

## case study

# Next generation technology drives record attendance

## The **background**

Hosting more than 400 national and global events every year, the QEII Conference Centre is the largest dedicated conference, events and exhibition space in Westminster, Central London.

Opened in 1986 by Her Majesty the Queen, the last 30-years has seen the QEII Centre successfully establish itself as a world class facility for game-changers, innovators and thought leaders working in diverse range of industries, companies and brands.



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## The solution

**In the first year of its business plan QEII invested in the transformation of its foyer area to convert it from a dated travel lounge with full airport scanners, to a light, airy and modern welcoming area complete with impressive digital signage including an NEC quad resolution video wall.**

Impressed with its sleek, bezel video wall displays, the QEII Centre wanted NEC to fulfil its display requirements in the foyer. The 55-inch ultra-narrow display installed by Kinly, synchronises vibrant, fast-moving content across all nine screens to create one stunning 4K resolution digital canvas, located in prime position opposite the main entrance.

Kinly's expert team designed professional templates for the video wall that accommodate different zones such as a live Twitter feed, information on live and upcoming events, imagery and logos. The content is dynamic with real-time event information pulled from the Centre's own back-end system.

When multiple events are taking place simultaneously, visitors can instantly identify the correct check-in area with the help of twenty-four purpose-built airport style check-in desks installed by Kinly. Each individual high definition 29-inch ultra-wide NEC screen shows flexible and custom branded client information including the appropriate logo, registration instructions and wayfinding information.

Working collaboratively with QEII, Kinly's Digital Media specialists helped create and deliver full motion 3D animations, animated background graphics and timelapse photography of iconic London scenes, helping them to reinforce their brand with modern and engaging content.

Now spacious, bright and welcoming with stylish terrazzo flooring, raised ceilings, a concierge desk, video wall and stylish reception desks, the entrance is a world apart from the dark, retro look of old.

Since the foyer refurbishment, the Centre has also installed a number of NEC displays in public areas around the building, each featuring large format screens with protective glass.



SECTOR  
HOSPITALITY



LOCATION(S)  
LONDON, UK



SOLUTION  
WORKPLACE  
COMMUNICATIONS



## The **result**

**The stylish remodelling of the interiors and investment in high speed, next generation technology has future-proofed the venue for years to come, making it a modern and highly functional space that visits want to attend.**

Since the QEII rebrand, the Centre has recorded its highest ever occupancy levels with a growth of over 20 per cent over two years. This has been reflected in the Centre's revenue figures which have also grown by 20 per cent.

## Why **Kinly**?

Bringing people & technology together for better productivity wherever the work happens — because great things happen when people work together.

## The **testimonial**

**Deborah Jones, QEII:**

*“The investment in refurbishing the building and rebranding has proved well worthwhile, resulting in increased new business for us as well as exceptional levels of client satisfaction and repeat business, with some contracts now in place for the next decade.”*

