



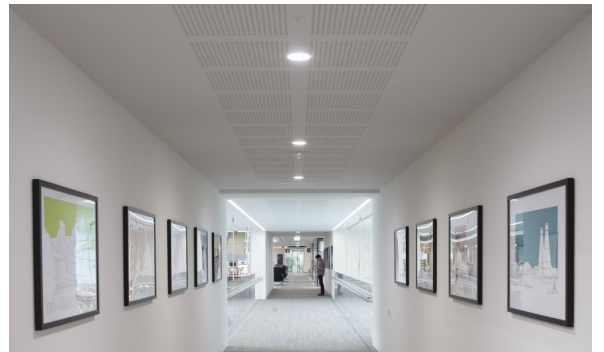
## CASE STUDY

# Project ARM

Collaborating to complete the UK's largest Power-over-Ethernet installation

ARM, a multinational semiconductor and software design company recently unveiled its new £90 million head office in Cambridge, a state-of-the-art four storey 18,580m<sup>2</sup> building which hosts modern open plan and cellular offices and meeting rooms as well as stylish breakout areas and restaurants.

In line with the high-tech nature of its business Arm wanted to incorporate the latest technology throughout the building, including PoE lighting controls. Whitecroft collaborated with major PoE lighting control supplier Prolojik to deliver one of the most technologically advanced smart lighting solutions to date.



£90m  
DEVELOPMENT

2500  
EMPLOYEES

18,580  
M<sup>2</sup>



## Key Facts

Project Name	Project Arm
Location	Cambridge
Consultant	Hilson Moran
Architect	Scott Brownrigg
Contractor	Bancroft
Completion	2019

## The Solution

Following six months of joint development and extensive in-house testing PoE drivers were successfully installed into a range of Whitecroft products enabling the PoE system, **Lightmatrix**, to deliver power and data to individual luminaires.

One of the main advantages of the **Lightmatrix** system is its low energy usage, sending just 56V to power each luminaire, which is sufficient when using LED technology, rather than the usual 240V. This lower voltage saves energy and as a result lowers energy costs, furthermore it is delivered via Cat6 Ethernet cabling which brings additional advantages, most notably reduced installation costs and time.

## Key Products



Avenue Metro  
Direct/Indirect



Lightmatrix



Cityline



Mirage 3 C165