Case study

University of Lincoln
ASUS ROG Lab

Background

For years, The University of Lincoln struggled with a complex array of high-performance workstations of different specifications. As hardware became outdated, new technologies emerged, and new industry standards were applied, the University identified the opportunity for a total refresh.

The refresh had to feature attractive aesthetics and the latest hardware, GPUs, and processors in every machine. This strategic initiative was designed to attract and retain top student talent, significantly enhance the university's profile, and provide truly state-of-the-art facilities for advanced academic studies and innovation.

The Challenge

To achieve the desired results, The University of Lincoln needed a total reset. This required more than just selecting powerful PCs capable of handling demanding academic tasks. It involved crafting an immersive and visually striking environment that reflected the university's brand.

The new labs needed to be versatile, supporting a wide range of areas including game design and development, complex student-led projects, AI, Robotics, Natural Language Processing, and Machine Learning, while also serving as a dynamic venue for extra-curricular events such as hackathons and global game jams.

The Solution

The University of Lincoln partnered with XMA, relying on XMA's in-house expertise to deliver a comprehensive, bespoke solution.

XMA initiated the project with a thorough site survey and in-depth consultations to fully understand the university's specific needs within the computer science programs and existing digital ecosystem.

ASUS was strategically selected as the primary technology vendor, providing cutting-edge ROG (Republic of Gamers) components ideally suited for computationally intensive tasks. This partnership offered significant benefits, including reduced overall costs, streamlined support processes, and enhanced flexibility for both students and staff.

XMA utilised its in-house design and technical teams, employing innovative 2D and 3D mapping technologies to meticulously plan and visualise the lab's design concepts. This collaborative process brought the vision for the digital lab to life.

The core of the project involved the procurement and custom configuration of over 140 high-performance PCs. Notably, 60 of these were premier ROG-branded systems, housed in visually distinctive glass-panelled cases for exceptional thermal performance and aesthetic appeal. This dedicated ROG zone quickly earned the affectionate nickname "The ROG Lab" from staff and students.

To complement the workstations, Ultra-wide ASUS TUF monitors were selected for immersive visuals, alongside a full suite of ROG-branded peripherals, creating a cohesive, premium, and fully branded ecosystem.

Furthermore, XMA's in-house team designed and commissioned a completely bespoke, captivating art feature wall. This unique, retro 80s-themed concept, executed with custom vinyl wrapping, was designed to be bold, engaging. These aesthetic choices directly supported the university's goal of creating a distinctive, event-ready space primed for marketing, recruitment, and student engagement.

"Bringing this lab to life was a genuinely collaborative process, every detail was built on extensive groundwork meetings, design iterations, and close engagement with Lincoln, who were not only open to ambitious ideas, but actively encouraged creativity throughout.

ASUS played a pivotal role, both in the solution design and the broader vision, and I'd especially like to acknowledge James Bilverstone, Gaming Account Manager at ASUS UK for helping drive conversations internally and championing our goals from their side.

Behind the scenes, Nicola Whiteley, Studio Lead, XMA worked tirelessly to evolve and refine the art direction, ensuring the final result lived up to the vision. It was a huge team effort, but also one I'm incredibly proud to have shaped so closely."

David Hearn
HPC Solutions Architect, XMA

Outcome

The facilities are a significant asset for attracting students, enhancing the university's profile, and supporting advanced academic programs.

The consolidation around high-performance ASUS ROG hardware resulted in tangible cost savings, improved technical support efficiency, and a satisfying user experience across the labs. the new environment has supported a strong sense of community, innovation and academic purpose.

The labs are already heavily utilised, supporting core studies, ambitious student projects, and high-profile events like the Global Game Jam, providing students with access to industry-standard tools and environments.

The lab's photogenic quality and strong branding enable the University to drive impactful marketing campaigns.

"The school aspired to equip students with the latest technology combining next-gen power with efficiency and durability. It just made sense to go with ASUS ROG hardware and peripherals. Just as important, we wanted students to immerse themselves in a learning environment that went beyond plain boring lab walls. That's why we went the extra mile to install wall vinyl's, eye-catching RGB lighting, and a sleek design aesthetic, further levelling-up the student experience."

Dr Derek Foster
Deputy Head School of Engineering and Physical Sciences/Programme Leader MSc Cloud Computing

XMA's deep in-house expertise in high-performance computing solutions and design, combined with strong vendor partnerships, makes us the ideal partner for institutions seeking to establish or upgrade facilities.

With 25 years of experience, contact XMA today to learn how our in-house teams can help you achieve your vision.

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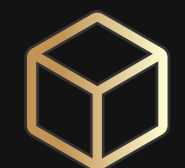We are a national award-winning IT reseller.

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