

ENHANCING PRODUCTIVITY IN FLEXIBLE WORKSPACES

KEY INFORMATION

Customer: Knotel Old Sessions House
Location: London, United Kingdom



Callum McCormick
Head of BD & Partnerships
at Knotel



Elliot Goldblatt
Product Design Lead at Prosper



Edward Clark
Founder & Managing
Director at EC1 Build



Flexible workspaces offer numerous advantages, catering to the varying needs of today's dynamic workforce. The short-term rolling leases have proved extremely popular with a range of companies from freelancers to SMEs and even corporates. At the top-end of the market you find companies like Knotel, which provides tailored workspaces with all-inclusive services, in locations spread across London, Europe and America.

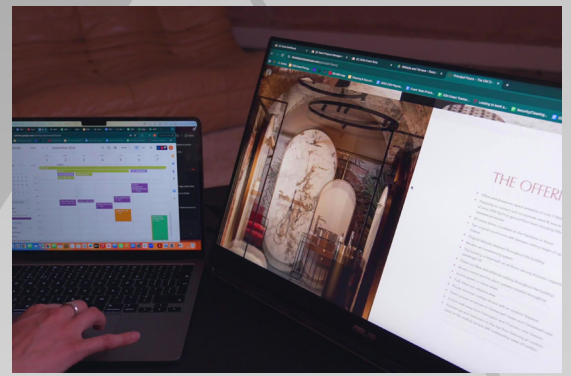
THE CHALLENGE

Knotel's flagship Old Sessions House building in London's Clerkenwell is a new breed of workclub; a hospitality-driven and design-led space made for collaborative and tailored sessions to suit different company cultures and fit their people. Despite the near-perfect setting, one particular necessity concerning workspace remains unaddressed. "One of the biggest pain points our members feel when working in the space is that their laptop screen isn't big enough," comments Callum McCormick, Partnerships and BD Director at Knotel.

THE SOLUTION

Since June 2024, Knotel's Old Sessions House has enhanced its workspace offerings by integrating ASUS ZenScreen monitors, providing members with advanced tools to amplify their productivity. "Technology is one of the most important aspects to the members," says McCormick. "ASUS has been great to work with and supplied amazing technology that has provided value to our members." McCormick is also a personal advocate utilizing the ASUS ZenScreen OLED MQ16AHE himself. This model stands out with its OLED display, capable of reproducing the entire DCI-P3 color gamut, thus providing exceptional color accuracy for tasks that require high color fidelity

"I've been using the Asus ZenScreen OLED MQ16AHE going to events and working from home. It has allowed me to jump on to more urgent tasks, all whilst being on the move."



The diverse array of ASUS ZenScreen models available at Old Sessions House has successfully met the varied demands and enhanced productivity for members across different industries.

"One of our members works in TV production, and they've been using the ASUS ZenScreen MB249C, which allows them to move around different locations and watch film edits on the go in the same quality they would in the studio."

The model comes with multiple stand options, including a carrying handle/kickstand, a height-adjustable C-clamp, and a partition hook kit, demonstrating its adaptability for multiple scenarios.

"Using the ASUS portable monitor has been really good," says Elliot Goldblatt, Product Design Lead at Prosper, who says he works all over the building with his 15.6-inch Full HD ASUS ZenScreen MB16AHG. ***"I've loved using it as a secondary screen to my main use case. I really like that I can adjust the screen so, wherever I sit, I can make it work for me. The connectivity is great and I especially like the USB-C; it's great to just plug and play. The kickstand is sturdy and just all in all it's a nice product to use."***

Edward Clark is Founder and Managing Director of EC1 Build, a London-based fitout contractor.

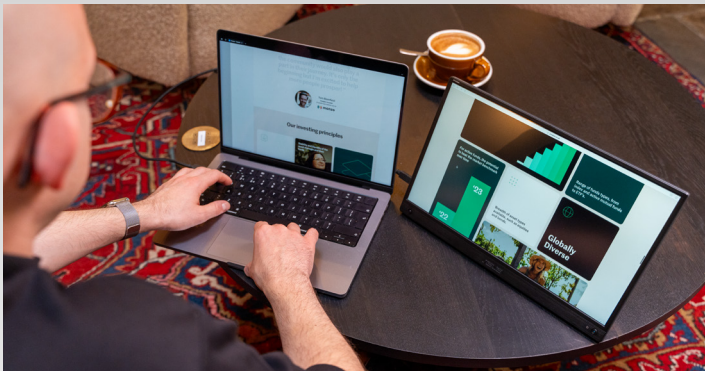
"The ASUS ZenScreen MB166CR looks great for presentations in front of clients," he says. ***"The 16-inch anti-glare screen is fantastic on sunny days like today; I can sit outside and still see my work perfectly. The stand at the back can rotate 360 degrees so I'm able to do a presentation in portrait or in landscape for my clients."***



THE OUTCOME

These testimonials underscore Knotel's successful partnership with ASUS. The ZenScreens are not only lightweight and portable, complementing the sophisticated design of Old Sessions House, but also equipped with eye care technology suitable for extensive working hours.

"Working with ASUS so far has been great allowing our members to unlock a whole new range of technology improving their experience of Old Sessions House," concludes McCormick. ***"We're looking forward to scaling up our relationship and improving our technology in this location and beyond."***



PRODUCT INSTALLED



ASUS ZenScreen



Case Study Video



ASUS ZenScreen
MB16AHG

144Hz VRR, 15.6" FHD, 100% sRGB, USB-C, Mini-HDMI, Ergo kickstand



ASUS ZenScreen
MB166CR

15.6" FHD, USB-C, Anti-glare surface, 360° kickstand



ASUS ZenScreen OLED
MQ16AHE

15.6" FHD, OLED, 100% DCI-P3, HDR-10, USB-C PD 10W, Mini HDMI, 360° kickstand



ASUS ZenScreen
MB229CF / MB249C

100Hz/75Hz VRR, 21.5"/23.8" FHD, USB-C PD 60W, carrying handle, kickstand, C-clamp, partition hook