

CASE STUDY

CWM FX London Boat Show 2015

Introduction

CWM FX London Boat Show is one of the largest and most significant Boat Shows in the world and 2015 sees it celebrate its 61st event. This year's Show enjoyed fresh thinking and a markedly new direction to what is an iconic event. National Boat Shows, the event's organisers, set themselves the challenge of making the visitor experience more immersive and interactive. The aim was to bring the CWM FX London Boat Show into the digital age, broadening its appeal beyond boat enthusiasts to families and the wider public.

The requirements

Events company Mo-Hawk, led by its director Graeme Hawkins, was brought on board to help achieve this new look for the CWM FX London Boat Show. As Graeme explains, this was no mean feat: "The brief for the CWM FX London Boat Show was exciting, but one we knew would be a challenge. Ensuring the attraction areas were modern, fun and digitally immersive meant partnering with innovative and reliable companies to bring these experiences to life – Toshiba fit that bill perfectly. I'd worked with Toshiba in a previous role, and knew the company's products were of the level of quality, innovation and reliability we needed."

Support on tap

Toshiba worked with Mo-Hawk to supply interactive digital signage throughout the Show, using multiple products from its AV range to achieve the desired guest experience in four key areas: the entrance, The 'Datatag Lab', the 4D experience, and the gaming zone within the 'Datatag Lab'.

Aside from the diverse array of products which met the exact requirements of Mo-Hawk and CWM FX London Boat Show, Toshiba's support was also a key factor in ensuring the technology ran smoothly throughout the event.

"The guidance Toshiba gave to our team was outstanding - from day one until the very last moment," says Graeme. "For example, pre-show they offered consultancy, helping us to determine the most appropriate layout and which screens would offer the greatest impact within each area. We even had support on site from Toshiba's product team – they assisted with the set up and spent time talking us through the functionality of all of the Toshiba technology which was being installed, from its signage displaying thermal imaging to the vibrant videowall that was so crucial to our presentation area."

The solutions

Having reviewed the specific requirements of the Show and brief for the event, Toshiba and Mo-Hawk developed a plan to equip the event with solutions from four Toshiba product ranges, including its TD-X videowall units and the newly launched TD-E series.

As visitors entered CWM FX London Boat Show, they were greeted by a sensor-based interactive waterfall, with a 55" Toshiba TD-Z series displaying thermal imaging pictures back to visitors as they walked through the 'Rain Curtain'. Next to this, a collection of several signage solutions from the TD-Z series was used to provide information to visitors, ranging from the latest Tweets about the Show to a schedule for the day and promotional videos.

Andrew Douglas, Product Marketing Executive, TV at Toshiba Northern Europe, talks through the planning behind this: "Our TD-Z and brand new TD-E series are built to provide outstanding image quality in commercial environments. With the entrance to the Show, the aim was to create something which captures the excitement of the visitors, bring the event to life, but also to provide an information point."

Toshiba's TD-E series was also used to display thermal imaging from the new 4D Experience, enabling the organisers to showcase the innovation behind the activities at the Show.

"The TD-E series signage solution offers Full HD 1080p resolution to provide vibrant and clear communications," adds Andrew. "But it also has a robust and durable enough design for areas of high footfall, and is built for 16 hour a day use. With narrow bezels and a selection of sizes up to 50", we were able to create a visual montage of information for visitors within a relatively small area of the hall."

The 'Datatag Lab' was another area where Toshiba's digital signage helped to enhance the visitor experience of the Show. "The 'Datatag Lab' in many ways was an interactive attraction at the Show, showcasing new products, innovation and technology – both for boat-lovers and first-time visitors," explains Graeme.

"Toshiba's TD-X series videowall unit really was key to achieving all of this – we had four full HD screens brought together to create stunning visuals. The range of connectivity options and the simplicity of use was also a life-saver – we had dozens of presentations from a variety of exhibitors and partners, and the TD-X integrated with their own hardware incredibly smoothly. To run for ten days and not suffer a single technical hitch is testament to the reliability and quality of Toshiba's technology."

The future

With the objective of creating a more immersive and digital experience fully achieved, there's potential for future exciting partnerships between Toshiba, Mo-Hawk and the Show's organisers, National Boat Shows. Graeme explains: "We couldn't have asked for any more from Toshiba – we received a huge thank you from the organisers and a big part of that is down to the brilliant support we had from Toshiba. Not just in terms of the quality solutions they provided – which even included consumer TVs for the family gaming zone – but also for the hard work that they put into ensuring this was such a success. We're hoping to be here next year to further enhance the Boat Show's visitor experience, but regardless, here at Mo-Hawk, Toshiba has cemented its place as our first port of call for future productions."