

AVM improves communication on London 2012 site using Digital Signage



Background

AVM is working with Carillion which is constructing the London 2012 International Broadcast Centre/Main Press Centre in London's Olympic Park.

Solution

Carillion required the installation of digital signage in various locations around the construction site. An audio and control system were also needed to enable the possibility of independent use of the displays. Carillion required a means of securing and managing the signage players on site.

Benefits

- Digital signage has improved both the efficiency and productivity of the communications systems at the London 2012 International Broadcast Centre/Main Press Centre.
- Objective company information and promotional communication now available in numerous locations.

Outcome

AVM installed four commercial LCD monitors of differing sizes which are designed specifically for use in signage environments. AVM integrated digital signage with these screens in the security office, reception and the canteen.

To ensure the reliable and efficient audio performance of the LCD screens, AVM fitted side mounted speakers local to each screen.

Control of each display is controlled through its own dedicated signage player which were installed in the communications room and then distributed over CAT5 to each location. AVM decided to use the communications room for the storage of the signage players and situated them within the existing rack unit which was both practical and economically efficient.