

# Nuritkum Square, South Korea



**BOSCH**  
Invented for life

## Industry:

Commercial and government buildings

## End User:

### Nuritkum Square

The Nuritkum Square is part of the "Digital Media City", a world-class IT & media complex, in Seoul. "Digital Media City" was established in 2002 across 570,000 square meters (6.1 million square feet). The media city attracted well-known IT companies such as LG Telecom, Pantech Group and LG CNS. Nuritkum Square consists of two multi-story buildings that are connected via sky bridge. One of the buildings is a 26 story business tower (incl. four underground floors) with a floor space of ca. 153 m<sup>2</sup>. The other one is a 20 story R&D tower. Altogether, various facilities for business and public purposes such as business center, co-production center, R&D center and the Nuritkum mall are included.

## Business Objective:

Nuritkum Square was designed for the IT focal point in Korea. In order to become a digital pavilion for businesses to demonstrate and market new products as well as to provide opportunities for visitors to experience these new products, it was equipped with high technology IT systems. Consequently, the conference system that was to be installed was required to be state-of-the-art. The construction of the building as well as the purchase of equipment was financed by the Ministry for Information and Communications.

## Solution:

With the DCN NG Wireless conference system Bosch offered a solution that fully meets the customer demands. Together with Integrus, the advanced infra-red technology language distribution system for simultaneous translation, it guarantees the success of international meetings and conferences. Using wireless technology the system was not a fixed installation so that it can be deployed in any conference in Nuritkum Square. Thus, conferences and seminars in both small and large venues can now be set-up with the ultimate ease and flexibility.

A total of eight DCN Wireless Access Points (WAP) link the central control unit and the wireless discussion units using a single cable to guarantee secure, digitally protected, wireless communication. The 150 installed DCN Next Generation discussion units impress their users by their unrivalled looks and features. The Central Control Unit (CCU) using 2 x 32 height quality audio channels is able to distribute simultaneous interpretation and to conduct voting sessions. Users can also access an extensive range of software modules, each with a specific function in controlling and monitoring. With the implementation of 40 Discussion Units with fixed microphones the speakers are even enabled to speak, register a request-to-speak and to listen to the speaker via built-in loudspeaker.



Nuritkum Square in Seoul

The Integrus system for wireless distribution of audio signals via infra-red radiation can be used for simultaneous interpretations at international conferences where multiple languages are spoken. The six DCN-IDEKs, single-user interpreter desks with a stylish and modern design, provide 31 interpretation channels and the original floor language with an audiobandwidth of 20 kHz.

## Result:

Nuritkum Square is a perfect example for the flexibility and state-of-the-art of all Bosch products and solutions. Tricom Media (BSCP) managed successfully to install an ultra-modern conference system that is up to all standards. The end user is fully satisfied with DCN Wireless system because of its flexibility and its unique features as well as its state-of-the-art system. The customer wanted to be equipped with a high technology conference system in order to organize the numerous meetings that take place in the eight meeting rooms each day. Thus, the DCN Wireless system is simply the perfect solution for Nuritkum Square!

## Installed by:

TRICOM MEDIA INC  
#301 Deoksung Bldg., 236-1 Mapo-dong, Mapogu, Korea  
Seoul, 121-050  
[www.itricom.co.kr](http://www.itricom.co.kr)

## Robert Bosch Korea Mechanics and Electronics Ltd.

298, Bojeong-dong, Giheung-gu, Gyeonggi-do, Korea  
Yongin-si, 446-913  
+82 31 270 4765  
[www.boschsecurity.co.kr](http://www.boschsecurity.co.kr)