

NEC Display Solutions Client Installation Corporate

# QEII Conference Centre

AV tech leads a regeneration for the future



Following an intensive refurbishment and rebranding programme, the central London conference and events venue has risen like a phoenix from its dated 80s shroud to present a modern, highly functional space benefiting from next generation technology, resulting in its highest ever occupancy levels.

Hosting more than 400 national and international events every year, the QEII Centre is the largest dedicated conference, events and exhibition space in Westminster, central London.

## SITE INFORMATION

### Sector

- Corporate

### Client information

- QEII Centre  
[www.qeiicentre.london](http://www.qeiicentre.london)

### Integration Partner

- AVMI  
[www.avmi.com](http://www.avmi.com)

### Installed

- Since 2014

## EQUIPMENT

- 26 x NEC EA294WMI reception
- 9 x NEC X554UNS video wall
- 1 x NEC V463 above the reception door and
- 2 x NEC E201W 20" displays
- 6 x NEC P553 PG 55" displays with protection glass
- 26 x NEC V323-2 PG 32" displays with protection glass



## The Challenge

The building, which is government owned, was built in 1986; Deborah Jones, AV/IT sales manager at QEII Live (the brand given to the Centre's in-house AV team) states: *'in 2014 we commissioned in-depth research and competitor analysis and the feedback we received was of an outdated and unwelcoming interior which was confusing to navigate.'*

This instigated a period of transformation and a £12 million capital investment refurbishment programme which affected every aspect of the organisation with AV technical facilities absolutely central to its redesign. The QEII Centre selected AV integrator, AVMI to manage the installation of AV resources.

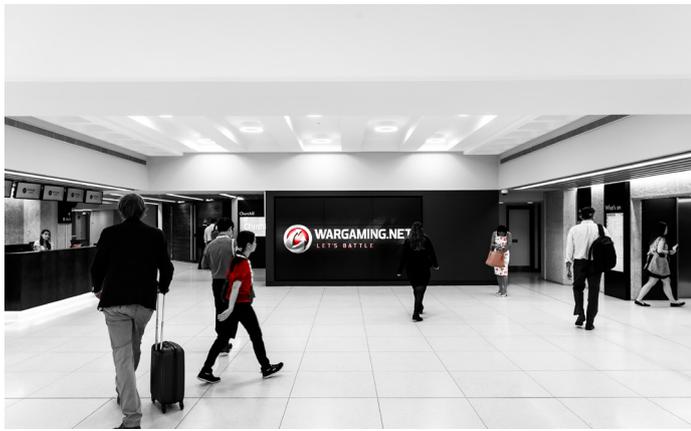
## The NEC Solution

*'In the first year of our business plan we invested and transformed the foyer area, converting it from a dated travel lounge with full airport scanners at the entrance to a light, airy and modern foyer with sexy digital signage including a quad resolution video wall from NEC,'* says Deborah Jones.

Impressed with its narrow bezelled video wall displays, the QEII Centre chose the NEC brand to fulfil its display requirements in the foyer. The 55" NEC X554UNS ultra-narrow display synchronises fast moving content across all 9 screens to create one stunning 4K resolution digital canvas located in prime position opposite the main entrance.

AVMI designed professional templates for the video wall that accommodate different zones such as a live Twitter feed, information on live and upcoming events, imagery and logos. The content is dynamic with real time event information pulled from the Centre's own back-end system.

24 purpose built airport style check-in desks, each with an individual high definition 29" ultra-wide NEC screen for customer branding, provide flexible bespoke registration areas for each event. When multiple events



are taking place simultaneously, visitors can instantly identify the correct check-in area as the displays show the appropriate logo, registration instructions and way-finding information.

Now spacious, bright and welcoming with stylish terrazzo flooring, raised ceilings, a concierge desk, video wall and sleek reception desks, the entrance is a world apart from the dark, retro look of old.

Since the foyer refurbishment, the Centre has also installed a number of NEC displays including large format screens with protection glass elsewhere in public areas around the building.

## The Result

Stylish remodelling of interiors and investment in high speed, next generation technology have future-proofed the venue for years to come, making it a modern and highly functional space.

Since the QEII rebranded, the Centre has recorded its highest ever occupancy levels with a growth over the two years of 20.1% and total revenue growth of 20.07%

CEO of QEII Centre Mark Tylor says: *'The investment in refurbishing the building and rebranding has proved well worthwhile, resulting in increased new business for us as well as exceptional levels of client satisfaction and repeat business, with some contracts in place for the next decade.'*



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