



RESIDENTIAL

THE ART OF THE POSSIBLE,  
AT 3 MERCHANT SQUARE





These stunning penthouse properties have been enhanced with a thoughtfully designed automation solution.

Providing flexible spaces in 201 beautifully finished homes, a short walk from Hyde Park and the shops and theatres of the London's West End, 3 Merchant Square is a showcase for thoughtfully-designed apartment living. With their open-plan layout and clean interior lines, these stylish apartments have been designed to simplify life, and the technological provision is no exception. Thanks to AMX, the apartments of 3 Merchant Square now boast the kind of integrated technological solution which enriches, rather than complicates. Yes, this future-ready, NetLinx-driven system has been designed, configured and installed in such a way so as to deliver real lifestyle benefits to the eventual homeowners and a tangible return on investment for the development manager, European Land.

Rising from the regenerated canal land of London's Paddington district, this impressive

21-storey building boasts its own first-floor nursery, a stunning winter garden and a total of 10,000 sq.ft of retail units. The tower's apartments not only benefit from a vibrant and cosmopolitan location, but also from services such as 24 hour concierge and security. Their high-end internal specification includes mood lighting, underfloor heating, bespoke kitchens and joinery as standard, and these uncluttered spaces even boast their own cable management solutions to ensure that nothing detracts from the stylishly minimal interior. The development has been further enhanced by the installation of an AMX infrastructure and integrated NetLinx control, common to all apartments; delivering an unrivalled level of flexibility and allowing the developer to make provision for the future technical requirements of exacting purchasers, without dictating what those exact technical requirements should be.



All potential purchasers will benefit from an easy to use door entry and climate control solution, as well as 24 hour concierge support, at the touch of a button.

Potential purchasers looking to discover what is technologically possible need look no further than the development's penthouses. Commanding impressive views across the city from their dual aspect balconies, these stunning properties have been enhanced with a thoughtfully designed automation solution. The technical provision begins at the front door where a 10" wall-mounted Modero X Series touchpanel provides a stylish and intuitive control solution, giving users the ability to directly contact concierge and control the climate throughout the entire apartment. Seamless integration between AMX and the URMET door entry system allows users to receive one-way video and two-way audio communication with visitors at the front door, allowing them to see, talk and grant access, all via an easy-to-use interface. Unusually, this intuitive solution isn't unique to the penthouses but has been integrated

“This future-ready, AMX-driven system has been designed, configured and installed in such a way so as to deliver real lifestyle benefits to the eventual homeowners and a tangible return on investment for the development manager, European Land.”

as standard, throughout the development; giving all potential purchasers the benefit of an easy to use door entry and climate control solution, as well as 24 hour concierge support at the touch of a button, plus the potential to upgrade functionality as desired.

Back in the penthouse, and the carefully selected technology continues in the main living space with its in-ceiling speakers and eight-zone multi-room audio system complete



24 hour concierge support is available at the touch of an AMX control panel.



Residents benefit from two-way audio communication with the front desk from this stylish interface.

with amplification throughout, and not one but two music players to stream different music to different zones, independently. An HDMI matrix switcher distributes video around the property, sending content from the various sources, which include Freeview and Blu-ray, to the apartment's high-definition displays. Integrated, fingertip control of the audio-visual system, automated blinds, Lutron lighting system and climate control is provided by the AMX TPCControl Application which transforms the penthouse iPad into a fully functioning touch panel for controlling the system platform. Connecting as a native AMX device to the local AMX NetLinx NI3100 master controller, this innovative App provides real-time, touch control of automation functions, as fast as a regular panel. Attention to detail is further evident on the iPad GUI which has been customised with Merchant Square branding; successfully reconciling the developer's need for brand consistency with a tried and tested interface.

But, the unique innovations don't stop there, the system even has its own demonstration mode. Yes, with just one touch of the AMX App-enabled iPad and this penthouse apartment is capable of demonstrating its own technological credentials. Pre-programmed macros initiate a series of automated actions; the appropriate lighting scene is set, the blinds close, background music starts playing and the screens turn on and automatically switch to the developer's marketing content which is stored locally on a Mac mini.

So, with its flexible, future-ready AMX infrastructure and discreet, lifestyle-enriching systems, the technology at 3 Merchant Square is certainly a selling point, and in more ways than one!





Seamless integration between the AMX and URMET systems affords a stylish and easy-to-use door entry solution.



Residents can see, talk to and grant access to visitors via their AMX Modero touch panel.



AMX App-enabled iPads provide an intuitive control interface.

# 3 MERCHANT SQUARE

The apartments of 3 Merchant Square now benefit from a flexible infrastructure and discreet, life-enriching systems.

## OVERVIEW

Providing flexible spaces in 201 beautifully finished homes, a short walk from Hyde Park and the shops and theatres of the London's West End, 3 Merchant Square is a showcase for thoughtfully-designed apartment living. With their open-plan layout and clean interior lines, these stylish apartments have been designed to simplify life, and the technological provision is no exception. Thanks to AMX, the apartments of 3 Merchant Square now boast the kind of integrated technological solution which enriches, rather than complicates. Yes, this future-ready, NetLinx-driven system has been designed, configured and installed in such a way so as to deliver real lifestyle benefits to the eventual homeowners and a tangible return on investment for the development manager, European Land.

## LOCATION

London, UK

## HIGHLIGHT

The apartments at 3 Merchant Square not only benefit from a vibrant and cosmopolitan location, but also from services such as 24 hour concierge and security. Their high-end internal specification includes mood lighting, underfloor heating, bespoke kitchens and joinery as standard, and these uncluttered spaces even boast their own cable management solutions to ensure that nothing detracts from the stylishly minimal interior. The development has been further enhanced by the installation of an AMX infrastructure and integrated NetLinx control, common to all apartments; delivering an unrivalled level of flexibility and allowing the developer to make provision for the future technical requirements of exacting purchasers, without dictating what those exact technical requirements should be.

“Potential purchasers looking to discover what is technologically possible need look no further than the development's stunning, thoughtfully-designed penthouses.”

**AMX** | RESIDENTIAL  
by HARMAN

+44 (0)207 652 9450 | [www.amx.com/eu](http://www.amx.com/eu)



HARMAN

AKG | AMX |  |  | dbx |  |  | lexicon | Martin | Soundcraft | STUDER