



Innovation meets practicality at Wyboston Lakes

Cambridgeshire based audio visual company Innovations have come up with the perfect way to help Wyboston Lakes conference centres to tailor its communications with customers and staff. The installation of a bespoke Crestron digital media system has made displaying information as easy as pressing a button.

Wyboston Lakes, based on the borders of Bedfordshire and Cambridgeshire, is the UK's largest independently owned, single site residential conference centre. It prides itself on offering customers the best facilities including state of the art AV and the fastest available broadband. This is no mean feat with 3 separate venues on the 350 acre site and 70 meeting and syndicate rooms to manage.

In addition to the conference rooms, there are various public zones including four different restaurants, lounge areas and bars. Each of these has its own audio visual equipment with screens that need to display information specific to that area.



Client: Wyboston Lakes

Requirements: To integrate various digital media products to improve reliability and quality of signal and to improve communication with customers and staff.

Solution: The installation of a bespoke Crestron Digital Media System has made displaying information throughout the organisation as easy as pressing a button.

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The system was originally split into 2, with separate amplifiers, mixers and aging S-video wiring. As well as being messy behind the scenes, it did not provide the best signal. Whenever there was a problem, it was extremely difficult to diagnose the cause, which meant longer than necessary downtime.

Stephen Ebdell, Manager from Wyboston Lakes wanted a system that would enable each zone to display information or play music independently to the other areas. He wanted it to be controlled locally whilst being managed and maintained centrally. As a current supplier of AV equipment to Wyboston Lakes, Stephen contacted Innovations to provide a solution.

Innovations visited the site, undertook a full survey of the current systems and provided a bespoke solution using the industry leading Crestron Digital Media product. This connects all the available devices together whilst allowing them to function separately, when required. Using one wire, rather than the spaghetti of cables that was on site before, Crestron Digital Media handles true high definition signal routing, switching and long distance distribution of digital and analog audio visual sources.

The system is controlled by a Crestron control panel. The control panel itself was programmed off site by Innovations' engineers to enable minimum disruption



to staff and customers at Wyboston Lakes. On site, new cabling was installed and two separate touch screen panels were installed in the restaurant and bar areas to enable staff to select what they want to display locally simply and quickly. All of the AV equipment in each public area is linked through the Crestron system and it is possible to pick and choose what information is displayed where and when. The quality of the signals is vastly improved and images are crystal clear now.

Commenting on the new system, Stephen Ebdell said:

"The Crestron system is a lot better than what we had before. We are able to manage communication and display information much more efficiently and when there is a problem, it can be diagnosed using the control panel in the comms room. I'm delighted with the solution provided by Innovations."

Innovations tailors its products and services to meet the individual requirements of each client. One size rarely fits all and this was true at Wyboston Lakes.