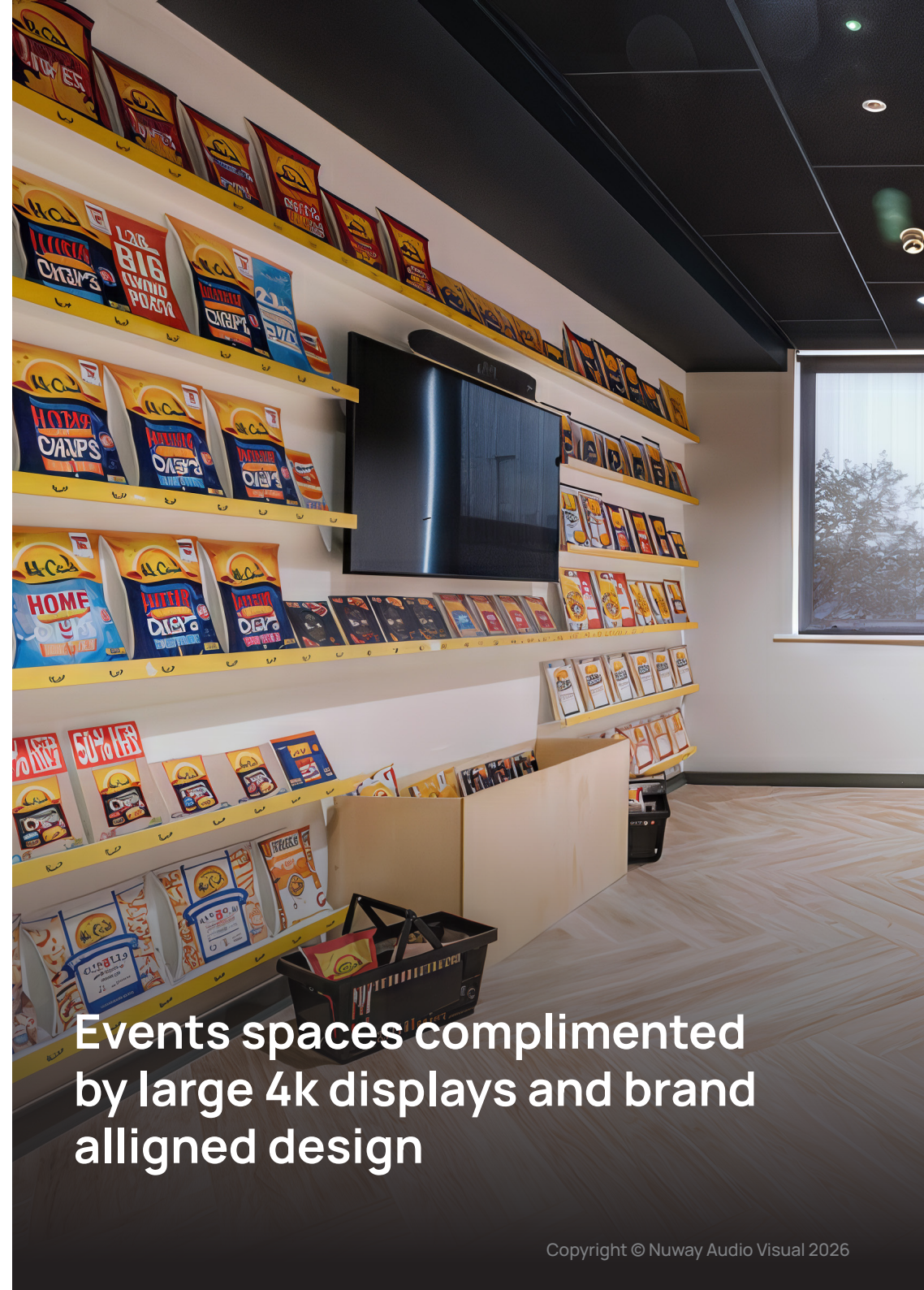
“The hybrid meeting environment has made collaboration across our sites effortless. The system is simple to use, highly reliable and has completely changed the way we run meetings.”

- McCain Foods

Planning a similar project?

Talk to our team about designing the right technology for your space.

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Events spaces complimented by large 4k displays and brand aligned design