

## Case Study

<b>Project</b>	<b>Glasgow Audi</b>
<b>Installer</b>	<b>Scotia</b>
<b>Product</b>	<b>SmartNet X</b>
<b>Location</b>	<b>Glasgow</b>

*Scotia UK plc, a Smart-e accredited installation partner has completed a series of works with Glasgow Audi Centre, a pioneering dealership which is the largest of its kind in the world.*



**Glasgow Audi Ltd - More than just a car dealership**

### The Customer

Since its establishment in 1998, Glasgow Audi, formerly Lomond Audi has grown to an award winning dealership turning over £60 million per year. Holder of prestigious awards such as 'Best selling Audi dealership in the UK', 'UK top sales man', 'UK top finance' and 'Winner of the AP Twin Cup (best service department)', the dealership has set new benchmarks within the industry. The new Glasgow Audi Centre is the largest of its kind in the world.



The revolutionary development is backed by a £15 million investment to create the first Audi brand statement site to be launched in the UK. The state of the art facility is the first commercial Phase 2 occupant of the thriving Braehead Retail Park, which has rejuvenated the Clyde and Renfrewshire area. Located close to the attractions of the highly successful Braehead Retail Park and with easy access to excellent transport links, Audi has designed a facility that goes beyond a conventional car dealership and created the blueprint for a pioneering centre offering new and unparalleled experience and services.

### The Installer

Scotia UK plc is a Smart-e accredited installation partner and systems integrator - fully trained and highly experienced in all Smart-e products and installations. Scotia specialise in providing custom installation solutions for the demanding business market.

### The Challenge

The ambitious Glasgow Audi is the first of Audi UK's revolutionary experience centres and they wanted to offer five fully equipped conference rooms able to be used for a whole host of events. Ideal for conferences, meetings or corporate hospitality as well as training events, product launches, dinners, award ceremonies, fashion shows and exhibitions.

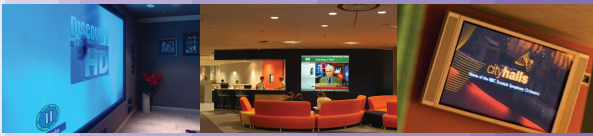
Unprecedented in design, this dynamic centre also wanted to offer delegates unique entertaining experiences outwith meetings. Browse the Audi Museum, view the Art exhibitions in the Art Room or test out the latest Audi on the outdoor off-road track

### The Smart Solution

Scotia UK created a fully networked audio visual solution that centers around a wireless touch panel control system and a Smart-e SmartNet X+ 16x16 matrix switch that routes information to a series of displays, when and where it is needed. These displays consist of nine plasma and LCD units located in prime viewing positions around the show room.



**There is no impact on the network with the Smart-e SmartNet X+ as AV signals are distributed via Cat5e cabling**



# Smart-e



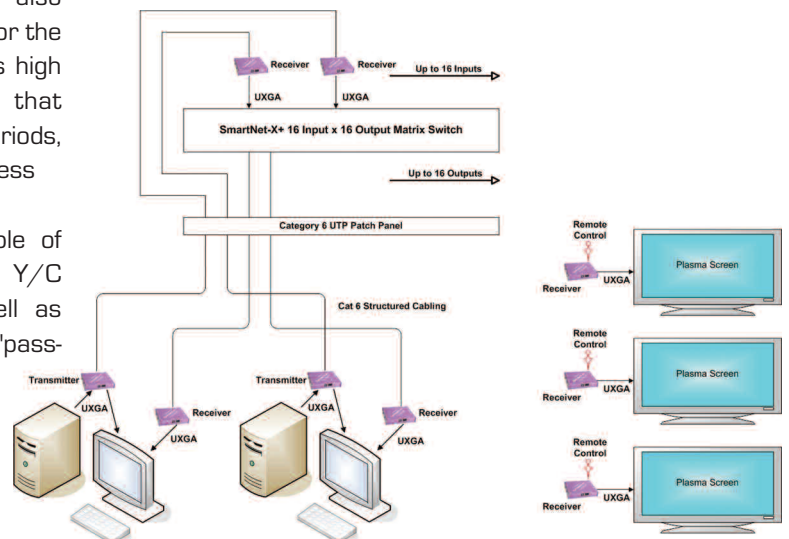
"We have been especially pleased that the system meets all our technical criteria and fits so well with the architecture and interior design of the show room. It is an ideal complement to the Audi brand".

**Hugh McMahon, Dealer Principal, Glasgow Audi**

To complement this superior technology, a similarly high spec sound system was chosen. BOSE has long been regarded as the premier name in this market and, indeed, has been the brand of choice in Audi cars for many years. The AV system can show any combination of images from DVDs, PCs, live television or video; each screen can be individually controlled and sound adjusted accordingly. Scotia UK also installed a multi media large screen projection for the showroom's conference and training area. This high quality system creates an environment that encourages customers to linger for longer periods, creating greater sales opportunities in the process

*The following diagram is a schematic representation of the solution considered within this case study. To protect our client's security, it does not represent a detailed schematic drawing of the actual installation.*

The SmartNetX+ multimedia switch is capable of handling UXGA, SXGA, XGA, RGB+syncs, YUV, Y/C S-video and composite-video formats, as well as stereo audio. In addition, the switch allows 'pass-through' of both infrared and serial (RS232) commands. The switch uses Category 5e UTP structured cabling infrastructure to distribute the audio visual signals and, as the signals remain analogue, there is no impact upon network bandwidth! Scotia installed the 16x16 switch within the central communications room along with the AV source equipment. Individual Cat 5e



cables were then installed to each screen connecting the output of the switch to a dual-screen UXGA + Stereo receiver unit, SLX-RX200. High quality images and sound were then able to be distributed to each display along with RS232 control signals allowing remote adjustment of individual volume level.

## A Solution for You?

Here at Smart-e we are committed to providing functional solutions to broadcasting high quality audio and video. With a product range covering extending, splitting and switching of all types of video, graphics and true stereo audio simply and effectively over Cat5/6/7/8 UTP cabling. To view the Smart-e range of products check out our website at [www.smart-e.co.uk](http://www.smart-e.co.uk). Alternatively just give us a call for all product and pricing information.

**Call now for details on how to become an accredited Smart-e installer in your area.  
+44 (0) 1306 628264 / [www.smart-e.co.uk](http://www.smart-e.co.uk)**

**Scotia UK** Professional AV Solutions  [www.scotiauk.com](http://www.scotiauk.com)