

ZingHD @ The N3 hospitality suites at Silverstone race circuit

N3 Events was not only founded as the ultimate expression in being the best way to enjoy motorsport at the best location, but also to provide the ideal opportunity for like-minded professionals and individuals to meet, network and savour this unique experience.

Their goal at N3 is to give their guests an amazing experience and their attention to detail is second to none which is why they introduced ZingHD digital signage at their track side venue.

Requirements

N3 require digital signage to communicate with their guests throughout racing events to ensure they were kept up to date with what was happening around the circuit. Zing Digital Media were able to broadcast live track information such as lap times and grid positions as well as showing live feeds from the Silverstone TV channel. Zing Digital Media provided sunlight readable mobile outdoor screens as well as 4 small full HD display inside so that each client could take in the information without moving around the venue.



Features:

- Fully managed digital content from anywhere
- Advertising campaigns scheduling and management
- Deliver rich media including Video, Flash, Audio, RSS and images
- Centralised server controlling your digital distribution
- Combined hardware and software solution
- Robust technology for trusted continuous operation and fast delivery
- Modular infrastructure - ad as many displays as you want
- Easy to manage web interface
- Easy content scheduling
- Display grouping
- Display live information - news, weather, travel, emergency statements etc
- Integral system status monitoring

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N3 are also able to show scheduled eye-catching promotions for upcoming events on part or all of the display screens as well as broadcasting each promotion to mobile phones through the Zing.Blue (Bluetooth) device to ensure their clients didn't miss out.

Zing Digital Media expanded on the N3 requirements and added real time traffic data feeds from the surrounding motorways to the displays so each departing guest could choose a safe and quick exit.

Zing Digital Media Solutions @ N3

N3 already have some existing digital screens and utilising as much of their existing hardware as possible meant we could help keep the cost to a minimum whilst introducing new screens as the project continued.

- Fully managed high definition digital signage
- Scalable centrally managed networked solution
- Web based content management
- Scheduled communications
- Real time media direct from the race track
- Effective marketing and sales tool
- Unique Bluetooth content delivery

The benefits we have found are:

- Happier guests who return again and again
- Promote, cross-sell and up-sell targeted products and events
- Enhanced venue experience
- Decrease the amount of printed media we produce

“By using Zing HD integrated digital signage solution, we are able to unify the visual communication at our Silverstone venue and convey the trackside racing information directly to our guests. Zing Digital Media have been a pleasure to work with as they listened to our objectives and delivered the full package in a swift and professional manor. We are now able to deliver vital real time racing information, digital promotions and traffic updates in a more eye catching way both inside and outside which has made our VIP Silverstone suite the talk of the circuit. We wanted something that would appeal to our customers on a more sophisticated level, right when they walk in through the door and that's exactly what we now have.”

N3 Events director Helena Marshall



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