

Case Study

SVO Centre, Ryton, Coventry
May 2015 - May 2016



Special Vehicle Operations Centre



Project Overview

Jaguar Land Rover have designed and commissioned the new SVO Centre to allow special clients the ability to custom design their own vehicles. Within the centre is a high-tech design room in which visitors' view an outline of their chosen vehicle on a 84" 4k screen. By selecting one of several hundred colour swatches and placing it on an interactive table, they can change the colour variations of their chosen vehicle to their choice. In addition, they can select leather, trim materials and thread from the samples provided, also read through the table to ensure they have a fully personalised vehicle. Once built and ready for delivery, it is unveiled and presented to the client in the adjoining room.



LOCATION

SVO Centre, Ryton, Coventry



DATE

May 2015 - May 2016



PHOENIX STATUS

Accredited Supplier & Integrator



NET VALUE

£81,000



MAIN EQUIPMENT

85" 4K LED screens (2)
Extron Control System
FunktionOne Base Speaker

55" Multi-Taction Interactive Tables (2)
Designed sound solutions



The main element of the SVO Centre consists of 2 rooms requiring a relatively simple amount of AV hardware, but a complex integration to complete the overall required solution

Configuration Suite

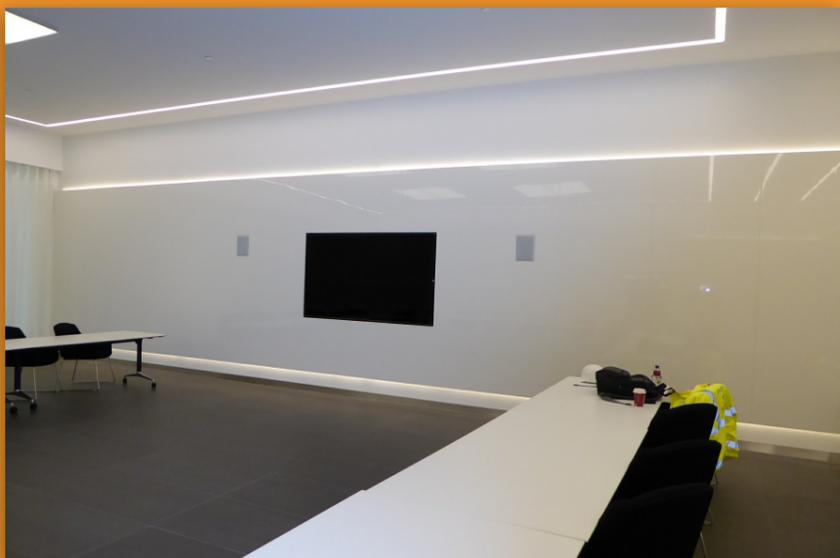
Providing the client with the opportunity to customise their Vehicle.

We may be small, but we make a big impact

The first room is the Presentation Suite into which is installed a Sony 85" 4k LED Screen, basic sound and Extron Control System. This room will be used for presentations, meetings and eventual unveiling and hand-over of the client's vehicles.

The adjoining Configuration Suite also has a Sony 85" 4k LED Screen along with 2 Multi-Taction 55" Interactive Touch Tables. Either side of the main screen are two large smoked glass vertical sliding doors behind which, the colour swatches appear; in front of the clients' seating area is one of the Multi-Taction Tables with the other behind the seats. In the ceiling is a complex lighting array and a high end surround system installed with in-wall speakers.

Phoenix AV were able to recommend and provide an alternative sound solution and other component parts to those first identified by the client, saving over £15,000 and still producing a better overall audio experience. As well as the the standard installation, Phoenix AV wrote and commissioned a complex programme to match the clients' control requirements. This includes various sequences to control lighting scenarios (working closely with the lighting integrators), opening and closing the glass doors, running audio and video sets (in conjunction with the software programmers - Spotted Zebra) and allowing various interaction between the two main suites. All control functions are via a main Extron Wall Panel and replicated through iPads and the interactive tables.



Presentation Suite



Main Control Panel