UNILEVER HOBOKEN

PROJECT SUMMARY

CTCI delivered a comprehensive AV systems integration for Unilever's Hoboken office, outfitting more than 20 distinct room types and shared spaces with unified video conferencing, digital signage, and audio technology. The scope ranged from a fleet of 40 standardized huddle rooms to large-format LED video walls in the VR Room, Command/Data Center, Town Hall, and Reception, giving Unilever a consistent, enterprise-grade collaboration experience throughout the building.

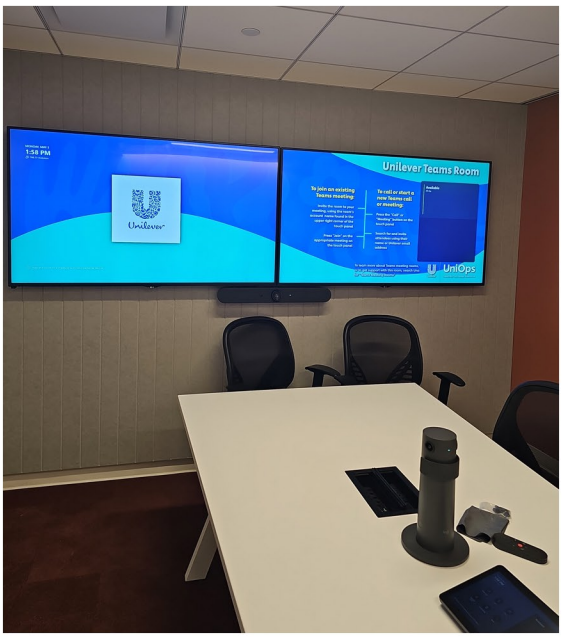
Location: 111 River Street, Hoboken, NJ

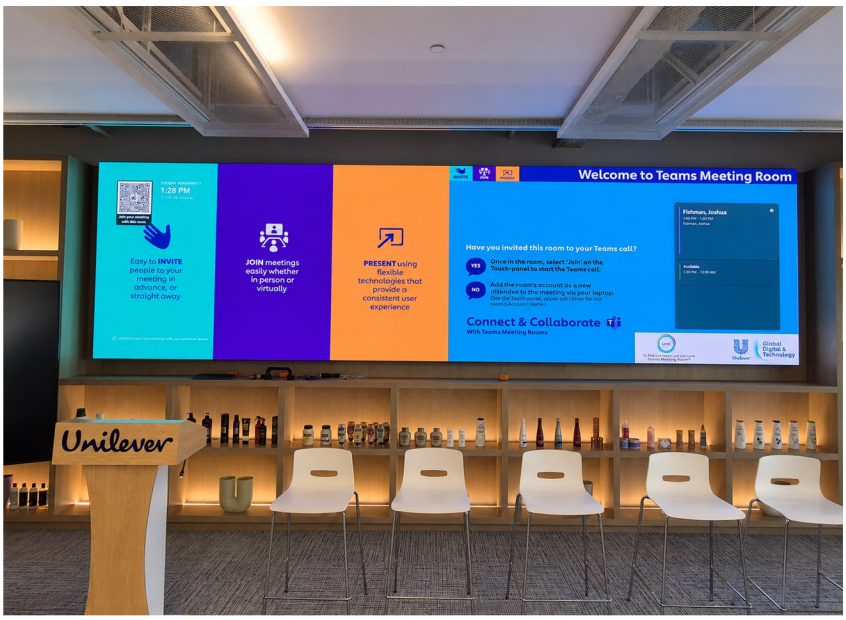
PROJECT OVERVIEW

CTCI is providing end-to-end AV design, integration, and commissioning for Unilever's Hoboken office, covering everything from small huddle rooms to large-format video wall installations. Forty huddle rooms were equipped with a standardized Lightware matrix switching and Logitech MeetUp2 camera package, while small and medium conference rooms received Logitech Rally Bar systems, Lenovo MTRoW compute, and Lightware HDBaseT distribution for a consistent Microsoft Teams experience.

Signature spaces received custom-engineered solutions: the VR Room and Command/Data Center (CDC) feature large-format Planar DirectLight LED video walls with Extron AVoIP distribution, QSC audio processing, and Shure ceiling microphone arrays. The Reception area showcases a 14x7 Planar video wall spanning over 27 feet, while the Town Hall includes a 10x5 video wall paired with an assistive listening system for accessibility. Flex rooms, a Retail Lab, and testing areas round out the collaborative spaces, each with tailored camera, audio, and control packages.

Beyond meeting spaces, the project included AV infrastructure for shared and support areas — kitchen, pantry, lounge, reception, elevator lobbies, stairwells, and open areas — with digital signage, background audio, and Dante-based audio distribution throughout. Dedicated AV equipment racks on multiple floors house QSC processing, Netgear networking, and UPS power protection to support the building-wide system.





Extron logitech QSC SHURE LIGHTWARE PLANAR SAMSUNG
Lenovo CHIEF SONANCE NETGEAR BrightSign AVer Huddly BARCO
BLUSTREAM INOGENI Sound Control Technologies Middle Atlantic Products TRIPP·LITE LISTEN