



## A Digital Vision of The Future

Visit York  
Information Centre



Winners of 25 national  
Industry Awards

## A Digital Vision of The Future

With over 7 million visitors per year, York is a must-see, world-class destination for the leisure and business visitor. In 2010, a new vision was set in motion, to create the new Visit York Information Centre - a state-of-the-art facility, featuring the latest, visitor-friendly digital technology, which would provide local residents, businesses and visitors with the keys to unlock both York and the wider Yorkshire and Humber area.

Supported by the City of York Council, York Conservation Trust, The Business Link Legacy Fund, Yorkshire Forward and Welcome to Yorkshire, the new centre was conceived and delivered in the historic No1 Museum Street, close to York Minster.

Saville Audio Visual was commissioned to design, supply and install a complete display system, comprising five 65" and six 42" professional screens in the all-new visitor centre. The displays are fed with graphic content from a Cayin digital signage server system that allows different screens to show different content as required.

The content takes the form of advertiser's promotional video clips, written information in ticker and banner form, plus live web RSS feeds or any combination of these overlaid upon each other. A central PC allows the content to be created and then sent to each screen as required.

Saville also provided a mobile touch screen kiosk to allow members of the public to use the internal web site. This provides a level of user choice as it enables visitors to access information about particular activities, places or attractions without any assistance.

Two LED information display boards were provided directing visitors around the centre. Saville also provided the facility to connect a laptop PC to one of the 65" screens, enabling it to be used by visiting guides or lecturers to present to groups as required.

In the entrance, one of the giant 65" screens is dedicated to the display of an 'active' map of Yorkshire. The Centre team can quickly add a contributor's content, with pictures, and using a pre-determined time frame, programme the feature to rise out of the map in front of visitors eyes. The graphic design and execution of the Active Map is an exclusive, Saville-written piece of software, which provides a striking and dynamic entrance centrepiece.

Steve Gore-Browne of Saville Audio Visual commented: "We were really delighted to be chosen as the preferred AV partner for Visit York. This is the first project of its type in the UK and utilises cutting edge signage technology to provide visitors with a truly immersive experience"

Chris Morton, Visitor Services Manager at Visit York said, "Everything we have put into the design, gift sourcing and information is planned with the visitor in mind. Our aim is to make this centre a flagship for Yorkshire and the very best information service in the country, using the very latest technology - a centre of excellence."

In its first full year of trading at Museum Street, Visit York is aiming to increase visits to the Information Centre by an additional 96,000 bringing the total footfall to 336,000 - a 40% increase. It has ambitions to increase this figure to 400,000 in subsequent years.

## Visit York - The Active Map

The brief for this key feature required a bespoke innovative fully programmable visitor information map that would automatically display a large range of attractions located in all parts of Yorkshire onto a 65" LCD screen.

From an intuitive control screen, centre staff are able to add details of any participating attraction and individually programme a visitor information template for them. Templates include photographs, visitor information, facilities and icons such as Disabled Access or Dogs Allowed.

Once the template has been saved, a marker button and attraction name can be positioned in its exact location on the map by a simple drag and drop process. This action is repeated with all participating venues and new ones can be added at any time.

The screen shows the map with distance markers from the centre of York, allowing visitors to estimate drive times and routes. It also displays the latest weather information and a constant rolling message along the bottom of the screen, enabling staff to provide up to the minute news and details of special events.

At predetermined intervals - from each attraction marker button - a template will 'fly' out to the front of screen promoting that attraction.

Whilst the main image appears as a rolling loop of places to visit, the interactive features of the system are controlled from a separate master PC and allow scheduling and other features to be programmed by a member of staff.

These features include -

- A control to change the speed of changeover of the attractions - and the time each template is on screen. This allows the centre to provide statistics about the number of viewings per hour/day each template gets.
- The system has the ability to prioritise individual attractions for 'special events' such as half term school holidays. It can also be programmed to prioritise indoor attractions during bad weather conditions.
- The staff are able to switch off/on individual attractions.
- New attractions can be added at any time, using the simple template creation facility, which allows drag and drop photo insertion with auto resizing. A range of click-on icons lets visitors know what facilities are available at each attraction.
- The rolling text generator allows staff to instantly type in new messages and breaking news or traffic information.

**The initial programming is designed to be expandable and future proof. For more details, contact John Baxter, Saville's director of creative services. E-mail [john.baxter@saville-av.com](mailto:john.baxter@saville-av.com) or phone 07715 120824.**

*"Saville have successfully combined a sleek modern interior into a historic building. Their use of cutting edge technology means we now have a Visitor Centre to rival any in the country and a flagship centre for Yorkshire."* Gillian Cruddas - Chief Executive, Visit York



# CASE STUDY



Interior design by SoVibrant - [www.sovibrant.co.uk](http://www.sovibrant.co.uk)

## Saville Audio Visual

Saville is the UK's most experienced professional supplier of integrated AV/IT systems, digital signage and videoconferencing solutions, offering impartial advice, innovative design skills and over forty years of industry leading experience. With a unique network of regional offices and a history of financial stability

stretching back over 120 years, the Saville client list includes educational, military and government departments, public sector organisations and corporate users throughout the UK and overseas. For on-site advice without obligation, e-mail [systems@saville-av.com](mailto:systems@saville-av.com) or phone 0870 606 1100.



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