

Clearly in control

Blue Square

BET SENSIBLY

secure

Blue Square, acquired by The Rank Group Plc in January 2003, is one of the largest interactive betting services in the UK.

Blue Square was integrated with Rank Interactive Gaming to create a major force in on-line gaming with a combined customer base of over 750,000 customers. The company has grown from its traditional bookmaking business and now covers all aspects of the gaming market



systems

"Harp Visual responded at speed to our requests and brought technology to bear where others had failed. The system concept was proved and the deal done.

Alex Warner
Project Manager
Blue Square

CASE STUDY

Challenge

Four weeks before Blue Square were to open their flag ship gaming shop their chosen audiovisual supplier pulled out saying that the solution they wanted was "too technically advanced" and they were not capable of delivering on time. Harp received the call for help in the morning and were able to demonstrate the system that evening. Video wall controllers, LCD displays, source PC's, video play out machines and all the cabling necessary were built in the workshop in the afternoon, shipped to site and set-up that evening in London. Blue Square management came to see the solution and gave the go ahead that evening for Harp to commence work on the project.



Strategy

Because of the short timescales involved in the project no risks could be taken with long lead time equipment. The video controller was the key to achieving the project delivery on time. To underwrite the project Harp agreed to make available its own demonstration unit in the event that a new unit was not available within the time scales. The new unit would then be retrofitted one evening after completion.

Much of the building work was now nearing completion so it was essential to complete our site survey as soon as possible to establish cable routes and mounting structures for the screens. Technically the solution had already been proven at the demonstration so the system design was a replica of the presentation.



Solution

Following the site survey the risk assessment and method statement were completed together with system design drawings and cable schedules. These were formally submitted to Blue Square for approval with work commencing the following day. This ensured that all the cables were installed and sufficient support was engineered into the wall to take the weight of the LCD screens. As part of the architect's design the screens were to be recessed into a feature on the wall. Special mounting brackets had to be constructed so that the screens could be easily mounted and serviced when necessary.

Once the first fix was completed the site was left for 10 days whilst the builders completed their work. To ensure longevity of the displays it is not advisable to install them in a dusty environment. All the muck and filth gets sucked into the circuit boards which can in turn cause premature failure of the screens. The second fix was completed in two days. It involved the mounting of the screens, installation of the video wall controller in the rack and then terminating all of the cables. Commissioning the system was completed allowing it to show real-time sources for the first time.

As a final part of the commissioning different screen scenarios were created so that the screen format could be changed on the fly depending on different events that occurred throughout the day.

Result

Blue Square had a completed gaming shop with video controller completed on-time, and were able to start collecting revenue as planned. The shop is considered to be the most state of the art gaming shop in the UK and is the template for their roll out in 2006 to other major cities in the UK.



HARP

VISUAL COMMUNICATION SOLUTIONS

Harp Visual Communications Limited
Unit 7 Swanwick Business Centre
Bridge Road
Lower Swanwick
Southampton
SO31 7GB
Tel. 01489 580011
Fax. 01489 580022
www.harpvisual.com