



QEII CENTRE ACHIEVES RECORD OCCUPANCY LEVELS WITH NEXT GENERATION TECHNOLOGY

THE QEII CONFERENCE CENTRE

Hosting more than 400 national and international events every year, the QEII Conference Centre is the largest dedicated conference, events and exhibition space in Westminster, central London.

Opened in 1986 by Her Majesty the Queen, the last 30 years has seen the QEII Centre successfully establish itself as a world class facility for game-changers, innovators and thought leaders amongst a vast array of industries, companies and brands.

REFURBISHMENT PROGRAMME

In 2014, the QEII Centre commissioned in-depth research and competitor analysis revealing that the facility 'was of an outdated and unwelcoming interior which was confusing to navigate', said Deborah Jones, AV/IT sales manager at QEII Live, (the brand given to the Centre's in-house AV team).

This instigated a period of transformation and a £12 million capital investment refurbishment programme which affected every aspect of the organisation with AV technical facilities absolutely central to its redesign.

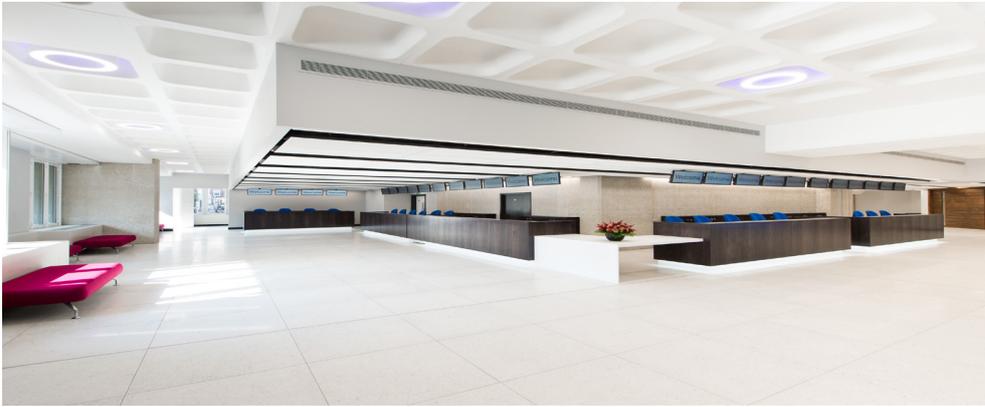
'In the first year of our business plan we invested and transformed the foyer area, converting it from a dated travel lounge with full airport scanners at the entrance to a light, airy and modern foyer with sexy digital signage including a quad resolution video wall from NEC,' says Deborah Jones.



Mark Taylor, CEO

QEII Centre

"The investment in refurbishing the building and rebranding has proved worthwhile, resulting in increased new business for us as well as exceptional levels of client satisfaction and repeat business, with some contracts in place for the next decade."

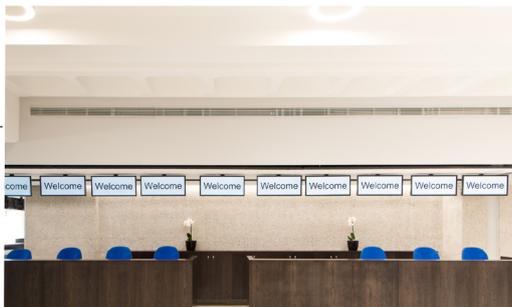


TECHNOLOGY IMPLEMENTATION

Impressed with its narrow bezelled video wall displays, the QEII Centre chose the NEC brand to fulfil its display requirements in the foyer. The 55" ultra-narrow display installed by AVMI one of the UK's largest AV integrators, synchronises fast moving content across all 9 screens. This creates a stunning 4K resolution digital canvas located in prime position opposite the main entrance, driven by a ONELAN 4K player along with a DataPath wallcontroller.

AVMI designed professional templates for the video wall that accommodate different zones such as a live Twitter feed, information on live and upcoming events, imagery and logos. The content is dynamic with real time event information pulled from the Centre's own back-end system.

When multiple events are taking place simultaneously, visitors can instantly identify the correct check-in area with the help of twenty four purpose built airport style check-in desks installed by AVMI and powered by ONELAN HD10F-S players. Each individual high definition 29" ultra-wide NEC screen shows flexible bespoke customer information such as the appropriate logo, registration instructions and way-finding information.



Working collaboratively with QEII, AVMI's Digital Media division helped create full motion 3D animation, animated background graphics and time-lapse photography of iconic London scenes helping them to reinforce their brand with modern and engaging content.



ENHANCED EXPERIENCE

Now spacious, bright and welcoming with stylish terrazzo flooring, raised ceilings, a concierge desk, video wall and sleek reception desks, the entrance is a world apart from the dark, retro look of old. Since the foyer refurbishment, the Centre has also installed a number of NEC displays including large format screens with protection glass elsewhere in public areas around the building, as well as forty-four wayfinding screens, all powered by ONELAN Net-Top-Boxes.

Stylish remodelling of interiors and investment in high speed, next generation technology have future-proofed the venue for years to come, making it a modern and highly functional space.



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Deborah Jones

QEII Centre

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To find out more about ONELAN's solutions please contact us on:
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