

## case study

# Digital transformation drives a future-ready hybrid collaboration workspace

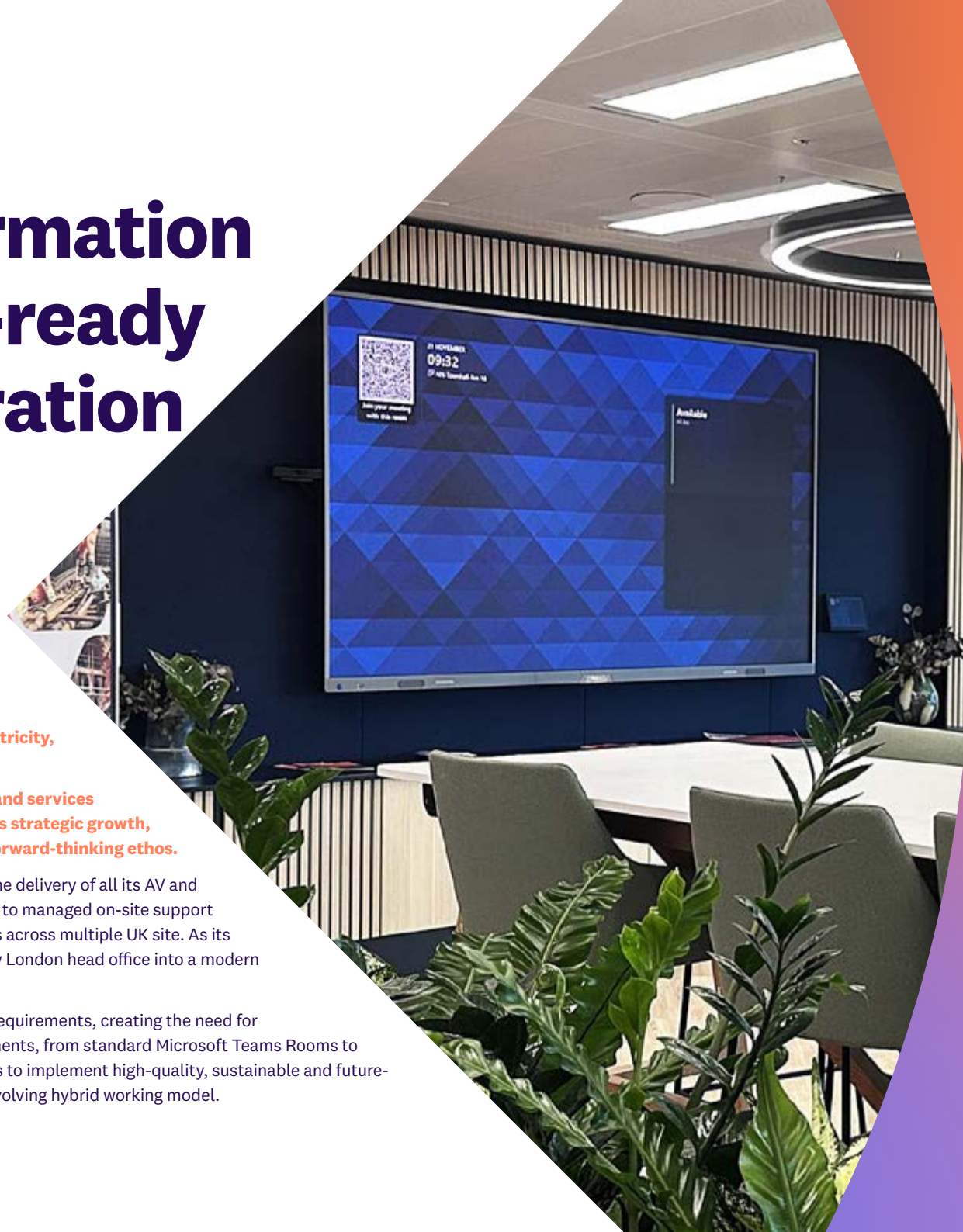
## The background

EDF Energy is one of the UK's largest energy providers, supplying electricity and gas to millions of homes and businesses. As part of the EDF Group, it is Britain's biggest generator of zero-carbon electricity, playing a vital role in supporting the UK's net zero ambitions.

Committed to sustainability and innovation, EDF offers products and services that promote energy efficiency and low-carbon living. As part of its strategic growth, EDF has opened a new London head office designed to reflect its forward-thinking ethos.

Kinly and EDF have a strong and long-standing partnership involving the delivery of all its AV and videoconferencing requirements, from design and installation through to managed on-site support including a full-time team of full time team of 7 highly skilled engineers across multiple UK site. As its trusted AV technology advisor, EDF engaged Kinly to transform its new London head office into a modern hybrid collaboration workspace.

The building features multiple unique spaces with different technical requirements, creating the need for personalised, intuitive and consistent AV solutions across all environments, from standard Microsoft Teams Rooms to multifunctional boardrooms and town hall areas. The primary goal was to implement high-quality, sustainable and future-proofed AV equipment that will remain flexible and adaptable for its evolving hybrid working model.



## The solution

**The user experience, consistency and scalability were core drivers for the design process. The new office consists of a full suite of Microsoft Teams Room solutions, advanced AV systems and digital signage across multiple spaces, from standard meeting rooms to executive signature rooms and large-scale town hall setups. This brings EDF's vision for its new office to life through custom solutions that balance high-end performance with everyday usability.**

Kinly designed and delivered 15 Microsoft Teams rooms (MTRs), deployed across various room sizes using Logitech TAP for intuitive control and seamless Teams integration. In addition, 7 MTRs featuring Logitech Sight were used for intelligent AI-driven audio and video framing, creating a more inclusive hybrid meeting experience.

We also integrated a multipurpose boardroom, a highly flexible space designed to support a range of meeting styles including executive boardroom sessions and town hall-style presentations. The boardroom is equipped with Logitech TAP for MTR control, 6 Q-SYS cameras featuring Q-SYS control integration for adaptable room management and Shure audio to deliver crystal clear sound. In boardroom mode, the space operates automatic camera preset recall (ACPR) to actively identify the individual speaking while providing a clear view for remote participants.

The multi-camera allows for seamless switching to the next speaker without the far end participants needing to see any physical camera movement. The space also operates as a mini town hall, where all furniture can be removed and rows of seating are placed facing the display or presenter. In this scenario, the ceiling

camera is activated to face the presenter. There is also the option of utilising handheld microphones to isolate audio.

The town hall space is created for high-impact, company-wide presentations. It features an impressive 108-inch Absen LED display for maximum visibility. It also includes a Logitech TAP, 2 Q-SYS cameras for the presenter and audience, Q-SYS control and Shure microphones to deliver a seamless experience for both in-room and remote audiences. The space can be driven via the touch panel with a custom user interface in line with EDF's branding. Day to day, the screen is utilised for digital signage from the OneMedia Signage Platform and can easily switch to become a MTR at the click of a button.

To optimise hybrid collaboration, we also designed and integrated a Microsoft Signature Room fitted with a 105-inch 21:9 Jupiter display, as well as 3 Q-SYS cameras for intelligent video switching and Shure audio for clear and natural sound.

For enhanced communication, collaboration and culture, digital signage was installed in the reception area and across the office floor. The reception itself features an additional 108-inch Absen LED screen, delivering impactful welcome and brand messaging. Across the office floor, a selection of Sony displays were used for internal communications. All displays run on the OneMedia Platform via a single media player for easy and effective content management.

To make the most of the unique areas in the new build, Kinly and EDF stakeholders collaborated closely through consultative workshops and design sessions to fully understand both user and space requirements. Kinly and EDF's long-standing partnership helped uncover exactly how each space could be used, what each user journey would look like and why quality, ease of use and integration were crucial.



SECTOR  
LOCAL  
CORPORATE



LOCATION(S)  
LONDON, UK



SOLUTION  
AUDIO VISUAL  
DIGITAL SIGNAGE  
CONSULTANCY  
AND DESIGN  
SUPPORT SERVICES

## The result

**EDF's new London office has been transformed into a fully modernised hybrid workplace with consistent, scalable and premium AV solutions across all spaces. This enables seamless collaboration, improved productivity and a future-proofed user experience that aligns perfectly with EDF's sustainability and innovation ambitions. The success of the site has led to these new standards being implemented at new EDF locations which Kinly has been contracted to deliver.**

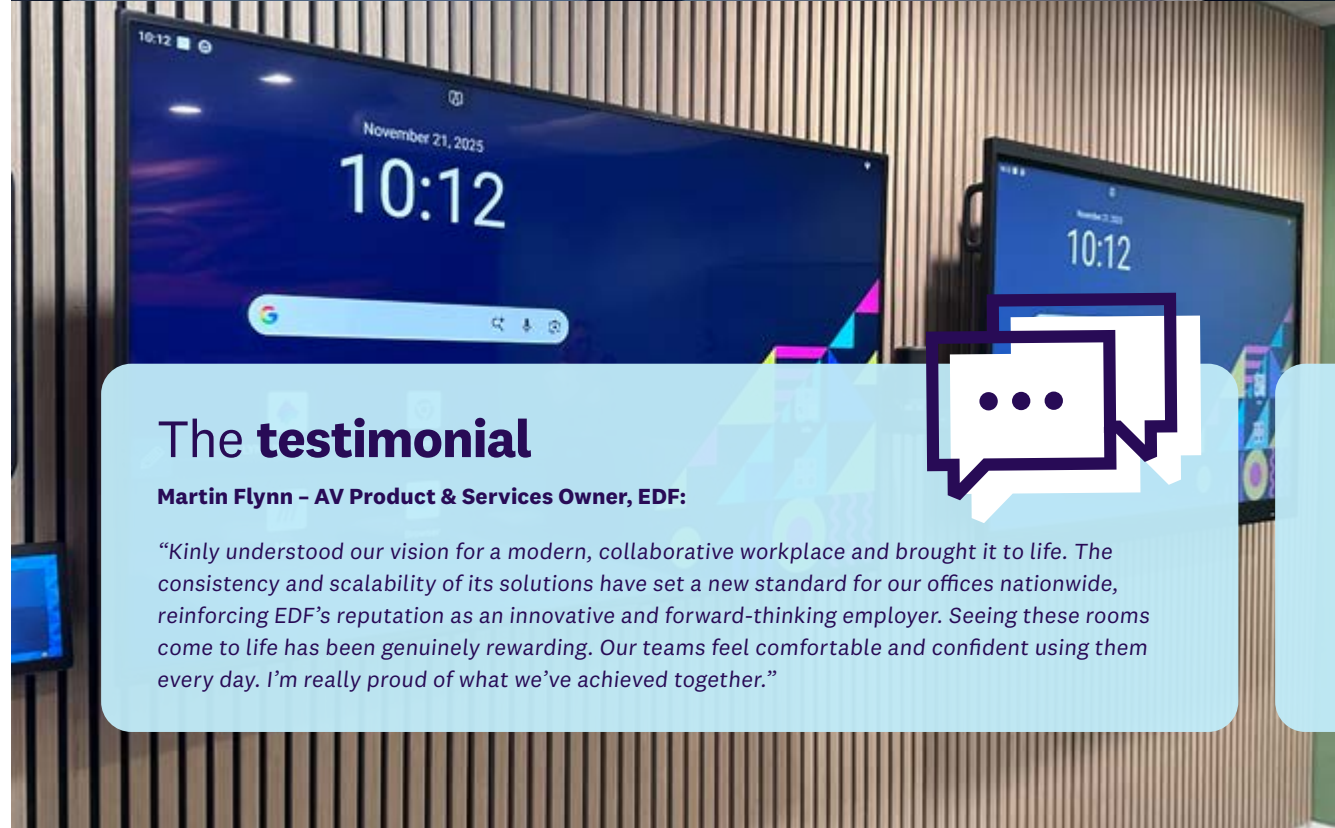
Consistent AV technology across all meeting spaces improves daily workflows and eliminates technical disruptions, enabling EDF teams to connect reliably with both in-office and remote colleagues. Reduced meeting setup time and improved communication quality also drives faster decision-making and more effective cross-department collaboration.

Tailored AV designs from Kinly's workshops and design sessions ensured technology aligned seamlessly with each workspace's needs, supporting EDF's hybrid working model now and well into the future. Kinly's pre-paid White Glove Days provide dedicated on-site engineering support during key events, ensuring uninterrupted operations and minimising downtime.

The success of the project ensured a modern and consistent technology environment that boosted engagement while supporting recruitment and retention goals and reinforcing EDF's reputation as an innovative employer. Kinly and EDF's partnership continues to grow and we are actively installing new offices across the country to continuously meet its hybrid and collaborative goals.

## Why Kinly?

Bringing people & technology together for better productivity wherever the work happens — because great things happen when people work together.



## The testimonial

**Martin Flynn - AV Product & Services Owner, EDF:**

*“Kinly understood our vision for a modern, collaborative workplace and brought it to life. The consistency and scalability of its solutions have set a new standard for our offices nationwide, reinforcing EDF's reputation as an innovative and forward-thinking employer. Seeing these rooms come to life has been genuinely rewarding. Our teams feel comfortable and confident using them every day. I'm really proud of what we've achieved together.”*

