



Queen Elisabeth II CC

The Queen Elizabeth II Conference Centre, a premier purpose-built venue in a prestigious location in the heart of London, has chosen to address the need for visitor guidance inside the building with digital signage technology. In practice, it concerns digital posters that can be controlled from a distance and adjusted in real time.

The QEII CC has four main auditoria, seven conference rooms and over 20 smaller meeting rooms across seven floors and 2000 square metres of exhibition space. Digital signage technology is the dynamic way of indicating directions to the right meeting room/auditoria for visitors.

Way-finding: an even better service

The Queen Elizabeth II Conference Centre needs a secure system to provide way-finding around the Centre and add to the technological infrastructure – and all of this by following the environmental policies of the Department for Communities and Local Government (DCLG). In addition to the way-finding benefits of the system, The QEII CC is likely to benefit from increased revenue streams from the sale of advertising space for clients on the system.

The whole system needs to provide a networked solution, run from a central location within The QEII CC and include project management of such a system.

Why has QEII CC chosen for dZine and Feltech?

The QEII CC instigated a tender process in line with European tender guidelines, advertising in the Official Journal of the European Community.

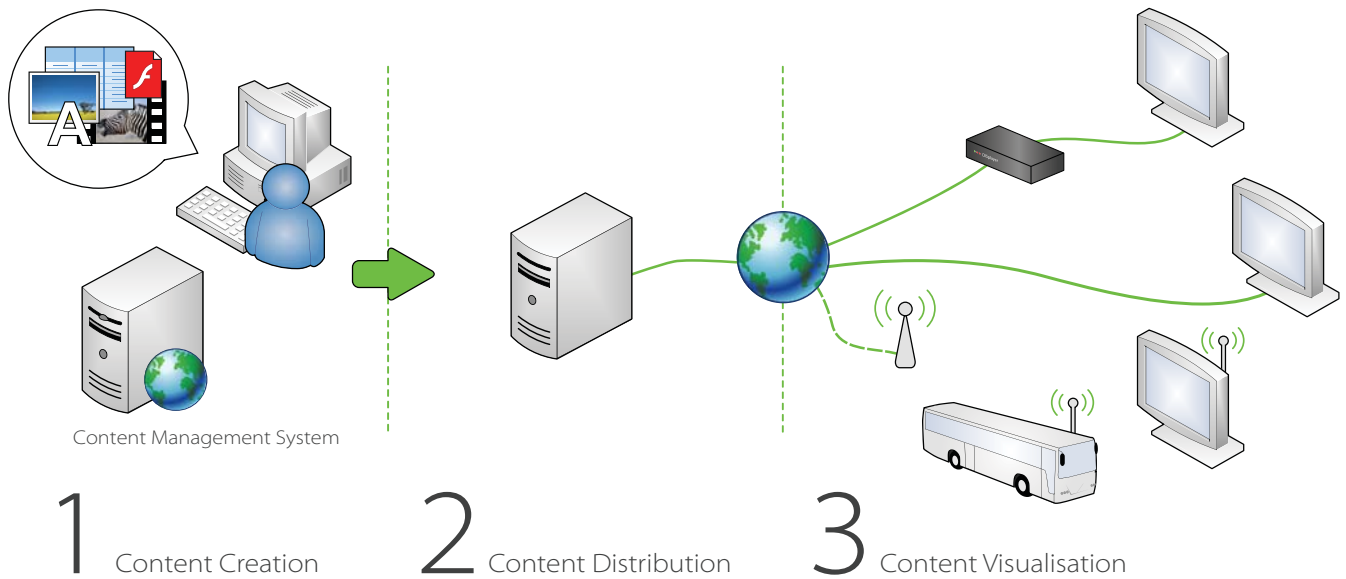
Feltech won the tender and implemented the dZine turn key solution for digital signage. The QEII CC and Feltech chose the dZine solution because of a 15-year track record and a distribution of over 75,000 players worldwide.

dZine is a devoted innovative company founded on a strong dedicated team of engineers with established customer relations in over 55 countries. They developed a software 'patch' between The QEII CC's diary system and the new signage software. This enables the Centre to retrieve content from a database automatically, as part of the Centre's event listings. Feltech can supply, install and commission all the screens required within the budget and timescale of the customer.

On top of its large-scale project management experience, Feltech is known for its position at the forefront of the visual communications industry by embracing the latest technology and techniques. In a term of three years, The QEII CC will have implemented 64 displays with as many graphic processor units.

State-of-the-art technology

Because The QEII CC has a strong commitment to improve performance, a lot of requirements have to be met. dZine, a Belgian technology company, offered The QEII CC digital signage, supporting both videos and graphics and being compatible with common media formats.



dZine has been chosen because of 5 key differentiators in their turn key digital signage solution:

1. Non-windows, non-Linux platform: network security risk free, extreme high reliability (no windows updates, no blue screens, operating system and firmware sites on solid state compact flash) resulting in measured uptimes >98%.
2. User friendliness of the content creator tool and content distributor tool.
3. High flexibility in integration using simple ODBC links (displaying real time information from back end systems, RSS feeds, interfacing with fire alarm and evacuation).
4. Very high installed base (>75000 players worldwide) – hardware supported for 10 years; in The QEIIICC roll-out of three years, we can guarantee the same hardware platform for the players, which is not the case with PCs where the builds are changing every three to four months.
5. The presence of a full HD compatibility.

An easy to use page editing software content creation and built-in scheduler software for content distribution are also some of the software requirements.

A central computer server complete with dZine server software stores all the shared graphical resources and scheduling software and is connected to all the remote display screens.

The system will seriously improve the way-finding around the Centre. The speed and efficiency that electronic signage will bring to clients and staff will seriously enhance the service.

First class communication and co-operation between the Project Management/System integrator and manufacturer is essential to the project's satisfactory completion. That is why Feltech and dZine have decided to work together. Feltech will fully support and maintain all of the equipment and systems for the lifetime of the equipment.

Eco friendly

The QEIIICC respects a constant commitment to improve performance, especially in relation to environmental issues.

There will be a dramatic impact in the reduction of waste paper produced by the current signage system. The time spend to fix up the paper guidance posts is also largely reduced.

Digital signage technology reduces costs and increases comfort in every way.



Foyer of the Queen Elisabeth II Conference Center

If you should require more information about the installation, please contact:

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