

CASE STUDY — RETAIL / CONVENIENCE STORES

7-Eleven Bengaluru – Immersive AV Experience Across 75K Sq.Ft. GCC in 85 Days

📍 Bangalore, India 📅 2026 👤 7-Eleven

**75K
Sq.Ft**

AREA COVERED

**85
Days**

DELIVERY
TIMELINE

25+

MEETING ROOMS

25m

DIGITAL FOREST

IdeasAhead

AV Redefined

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About the Client

7-Eleven is one of the largest convenience store chains in the world. Its Global Capability Center (GCC) in India, located in Bengaluru, is the company's only GCC globally. This center plays a pivotal role in driving digital transformation initiatives and supports more than 84,000 stores worldwide through technological innovation and operational excellence.

The Challenge

The objective was to deliver a consistent AV experience across all floors, supporting meeting rooms, flexible townhall spaces with room-combining capabilities, and enhanced employee engagement through immersive environments — all within an aggressive 85-day timeline. The primary challenge was to ensure seamless integration and a uniform user experience, while maintaining flexibility to accommodate diverse room configurations and use cases across 75,000 sq. ft. spread over two floors at Bhartiya Centre of Information Technology.

PROJECT FACTS

CLIENT

7-Eleven

INDUSTRY

**Retail / Convenience
Stores**

LOCATION

Bangalore, India

COMPLETED

2026

AREA COVERED

75K Sq.Ft

DELIVERY TIMELINE

85 Days

MEETING ROOMS

25+

DIGITAL FOREST

25m

Our Solution

Ideas Ahead designed and deployed a comprehensive AV ecosystem combining standardized meeting room configurations with bespoke immersive environments. The solution leveraged platform-agnostic BYOM systems (Microsoft Teams, Zoom, Webex) for meeting rooms, native MTR conferencing for larger spaces, and industry-leading OEMs including Crestron, QSC, Sennheiser, Christie, Pandora's Box, Poly, and Samsung for the high-impact engagement spaces.

Spaces Delivered

4-6 Pax Meeting Rooms (10-12 Nos)

Compact AV setup with 50" display, Logitech PanaCast 50 video bar, BYOD system, and room scheduler. Plug-and-play BYOM for Microsoft Teams, Zoom, and Webex ensures a consistent user experience.

8 Pax Meeting Rooms (6-8 Nos)

50" display with video bar, wireless presentation system, BYOD interface, Poly UC backend, and room scheduler. Supports plug-and-play BYOM and native Microsoft Teams Room (MTR) conferencing.

10 Pax Community Rooms (5-6 Nos)

Samsung 85" display with wireless presentation, QSC MTR UC backend integrated with QSC 12×80 camera, Sennheiser TCC2 ceiling microphones, and QSC ceiling speakers for high-quality MTR video conferencing.

War Rooms

Dual 85" displays paired with Crestron AM-3200 wireless presentation, ceiling microphones and speakers, Poly E70 camera, and Poly MTR UC backend — built for high-performance collaboration and real-time decision-making.

1+1+1 Townhall

Designed in a 1+1+1 configuration enabling three independent rooms or seamless combinations (1+2, 2+3, or single unified space). Powered by Christie, Sennheiser, QSC, Fohhn Audio, Canara Lighting, and Samsung.

Digital Forest

A dual-sided 25m × 3m immersive corridor engineered with seven 14,000-lumen projectors per side, precision edge-blended through a Pandora's Box media server. Dual-layer Screen Goo coating optimizes gain, contrast, and color uniformity for a seamless panoramic visual canvas.

Groove Garage

Employee engagement space with a 135" LED display, instrumental microphone system, professional audio speakers, and RGB stage lighting — delivering immersive audio-visual experiences for live music and interactive sessions.

Arrival Area

16 displays of varying sizes (32", 43", 50", and 65") delivering a dynamic digital signage experience. Supports independent playback, synchronized content, and zoned configurations across left, right, and center display groups.

Podcast Studio

Professional podcast studio with broadcast-grade audio and video equipment, treated acoustics, and lighting — designed for consistent recording quality for internal communication, training, and branded content.

Key Results

- 1 Successfully delivered 75,000 sq.ft. across two floors within 85 days
- 2 Consistent AV experience across 25+ meeting rooms and high-impact spaces
- 3 Flexible 1+1+1 townhall enabling rapid room combinations for any audience size
- 4 Immersive 25m Digital Forest creating a signature brand experience
- 5 Multi-platform BYOM support (Teams, Zoom, Webex) for plug-and-play meetings
- 6 Broadcast-grade podcast studio enabling internal content creation
- 7 Live performance-ready Groove Garage for employee engagement

Technologies Used

Crestron AM-3200

QSC MTR & Audio

Sennheiser Microphones

Christie Projection

Pandora's Box

Poly UC & Cameras

Logitech PanaCast 50

Samsung Displays

Fohhn Audio

Canara Lighting

Why IdeasAhead



Speed of Execution

Proven ability to deliver large-scale AV deployments within aggressive timelines.



Platform Expertise

Deep integration knowledge across Q-SYS, Zoom, Dante, and leading AV hardware.



User-Centered Design

Solutions designed for adoption — intuitive interfaces that employees actually use.



End-to-End Delivery

From design through commissioning and support — single point of accountability.

Let's Build Something Remarkable

Transform your workspace with intelligent AV solutions
designed for how your teams actually work.

IdeasAhead

AV Redefined

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LOCATION

Bangalore, India