

Urban Product Ecosystem



SKMac Showcase



Meet Urban

Urban is redefining how enterprises create and scale the technology within their global estate, across an ever-growing range of environments from meeting rooms and collaborative spaces to retail. Built in response to the challenges customers face worldwide, Urban's portfolio of premium solutions is beautifully designed, flexible, quick to install and simple to scale.

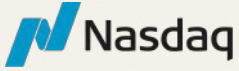
Backed by over 30 years of expertise and shaped by enterprise feedback, every product is made available globally and supplied locally. Standardisation is the foundation, built on approved engineering and hardware, available through global client portals for consistent rollout that saves time and cost.



Trusted by global brands

Leading organisations worldwide rely on Urban for reliable, global delivery and a smarter way to deploy AV, saving time and cost while creating consistently outstanding results.

Urban solutions are universally compatible with technology from any manufacturer, ready to work from day one.

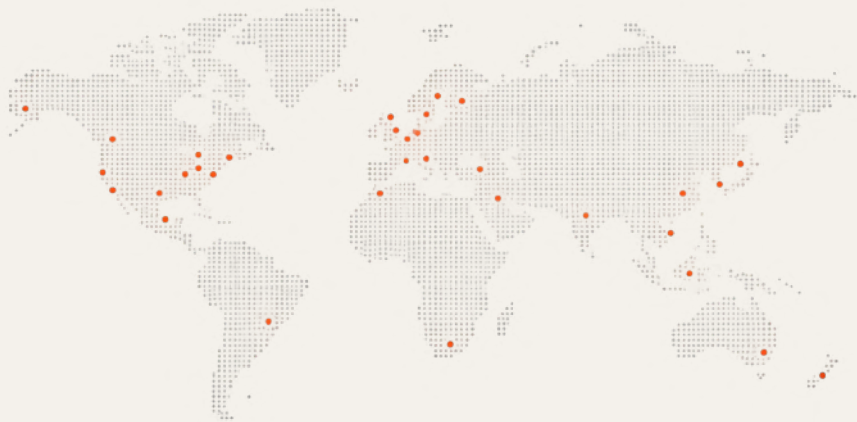
			
			
			
			
			
			
			

Technology partners

ANY TECH, ANY MANUFACTURER

And many more worldwide



Trusted by leading brands worldwide

OUR AV / IT PARTNERS

And many more worldwide

Global reach

BUILT FOR GLOBAL ROLLOUT

Urban products are held in stock and flat-packed, ready to ship, reducing lead times and production costs.

For each client, approved BOMs streamline global refresh programmes. Available through company portals and organised by small, medium and large meeting room types, they are signed off once and deployed consistently across the global estate.



Our HQs

London, Austin

Reigonal Sales Offices

London, Hamburg, Austin, New York

Manufacturing & Logistics Facilities

London, Austin, Istanbul, Shenzhen, Bangalore, Amsterdam, Singapore

Urban Group Entities

UK, Netherlands, USA, India

Urban Express Range



A better way to deploy

The Express Range saves organisations significant time and money through rapid installation, with up to 50% savings compared to traditional AV deployment.



Simple deployment

Each system only requires power & data points.



Globally available

Products available via regional manufacturing.



Rapid assembly

Flat-pack assembly in under an hour.



Designed to evolve

Reusable, recyclable, and technology-refreshable.



Key features

- 01

Flat-pack

Self-assembly in less than 40 minutes using Allen Keys.
- 02

Versatile deployment

Fixed, freestanding or mobile with easy cable access.
- 03

Technology-agnostic

Shadow boxes accommodate any screen or camera.
- 04

Above or below

Camera positioned above or below the screen.
- 05

Hidden AV storage

Equipment housed securely behind accessible panels.
- 06

Refreshable panels

Acoustic, steel or wood finishes in any colour.
- 07

No construction work

Weight transferred through the floor.
- 08

Sustainable-first

Reusable, 100% recyclable, technology-refreshable.



Express Single



The Express Single is a single-screen solution for 55"-75" displays, available in fixed, freestanding or mobile format.



Compatible with any screen and camera, the Express Single houses your conferencing technology behind magnetic panels for a consistent, premium finish.

Express Dual



The Express Dual is a dual-screen solution for 55"-75" displays, available in fixed, freestanding or mobile format.



Compatible with any screens and cameras, the Express Dual brings two displays together for a bold, high-impact presence in larger rooms. Conferencing technology sits behind customisable magnetic panels for a premium finish.

Mounting options

With three mounting formats to choose from, a single trusted Urban specification deploys estate-wide while the format flexes to suit the requirements of each room. Every option is ADA compliant and relocates easily between rooms or buildings as needs change.

FIXED

Clean, secure and built to last.



FREESTANDING

Stable, self-supporting and simple.



MOBILE

Agile, mobile and effortless to move.



Urban Media Walls



Built different, by design

Built around the LED, every Media Wall is engineered to any specification and installs without construction work, framing the display as the focal point of the room.



Modular design

Adapts to any specification, saving time and cost.



Global delivery

Reliably delivered and installed worldwide.



Swift install

Fast to deploy, saving time and cost from build to install.



Minimal construction

Weight transfers through the floor, so no wall reinforcement.



Key features

01 Minimal construction

No wall reinforcement,
weight through the floor.

02 Low-profile frame

Minimal-depth design
sits snugly to the wall.

03 Utility boxes

Optional zones for cameras,
sensors and devices.

04 LED-agnostic

Compatible with LED from
any manufacturer.

05 Hidden AV storage

Equipment housed securely
behind accessible panels.

06 Certified ventilation

Certified airflow for
continuous LED operation.

07 Refreshable panels

Acoustic, wood or steel
finishes in any colour.

08 Aligned frame

Strong frame and adjustable
feet create a level surface.



Modular by design

A column-based design that adapts to any size, so custom dimensions can be added without the cost or lead time of a one-off build. The same modules are shared across every configuration, which streamlines manufacturing, keeps stock readily available and holds lead times to a minimum.

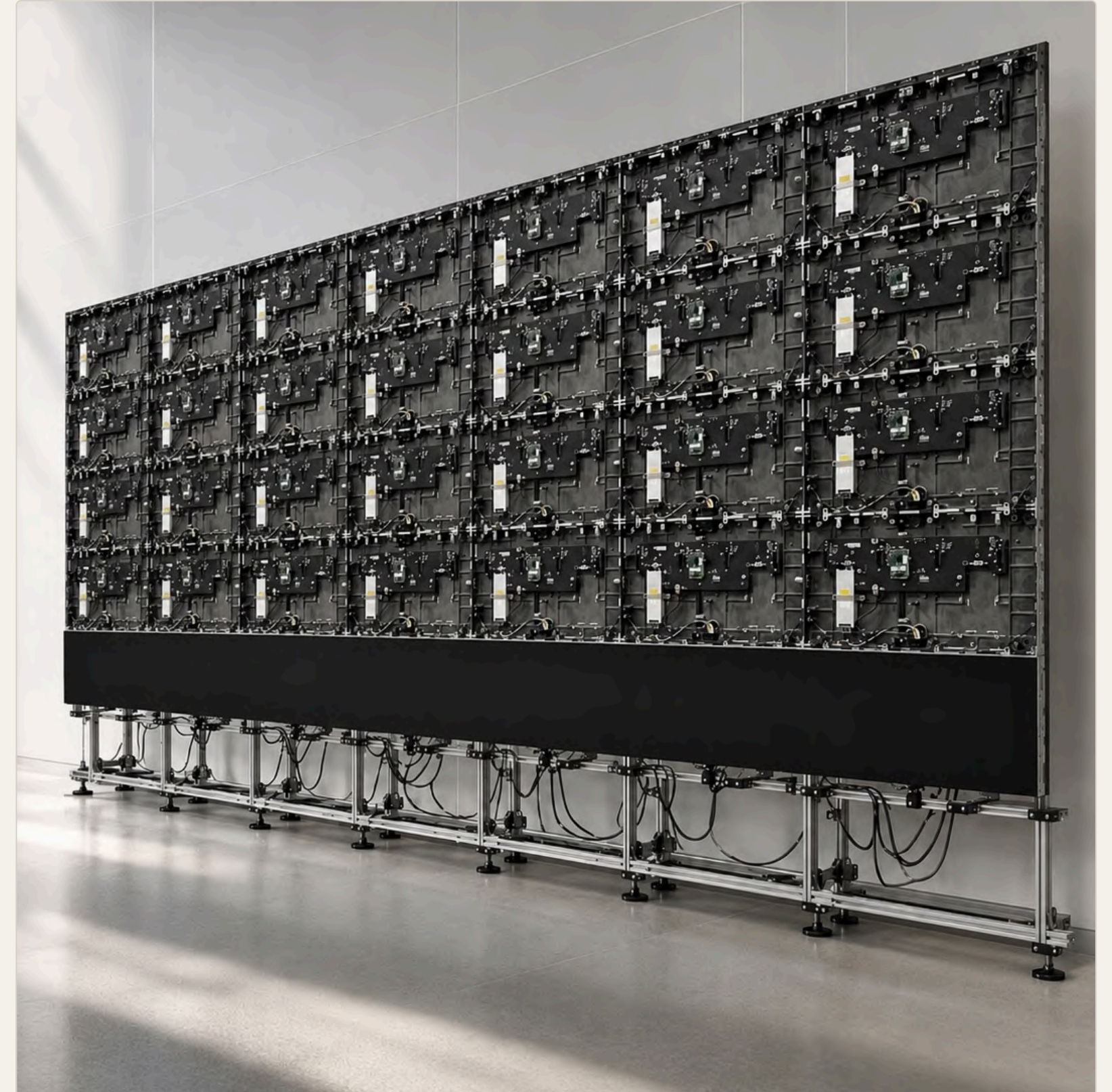
Standard units scale to bespoke sizes while remaining part of the standard range, giving the flexibility of a custom build with the speed and reliability of a stocked product.



LED, without the construction

The frame supports the LED and transfers its weight through the floor, removing any need for wall reinforcement. This saves time and expense on installation, and if the wall is relocated or reaches end of life, only minimal remediation is required.

The secure frame creates the flat, even surface the LED requires, and its adjustable feet make it perfectly level, whatever the condition or unevenness of the floor or wall.



Built to last, built to change

Urban Media Walls are made to be refreshed. At end of life the LED and hardware behind the panels can be upgraded without replacing the frame, and the panels swapped to give the wall a new finish and feel.

The wall evolves with the space rather than heading to landfill, and leaves no remediation on removal. The result is less waste, lower carbon and value retained across the life of the investment.



Urban Ezi Range



A better way to deploy

The Ezi Range is a collection of design-led solutions developed in response to requests from some of the world's leading organisations.



Flat-packed

Boxed, easy to transport and install.



Any tech

Compatible with technology from any manufacturer.



Rapid assembly

Assembled in under 30 minutes.



Globally available

Held in stock worldwide for fast rollout.



Z-Line



The Z-Line range is a versatile collection of 43"-55" mobile confidence monitors. Flat-packed and held in stock, it is quick to assemble and deploy at scale.



Built to move and simple to reposition, it works as a confidence monitor, repeater or campfire display, with AV secured behind the panel.

U-Cart



The U-Cart is a premium 55"-75" mobile display, flat-packed and quick to assemble, ready to move between rooms with ease.



Compatible with any technology, it offers above- or below-screen camera mounting, with AV and cabling concealed inside the legs.

U-Stand



The U-Stand is a sleek, height-adjustable mount for touch controllers, flat-packed, with an adjustable angle mount and concealed cable routing.



Deployable freestanding or floor-secured, it is a premium solution for room booking and front-of-house control.

Design that delivers

“

We give clients a consistent approach across hundreds of spaces, without compromising design or individuality.

”

Dan Robinson

Design Director at Urben



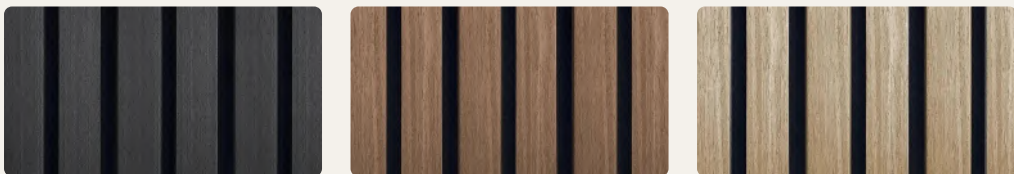
Choose your finish



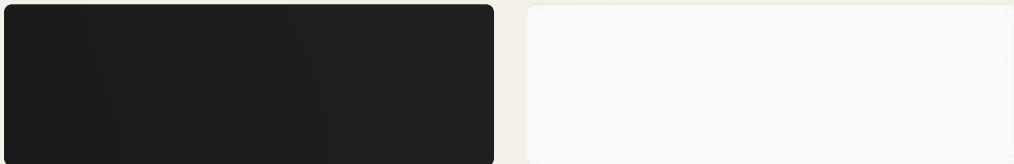
Acoustic fabric
Choose any fabric colour to suit your brand.



Acoustic wood
Choose from black, walnut or oak.



Steel
Powdered-coated in black or white.



Custom finish? Let us know.
Choose any wood, acoustic fabric or steel finish, all refreshable independently of the frame.



One approach, every space

One standard for every meeting room across your global estate, from boardrooms to huddle rooms and everything in between. Agree the specification once, then every room is ordered and deployed to that same standard, with the same premium finish throughout.



One system

A consistent approach across your estate.



Any space

Designed to work in different rooms.



Future ready

Upgrade at refresh, keep the solution.

CHANGING SPACES? CAN'T FIX TO THE WALLS?

Urban solutions transfer their weight through the floor, requiring **no wall reinforcement or building works**.

Fixed, freestanding or mobile, Urban solutions move easily as requirements evolve. **Flex to whatever the office needs next.**



TECHNOLOGY REFRESH IN 3-5 YEARS?

New technology drops straight into the existing frame, and panels can be easily swapped for a new look.

One installation can last several refresh cycles. **Keep the frame, upgrade the technology, refresh the space.**



At the core

Urban is committed to reducing emissions, cutting waste and helping organisations meet their ESG goals. Products are 100% recyclable, incorporate recycled materials, and arrive flat-packed to reduce packaging and shipping emissions.

With no construction work required, every deployment avoids the carbon and waste of building works, keeping the environmental impact low from the first install.



LONGEVITY FIRST

Built for multiple technology cycles, with optional evergreening to refresh the look over time.

ETHICAL SOURCING

Partnering with suppliers who prioritise sustainability and ethical practices.

WELLBEING-FOCUSED DESIGN

Made with safe materials, free from harmful chemicals at every stage.

Lifecycle by design

Every Urben solution is built to stay in service and adapt as requirements evolve. The look and feel refreshes, solutions relocate as spaces change, and materials are recovered at end of life, maximising every investment from start to finish.

REFRESH

At the typical 3 to 5 year cycle, the frame can stay in place while the AV is upgraded to the latest technology, and the panels swapped for a fresh look.



RE-DEPLOY

As your spaces evolve, units relocate and carry on serving a new room. No rebuild, no waste, and the investment moves with the business.



RECYCLE

Every Urben product is designed with its end of life in mind, for eventual reuse or recycling that keeps materials in use.



TAA Compliant solutions

Urban solutions are TAA compliant, supporting U.S. federal government projects and contracts with global quality and local commitment.



US based engineering, assembly and distribution in Austin, Texas. Several sub-assembly parts sourced in the US.



Designed in the UK by our award-winning in-house design team.



TAA compliant

Urban solutions meet the requirements of the Trade Agreements Act (TAA) of 1879, making them eligible for U.S. federal government contracts.



Sustainability commitment

Urban helps organisations meet their ESG goals by reducing emissions and waste. Products are 100% recyclable, use recycled materials and ship flat-packed to cut packaging emissions.



Visit our Austin Texas showroom

Schedule a visit to see our latest solutions first hand. Experience the quality and innovation of Urban systems in person.

BROUGHT TO YOU BY SKMAC

Meeting spaces that inspire

Get in touch



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