



CASE STUDY: Ulster University's expanded Belfast campus brings the University to the forefront of education.

CHALLENGE AND COMPANY

Spanning over 75,000m², Ulster University's expanded Belfast campus is a state-of-the-art development that has catapulted the University to the forefront of higher education and events.

During construction, the University identified an opportunity to provide an enhanced digital experience for staff, students, and visitors to the campus.

Through a £6m digital transformation project, the University made the strategic decision to equip its spaces with a number of innovative, sector leading, learning technologies.

Pure AV, in partnership with Visual Systems Ireland were awarded the contract to deliver a series of standardised AV systems to align with the University's vision of a more sustainable, connected, and flexible campus.





The flexibility and understanding shown by the Pure AV team has been exceptional. They went the extra mile to ensure that our requirements were exceeded in delivering an exciting, technology rich environment for learning.

NORMAN BLAIR,
HEAD OF DISD GBD DELIVERY PROGRAMME, ULSTER UNIVERSITY



THE SOLUTION

Consisting of over 300 learning and work spaces, the development brings together a series of technology rich meeting rooms, teaching spaces, social areas, and lecture theatres.

Each audio visual system has been designed to not only enhance each space, but to bring an easy to use, consistent experience for all users of the systems.

High quality large group learning

The audio visual system in both lecture theatres is designed with academics and students in mind. Ceiling mounted NEC projection systems bring large scale content to the space, and a combination of JBL and Biamp speakers enable delegates to hear clearly, regardless of where they are seated.

High-quality wireless content sharing has been brought to the spaces through a Mersive Solstice system, allowing content to be shared from personal devices onto the main projection display. To enhance the experience further, a Top-Tec lectern with an integrated visualiser and Extron control panel has been provided in each lecture theatre to enable both control of the technology and content from a central point.

A modern approach to group and collaborative working

For collaborative learning, a number of dedicated Active Learning Suites provide students with a space to learn, share ideas and discuss course content.

Stylish and elegant collaboration furniture with integrated display screens has been incorporated into the spaces, to allow students to gather in groups, and eliminate the need for fixed displays on the wall.

Content sharing to the in-room displays is achieved via the Mersive Active Learning system, giving students a mechanism to share content from their own devices to a choice of single, or multiple displays within the space.

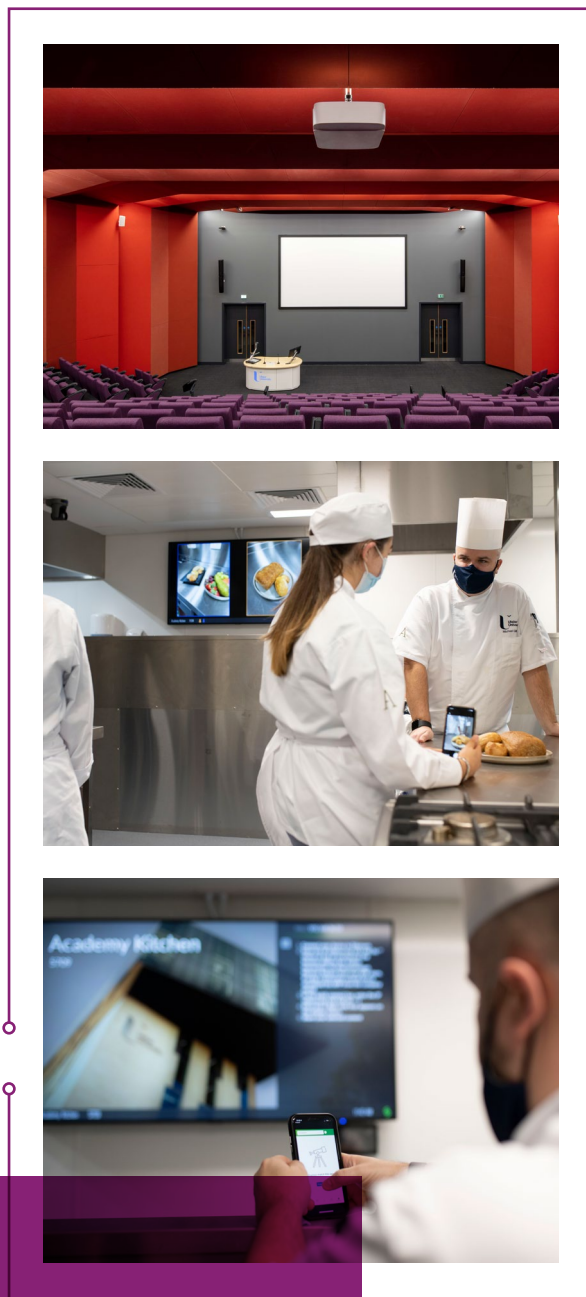
High quality spaces for video collaboration

Flexible meeting and learning spaces offer accommodation for between 4 and 350 people, and feature technology to suit a number of different learning styles. To bring complete flexibility to the meeting spaces, a significant number have been equipped with video conferencing tools, enabling video collaboration when needed.

Streaming and recording of practical sessions

The Academy Kitchen is a full commercial kitchen, offering a location to complete practical sessions while instructors supervise from a separate location. PTZ cameras capture the activity, and the visual signals are routed by an Extron system, allowing playback and review, resulting in a truly unobtrusive learning experience.

Wireless sharing via the Mersive Solstice system enables students to showcase their work to the in-room display screen via their own devices.



The dedicated Active Learning Suites provide an enhanced learning environment designed to facilitate peer, social and collaborative learning in teams and groups through the devices students have with them.

RICHARD BEGGS,
LECTURER IN HIGHER EDUCATION
PRACTICE, ULSTER UNIVERSITY



Digital signage for high impact messaging

Digital signage throughout the campus gives the University a powerful way to convey key messages to students, staff, visitors, and other delegates.

Powered by the NowSignage platform and displayed on bespoke totems with integrated NEC displays, the University can quickly and efficiently deploy customised content to different areas of campus, ensuring everyone gets the right message at the right time.

Standardising technology to create a leading facility for education and events

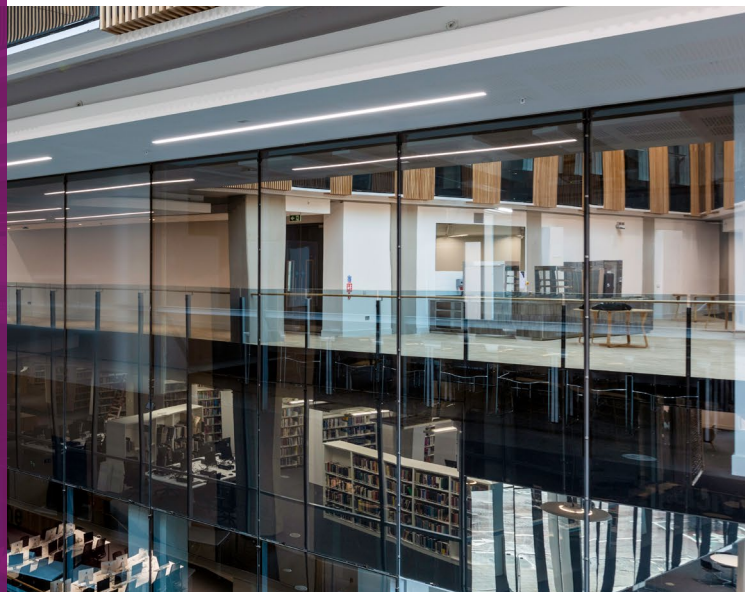
By standardising the technology around the Belfast campus, Ulster University has a solution that requires minimal system training, is scalable, and can be replicated across all spaces.

The user-friendly nature of the audio-visual system allows the University to host conferences and events, not only to internal stakeholders, but for external users - bringing high-quality experiences to the city that wouldn't have been possible without the new technology.



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ABOUT RICOH

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Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational capabilities nurtured over its 85-year history.

In the financial year ended March 2024, Ricoh Group had worldwide sales of 2,348 billion yen (approx. 15.5 billion USD).

It is Ricoh's mission and vision to empower individuals to find Fulfilment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realise a sustainable future.

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