



WorkTools

**Genius Coworking**  
geniuscoworking.co.nz

CASE STUDY · WORKTOOLS NZ

## Smart Room Signage for Genius Coworking & ErgoStyle

CLIENT

**Genius Coworking &  
ErgoStyle**

LOCATION

**Ferry Road,  
Christchurch NZ**

SOLUTION

**SyncSign E-Ink  
Displays**

DEPLOYED

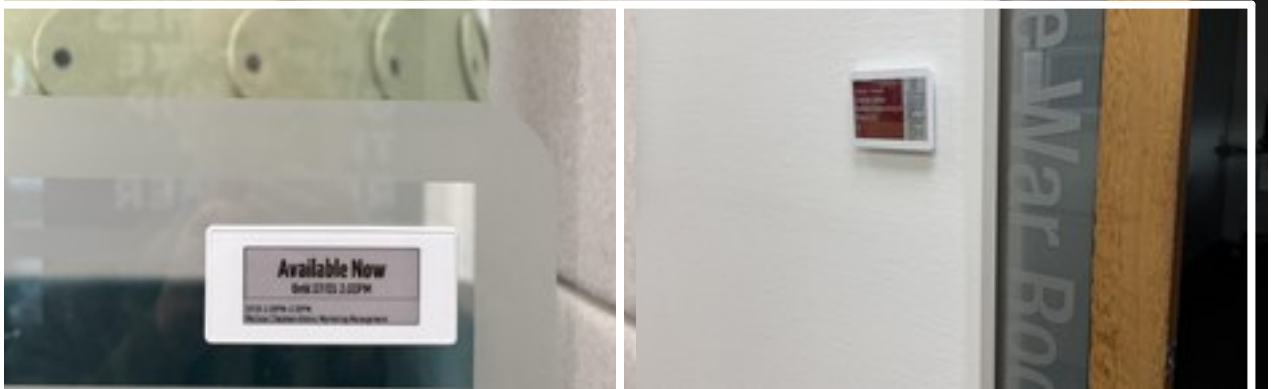
**Early 2024**

*When Genius Coworking expanded into a much larger space in early 2024, they needed more than just a great booking system — they needed a way for members to instantly know whether a room was available, who had it, and when it would be free.*

### The Challenge

Moving into new, larger premises brought exciting growth — but also new complexity. Genius Coworking now managed a mix of meeting rooms, acoustic pods, and shared offices across multiple floors. Their coworking software handled bookings well, but there was a visible gap: members had no quick way to check room availability at a glance. Booking overruns caused friction, and walking up to an occupied room

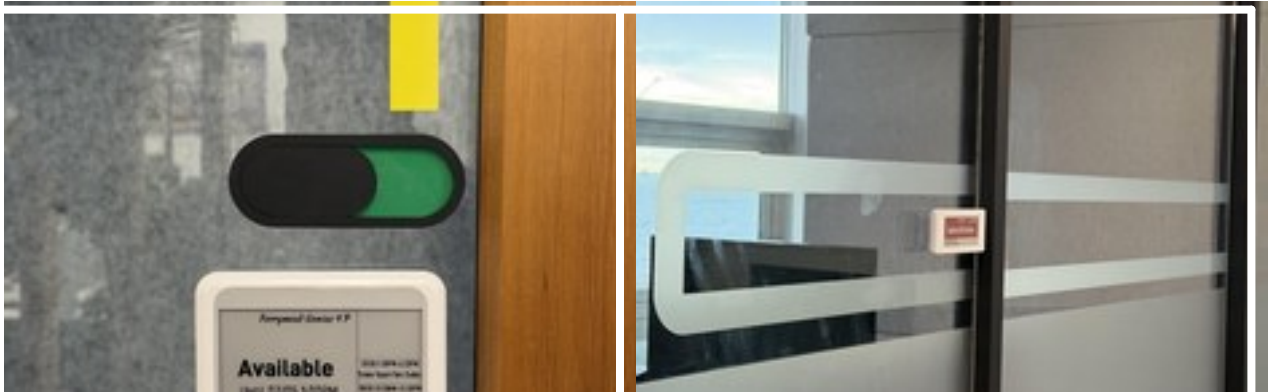
was a daily frustration for everyone.



## The Solution

Working with Ian Cooper — New Zealand's agent for SyncSign — Genius Coworking trialed the product over several months. SyncSign's e-ink displays mount directly outside each bookable space and connect wirelessly to a single centrally located base station, pulling live calendar data to show current and upcoming bookings.

A red screen signals a room is in use; a neutral screen shows it's available and when the next booking begins — instantly readable from across the corridor. Displays were rolled out across meeting rooms, acoustic phone booths, and shared offices throughout the Ferrymead premises.



## Key Benefits

### 01

Members instantly see who has a space and if the booking has run over — reducing interruptions and improving day-to-day flow.

### 02

No costly ongoing subscription fees, unlike many competing solutions. SyncSign's pricing model is well-suited to coworking.

### 03

Simple setup with seamless calendar integration — devices were live quickly with minimal IT overhead.

### 04

An intuitive phone app makes adding and managing displays straightforward for the Genius team at any time.

## 05

A single centrally located base station connects displays across multiple floors — no per-room hub required.

*“Overall, we have found SyncSign to be a great, cost-effective solution for our coworking business, and we would highly recommend it to any office or flexible workspace looking to add visual signage solutions to their bookable spaces.”*

— Clinton Selby, Genius Coworking & ErgoStyle

## About WorkTools

WorkTools is New Zealand's specialist supplier of workplace technology and ergonomic solutions. We partner with world-class brands to bring smarter, better-designed workplaces to New Zealand businesses. SyncSign is available in New Zealand exclusively through WorkTools.

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