



Working with main contractor



## Overview

**Project Title:**  
JCB Presentation Theatre

**Client:**  
JCB

**Sector:**  
AV

**Completion:**  
May 2013

### Project Overview:

The upgrade of the JCB presentation theatre to provide a state of the art, high quality broadcast system for the JCB communications operations team, whilst reducing the carbon footprint of the venue.

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In a project of this size and complexity with an immovable deadline, timing is crucial. MW worked seamlessly with the main contractors Feltech to ensure the installation went perfectly to plan.

The new consoles, with their durable anti-reflective surfaces, makes them ideal for the intensive workload in the JCB Theatre, which has been in constant use since the Global Dealer Conference.

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Peter Marsland  
Video Production Manager  
JCB Worldwide Marketing

All photographs courtesy of Feltech

## Case Study

### Control Room Furniture for the JCB Presentation Theatre

#### Overview of Client

JCB are an internationally recognised construction and agricultural machinery manufacturer based in Rocester, Staffordshire. With a 67 year history, the company is now one of the world's leading manufacturers of construction equipment, employing 11,000 people on 4 continents. With a product range of over 300 machines, JCB has a reputation for their strong customer focus.

Within the visitors centre at the JCB headquarters and alongside “The story of JCB” experience, a 250-seat theatre needed an improved facility for the JCB communications operations team to host events, reveals, outside broadcasts and films in a wide variety of languages and to different audiences.

An ambitious plan to upgrade the AV and media equipment within the theatre got the go ahead at the beginning of February 2013, with UK integrator Feltech as main contractor for the project.

#### Scope of the Project/MW Video's Role

Alongside a sophisticated AV installation, a broadcast quality system was installed, which needed to be flexible to meet the demands of different events, outside broadcasts and corporate films. The proposal involved all theatre outputs and inputs to be managed through the production control room and the transmission control room. MW Video Systems were tasked by main contractors Feltech to design and install two custom designed consoles, built to Feltech's specification, for the two control rooms, which replaced a console provided by MW Video Systems many years earlier.







*New production control room with furniture*

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*Old MW Video furniture prior to the upgrade*

## Project Execution

The project had a fixed deadline, requiring the completed installation to be up and running for JCB'S Global Dealer Conference in mid-April. There was absolutely no margin for error, as the conference was the biggest and most ambitious that JCB had ever staged, lasting over 6 weeks in total. With the pressure on, Feltech worked day and night to complete the installation.

The broadcast furniture designed by MW Video Systems, consisted of a five operator console for the production control room and a three operator console for the transmission control room. The challenge was to ensure all the equipment needed for the control rooms could be located on and around the desks, to enhance the operator's tasks and improve efficiency.

Another reason for using MW Video Systems technical furniture was that the consoles ensure durability and are capable of withstanding their demanding 24/7 environment, thus contributing to the client's needs to reduce their carbon footprint. Novus monitor arms and laptop holders were installed on both consoles, giving additional desk space for operators.

MW Video Systems worked within the project timescales to design and manufacture the consoles, working closely with main contractor Feltech to achieve the deadline. Feltech's Sales Director, Nevil Bounds commented "we took an approach that "the show must go on" and under the leadership of Feltech Project Manager Neil Whybrow, we met the deadline".

The success of the project has resulted in well-deserved recognition for Feltech. In June 2013, Feltech won the Business Installation of the Year Award at the AV Awards for their role in this project, and in January 2014 it has been announced that Feltech are shortlisted as finalists in the Inavate 2014 awards in the category "corporate facilities".



*Above: Production control room render drawing*



*Below: Transmission control room render drawing*