



COMMERCIAL CASE STUDY

WyreStorm once again helps create the perfect social gaming experience for Formula1 fans to evoke a sense of champion status





To build upon the recent success and collaboration at the world's first official Formula 1 simulator racing experience at F1 Arcade London, TVC chooses WyreStorm again to create an exhilarating F1® racing encounter, crafted to evoke a sense of champion status. F1 Arcade delivers the full spectrum of excitement, allure, and exhilaration associated with Formula 1® through custom-made full-motion racing simulators, impressive food and cocktail selections, and a vibrant atmosphere, ensuring an ideal social gaming experience.

To bolster the F1 experience, comprising of 53 racing simulators, TVC were once again tasked with improving the social and competitive aspects of F1 Arcade. This involved installing a variety of large-screen TVs, a multi-zone audio system, and a captivating LED video wall display. In addition to these technological enhancements, TVC provided a selection of specialised lighting effects to accompany a feature piece, life-sized F1 car suspended from the ceiling.

As you step into the electrifying F1 Arcade in Birmingham, get ready to be catapulted into an immersive F1 adventure from the get-go! The moment you walk in, you're hit with a wave of pulsating energy, courtesy of KV2's cutting-edge two-way active and passive loudspeaker systems.

Upon entering, the KV2 ESD5 passive speakers welcome customers to F1 Arcade with a wall of low-profile passive sound and performance that defies their size, making it the perfect auditory component for a reception area style of audio. Given its small size, the ESD5 provides immense installation possibilities, where space needs to be maximised but the ability to portray sound is paramount.

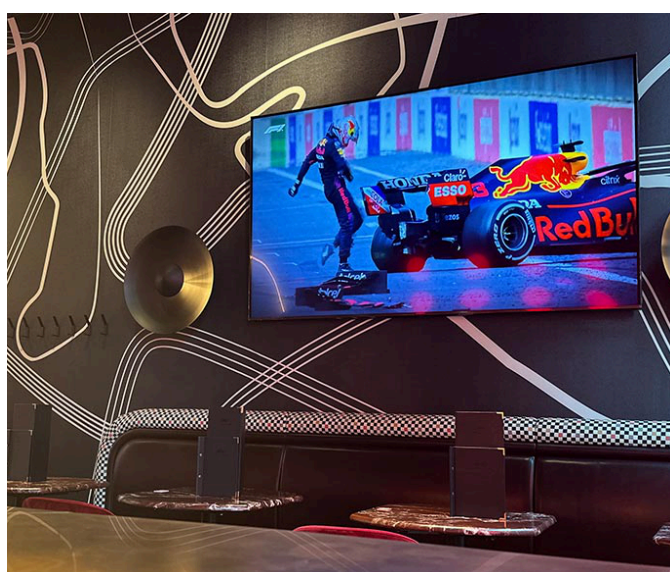
Located across the entirety of the venue, including the multiple gaming zones, bar area and restaurant, TVC supplied and installed a range of KV2 ESD6 and ESD8 passive loudspeakers.

This array of speakers is strategically placed around the various zones at F1 Arcade, to fit specific criteria such as tight spaces, they perfectly disperse the highest quality of sound around the venue.

Paired with KV2's 12-inch active subwoofers and carefully installed in areas requiring more robust audio, they deliver an unparalleled level of rich and vibrant sound as customers enjoy the various activities and sections within F1 Arcade, Birmingham.

Heading into the leisure area of F1 Arcade Birmingham, customers will be impressed by the unmissable LED video wall display taking centre stage in the room.





Spanning an impressive 3m x 2m in size along the feature wall, this LED video wall display is the perfect centre piece. Thanks to the immense 2.54mm pixel pitch, it provides picture perfect bezel free viewing of all the live sport on display for customers in the leisure area. Made up of individual modular LED panels, the energy efficient solution offers easier maintenance and repair if required.

The impressive LED wall display is secured with a combination of B-Tech professional and modular AV mounting solutions.

Creating a hybrid solution with System X rails and System 2 poles and ceiling mounts, TVC were able to facilitate F1 Arcade Birmingham with an easy to install, lightweight ceiling mounted solution. In addition, vertical mounting brackets were tailor-made to meet the specific LED cabinets dimensions, ensuring a perfect fit.

The impressive visual experience continues at the interactive bar-height seating area, where TVC have provided a selection of LG 27" screens that display race telemetry data and F1 race footage. This will replicate the feel that can normally be seen in F1 pit gantries during race weekends.

Throughout the venue, strategically placed to ensure max viewing capacity, are a series of Samsung Hospitality 4K LED TVs. Ranging in size from 50 to 75 inch, these attention-grabbing screens deliver crystal clear picture quality and engaging content, with the smaller screens being used for F1 Arcade's "REACT" game.

Samsung's Hospitality range of TVs are developed specifically for commercial environments, with the ability to show live content for prolonged periods of time. Combined with their energy efficiency technology, it makes these models a perfect match for F1 Arcade's requirements.



Next up, TVC installed two impressive LG 86" UHD hospitality TVs, which are positioned in the reception and a semi-private area towards the rear of the venue suitable for functions.

Boasting industry-leading 4K Ultra HD picture vibrancy, the screen brings a whole new level of immersion to private parties, making it ideal for F1 Arcade when displaying live race content and other sports as required.

One of the most attention-grabbing features within F1 Arcade is a life-size, custom-built F1 racing car suspended from the ceiling. TVC have supplied an array of lighting effects, to help the feature piece stand out to the multitude of customers entering the venue.

All the areas within the F1 Arcade were broken down into various zones. The content that needed to be shown in each of these zones could be transmitted to using WyreStorm's NetworkHD 500 AV over IP solution, with the addition of being controlled via WyreStorm's state-of-the-art NetworkHD Controller.

Furthermore, the WyreStorm solution allowed F1 Arcade Birmingham to manage and distribute audio signals alongside the high-definition video content within their AV system, enabling synchronized transmission of audio streams to multiple endpoints, ensuring an immersive and cohesive audio-visual experience.

In addition, the WyreStorm NetworkHD Companion Control App streamlines the management of AV systems. With this app, F1 Arcade Birmingham can remotely control and monitor their system from any compatible mobile device or tablet. By offering this flexibility and convenience, it enables effortless management of each zone, ensuring seamless operation and maximum enjoyment.



ABOUT TVC TECHNOLOGY SOLUTIONS

TVC is one of the largest providers of audio visual solutions in the UK, supplying and installing commercial & domestic equipment in a variety of environments throughout the UK & Eire.

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