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Client	MotorSport Vision
Location	Donington Park
Specification	Full AV fit out along with supporting network and audio visual infrastructure
Solution	New FHD LG screens with networked Digital Signage package, Wireless Connectivity for Presentations screens and supporting wired infrastructure
Client's View	MSV required an audio visual fit out within their new offices, they needed to be fitted out with screens and a connectivity solution for the board room

The Client

Donington Park is a motorsport circuit located near Castle Donington in Leicestershire, England. The circuit business is now owned by Jonathan Palmer's MotorSport Vision organisation. Originally part of the Donington Hall estate, it was created as a racing circuit during the period between the First and Second World Wars when the German Silver Arrows were battling for the European Championship. During World War II, being used as vehicle storage, it fell into disrepair until bought by local construction entrepreneur Tom Wheatcroft. Under Tom Wheatcroft's ownership in the 1970s, it hosted a single Formula One race, but became the favoured home of the British round of the MotoGP motorcycling championship.

MotorSport Vision was founded in 2004 by a team which included Jonathan Palmer, Formula 2 Championship Winner in 1983 and competitor in over 80 Formula One Grand Prix over the following 6 years. Owning and operating 6 race tracks in the UK, MotorSport Vision has an event portfolio ranging from major two and four wheel championships to organising PalmerSport corporate driving events.

Objectives

Newly acquired offices needed to be overhauled with cutting edge audio visual technology to keep in unison with the rest of MSV's sites.

A platform agnostic, wireless presentation solution was required in the Boardroom, which would be host to key stakeholders within MSV and their wider clientele. MSV also wanted to ensure clarity and resolution were paramount to facilitate the large group meetings held on the boardroom.

A new Digital Signage platform also needed to be integrated, which would facilitate an initial local rollout but also have the flexibility and scalability to be deployed group wide in all of the x6 group sites.





The Solution

DWM opted to use LG Commercial-Lite screens for all display purposes, ensuring brightness, and operating periods were matched for the expected professional and commercial usage. The commercial-level screen used also had the added function of WebOS, an inbuilt Linux-based SOC (System on Chip) that allowed the chosen Digital Signage platform, Signage Live, to be hosted on the screen itself with no need for additional hardware. This allowed better flexibility in the placement of screens as allowances did not have to be made for external connected hardware, and also resulted in a lower initial cost for rollout of the signage platform.

The Boardroom was also fitted out with a large LG display screen, DWM and MSV having decided to incorporate a screen as opposed to projector due to reduced running costs and uniformity across site. This was coupled with a Kramer Via wireless collaboration device – which easily enabled any user to mirror and display their device on to the Boardroom screen. Despite looking at several various connotations of wireless sharing, the Kramer option was used due to the ease of use and device agnostic nature. Meetings are now much more streamlined and efficient therefore negating the need for IT / AV technicians to painstakingly prepare the room and be on hand.

Ongoing Support

DWM is currently working with Motorsport Vision on further projects at the various sites including Snetterton, Cadwell Park, Brands Hatch and Oulton Park.

We work closely with Motorsport Vision to advise and introduce new, forward thinking and innovative technologies. Ensuring they are fully aware of relevant movements in the technological world.

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Case Study