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AMX HELPS MAN U STAY AHEAD OF THE GAME





Old Trafford is helping Manchester United stay ahead of the game in terms of corporate hospitality

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Ranked as the richest club in the world for the seventh consecutive year by the Forbes 2011 Soccer Valuation survey, Manchester United is not only the most successful club in English football history, but also the world's most valuable. Currently enjoying the highest commercial income of any club in England, Manchester United excels at leveraging its global reach, powerful brand and the revenue generating potential of its impressive stadium. Yes, with its state-of-the-art specification and innovative AMX technology, Old Trafford is helping Manchester United stay ahead of the game in terms of corporate hospitality and reaffirm its place amongst the European stadia elite.

With the second-largest capacity of any English football stadium after Wembley and the eleventh-largest in Europe, Old Trafford is certainly a befitting home for this premiership-dominating team. In addition to its world-class pitch, the stadium also houses a wealth of tertiary multipurpose facilities which provide hospitality, entertainment and conferencing opportunities. These impressive resources play their own part in Manchester

United's overwhelming success by helping the club to earn nearly as much from commercial ventures as it does from matchday revenue. Amongst Manchester United's highly specified hospitality facilities are 80 recently refurbished boxes, into which leading systems integrator, D3 Audio & Visual, has installed an impressive array of AMX-controlled technology.

Upgraded to provide the very best experience, the executive boxes offer a private environment and a unique vantage point that comes with many additional benefits, especially with regard to entertaining clients and doing business. The executive boxes boast a wealth of discreet AV provision which includes 40" Sharp television screens on the inside and 19" screens on the balconies. AMX technology provides each box with an intuitive and unified control solution, giving occupants access to and management of in-room systems and functions, including the zoned lighting, blinds, television source and channel selection, volume control and the staff attendance button; all of which are accessed through an in wall 19" touchpanel. Additionally, this sophisticated system allows for the integration of

drinks, merchandise and betting ordering. Old Trafford's similarly-specified corporate suites also feature multiple screen displays for TV channel viewing and PC presentation; all controllable via 5" colour touchpanels and controllers.

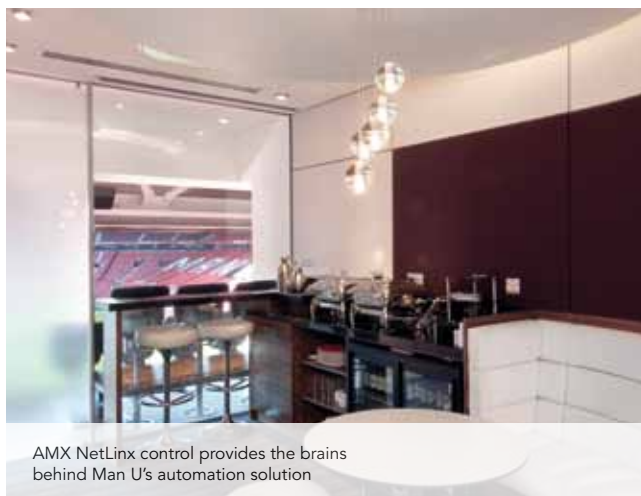
The executive facilities are further enhanced with no fewer than 78 Total Presentation Interfaces (AMX TPI-Pro). These innovative presentation devices transform the third-party touchscreens into interactive displays, complete with control graphics and animation; giving Manchester United's corporate visitors the ability to switch between sources as well as annotate, mark-up and illustrate over any presentation content or video source, in real-time.

AMX panels also provide the control interface in the players' dressing rooms at both the Old Trafford stadium and the training ground, and 5" AMX colour touchpanels have been integrated into the West Stand and East Stand foyer reception areas. The East Stand foyer also features a large format digital signage display, incorporating an 84" NEC LCD screen flanked by two 42" LCD screens in portrait. AMX's Inspired Signage system ensures the delivery of signage that is perfectly synchronised across all three screens, to create one widescreen image.

Innovative AMX technology also ensures that AV equipment throughout Old Trafford can be centrally managed and monitored. AMX's Resource Management Suite (RMS) allows staff to proactively monitor and maintain the high-tech hospitality facilities and their associated electronic devices, throughout the building. The system's energy management capabilities are further enhanced by AMX's NetLinx Power Management Power Distribution Units. This rack-mounted product allows staff to monitor, manage and control the power consumption of audiovisual and IT devices by monitoring each connected component and restricting power to any or all devices when not in use.

Over 80 AMX Netlinx controllers provide the brains behind Manchester United's automation solution, allowing the vast array of disparate devices and operating platforms to become integrated as part of the central control system. NI-2100s have been installed to meet the specific control and automation needs of Old Trafford's medium sized rooms, whilst NI-3100s offer the ability to integrate the devices found in larger areas. Distributed audio is provided by an AMX Precis which combines the functionality of a matrix switcher with the signal processing of an external equalisation device.

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Manchester United excels at leveraging the revenue-generating potential of its impressive stadium

OVERVIEW

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LOCATION

Old Trafford, Greater Manchester, UK

HIGHLIGHT

AMX technology provides each executive box with an intuitive and unified control solution, giving occupants access to and management of in-room systems and functions, including the zoned lighting, blinds, television source and channel selection, volume control and the staff attendance button. The 78 Total Presentation Interfaces (AMX TPI-Pro) transform the third-party touchscreens into interactive displays, complete with control graphics and animation. The innovative AMX solution also ensures that AV equipment throughout Old Trafford can be centrally managed and monitored. AMX's Resource Management Suite (RMS) allows staff to proactively monitor and maintain the high-tech hospitality facilities and their associated electronic devices, throughout the building.

“With the help of D3 Audio Visual and innovative AMX technology, Manchester United has been able to maximise the revenue generating potential of its Old Trafford stadium with a high-tech hospitality offering that is now in the same league as its game.”