

Case Study

Flagship Dealership

WyreStorm

End Customer: Inchcape
Vertical: Hospitality & Retail



About the End Customer

Inchcape is one of the leading franchised retailer groups in the UK, partnering with many of the world's best brands, including Audi, BMW, Ford, Jaguar, Land Rover, Mercedes-Benz, Toyota and Volkswagen. Inchcape operate in 26 markets with 21 of these in the world's fast growing economies of Asia Pacific and the emerging markets. In late 2011, one of Inchcape's brands, Audi, was planning a new flagship dealership to be built in Swindon, Wiltshire, UK.

The Challenge

In line with the automotive brands being offered, the need for high quality audio and video was a main requirement for this dealership. Specifically, they requested the ability to transmit uncompressed high-definition video and audio from multiple sources to multiple displays, within two main zones in the dealership – front and back of the house. One of the challenges was to allow full flexibility of showing any source on any display, or same source on multiple displays, including remote or local sources. In addition, given the architecture and minimalist design of the dealership, the integrated AV system had to be discreet and blend with the environment, despite the large size and distances involved.

The Solution

Inchcape turned to data cabling and audio visual designers/installers Modular Cabling Systems Ltd. (MCS) for the latest high-definition integrated AV solution. MCS opted for an integrated WyreStorm system that could be easily controlled by reception staff or from the communications room via an RTI control system.

The installed system included an 8-screen network, comprised of a series of 42" to 55" LG screens, in addition to a 70" smart board in the dealership boardroom for presentation purposes. The boardroom smart display is integrated with freeview/Blu-ray players and a host of multiformat AV inputs, including HDMI, VGA and stereo audio. All sources and screens throughout the dealership are managed with WyreStorm 8x8 high-definition dual cable matrix switcher. Given the sheer size of the dealership and the transmission distances between central sources and displays, MCS deployed several WyreStorm's HDBaseT Class A 100m extender sets, which distributed signals to discreetly-placed receivers behind or above the screens.



Results

The integrated system was a winning choice for this modern Audi dealership that's open and busy seven days a week. HDBaseT addressed the long distances involved in the installation for a worry-free deployment with high performance and reliability.

For more information, please see http://www.wyrestorm.com/sites/default/files/audi_swindon_case_study.pdf.

About HDBaseT

HDBaseT, powered by the Valens chipset, enables all-in-one connectivity between ultra-HD video sources and remote displays through a single 100m/328ft Cat5e/6 cable or fiber, delivering uncompressed high definition 4k video, audio, USB, Ethernet, control signals and up to 100 watts of power.