



Queen Elizabeth II Conference Centre

Exterity IP video creates a bespoke conference experience at Queen Elizabeth II Conference Centre

The QEII Centre is the largest dedicated conference and exhibition space in central London. The venue offers world class facilities for high profile conferences, conventions, exhibitions and corporate events with capacity of up to 2,500 – hosting over 400 national and international events a year. The Centre was home to the global press coverage of the highly-awaited Royal Wedding in 2012, and regularly organizes large-scale events for world-famous corporations.



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Derek Chalmers, AV Production Manager, Queen Elizabeth II Conference Centre

The challenge

The Queen Elizabeth II Conference Centre specialises in excellent quality custom events to enable clients to offer a tailored experience to their guests, which often involves high quality video content distributed within the premises. Video has become a highly effective tool for corporations to communicate, enabling organizations to share a lot of information in an engaging format. Conference centres are therefore expected to be able to deliver high quality, interactive content to help their clients communicate with, entertain and educate their guests.

Video is already an integral part of the Centre’s look and feel, with a video wall available in the main lobby. Conscious of the evolution of the use of video in the corporate world, the Centre wanted to ensure that it could offer any type of content on multiple displays, including live presentations, recorded content and TV channels delivered over IP.

The solution

Flexibility is at the core of the QEII Conference Centre’s offering, a quality that then led the Centre to adopt an Exterity IP video system, which is able to support the specific video requirements of each client and create a unique experience for guests. The Exterity IP video solution facilitates the distribution of HD quality content, such as films, company presentations or live TV direct from Freeview throughout the Centre, enabling organizations to tailor the events to their own needs. Easy to set up and maintain, the system can be managed and controlled from a centralized platform, ensuring that the content delivered to each screen is customized to the audience.

“We pride ourselves on our capacity to offer outstanding events to our clients, and our AV infrastructure plays a big part in enabling SMBs and large corporations to easily share their news and corporate communications,” said Derek Chalmers, AV Production Manager at Queen Elizabeth II Conference Centre. “The Exterity system has transformed the way we distribute content throughout the building, which means that we can exceed our clients’ expectations with high quality video content available in any room.”

“Visitors now expect conference centres to offer the latest innovation, from large displays to high quality audio and immersive content, and the Queen Elizabeth II Conference Centre is no different. However, due to its innate capacity for custom events, it needs to be able to rely on its AV system to be flexible, robust and future-proofed. Our products are now used throughout the centre, ensuring that any type of video content can be delivered to the right device anywhere on the premises, demonstrating that our solutions can adapt to changing environments without compromising on the quality of service.”

Colin Farquhar, CEO, Exterity

The result

Used primarily to deliver feeds to overspill and syndicate rooms for guests, the highly flexible system can also deliver static images and pre-recorded content, ensuring that information transits through the centre at light speed.

Colin Farquhar, CEO at Exterity, commented on the installation: “Visitors now expect conference centres to offer the latest innovation, from large displays to high quality audio and immersive content, and the Queen Elizabeth II Conference Centre is no different. However, due to its innate capacity for custom events, it needs to be able to rely on its AV system to be flexible, robust and future-proofed. Our products are now used throughout the centre, ensuring that any type of video content can be delivered to the right device anywhere on the premises, demonstrating that our solutions can adapt to changing environments without compromising on the quality of service.”

The Exterity system at the Queen Elizabeth II Conference Centre in a nutshell:

- HD and SDI Encoders
- Digital terrestrial TVgateways
- Receiver set-top boxes
- AvediaServer to manage and control the Exterity IP video system from a centralized platform

About Exterity

Since 2001 Exterity has been designing, developing and manufacturing technically innovative products that deliver video over an IP network to some of the leading organizations across the globe.

Enabling distribution of HD quality TV and video over enterprise IP networks to an unlimited number of end points, Exterity solutions support large volumes of content and receiving devices without compromising system performance or availability.

Highlights

- Deployed in over 40 countries
- Scalable solutions for organizations of any size and across any sector
- Unique industry leading features and market specific application

Headquartered in Scotland UK, we extend our global reach through our offices in Atlanta, London, Paris, Melbourne, Munich, Dubai, Hong Kong and Johannesburg. Localized knowledge and expertise is enhanced through the Exterity StreamForce program of credible, technically innovative partners, plus an extensive network of in-country resellers and distributors.