

PHILIPS

Professional Display Solutions

Case study DooH

A cutting edge campus welcome

with Philips Public LED 7000 Series

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The welcome we give to our visitors and guests at Oracle Red Bull Racing starts from the moment they arrive on Campus. Our Philips LED displays are positioned to ensure an easy and well branded journey, from the gate house to our facilities.”

Emily Falconer, Head of Events at Oracle Red Bull Racing





Background

Oracle Red Bull Racing's headquarters and MK-7 event venue are located on the Red Bull Technology Campus in Milton Keynes, alongside Red Bull Ford Powertrains and the Visa Cash App Racing Bulls team.

The campus welcomes a range of visitors daily – from celebrities through to fans, engineers and employees through to businesses, partners, students and more – every day. It is a place where ideas and innovation, and the Oracle Red Bull Racing brand, come to life – unique, vibrant, and immersive.

Challenge

Cutting edge innovations are all around on the Red Bull Technology Campus. With the digital displays within the MK-7 event space and the Oracle Red Bull Racing offices providing a more immersive experience and future ready investment, the team turned its attention to its screens welcoming visitors with clear directions as they entered the Campus. A new, digitised and connected display solution was required. Security and high brightness were a must.

Solution

Following a site visit with the PPDS team, and with the majority of visitors entering the campus by car, two P2.4 Philips Public LED 7000 Series displays were selected to be positioned encased in outdoor cabinet solutions.

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Drawing upon our network of PPDS Partners allows us to augment our Philips Professional Displays with unique solutions for Oracle Red Bull Racing. Indoors, outdoors, and all around, we make it our mission to ensure the best experiences for the team, as well as its visitors and guests.”

Tim de Ruiter, Business Development Director at PPDS

The cabinets, standing nearly 3m tall and embossed with Oracle Red Bull Racing branding, were custom designed and built by Netherlands based specialist and PPDS partner, VEBO Digital Signage Solutions.

These displays deliver stunning high brightness, quality resolution, and advanced colours to showcase the brand while welcoming visitors with wayfinding information. Whether day to day or event specific, content can be changed to suit the occasion via the Novastar controllers.






Benefits

High bright for outdoors: The Philips Public LED 7000 Series – encapsulated here in a cabinet – provides the high brightness output needed to showcase content in any lighting situation.

Fine tuned colour: Matching specific colour guidelines is key for Oracle Red Bull Racing. Philips Professional Displays deliver on colour and contrast, as well as versatility and performance for winning results.

Lower energy consumption: Reducing environmental impact and total cost of ownership. Philips LED displays are designed to deliver proven low energy consumption, while Active Health Monitoring makes maintenance and parts replacement predictable, fast, and efficient.

Fast facts

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|  Client
Oracle Red Bull Racing |  Location
Red Bull Technology Campus, Milton Keynes, UK |
|  Project
A cutting edge campus welcome with Philips Public LED 7000 Series |  Products
Philips Public LED 7000 Series; Novastar controller; Custom built and branded outdoor cabinets |
|  Partners
VEBO Digital Signage Solutions; Ruitech Solutions BV | |

