

Audi driving experience center

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General

The purpose of this brochure is to provide you with an overview of the site, the building and the various possibilities that the Audi driving experience customer centre offers for staging events.

To cater for a wide variety of applications, versatile lighting, sound and display technology that can be controlled individually has been installed in the customer centre to ensure the greatest possible flexibility, whether for video conferences, podium discussions or live streaming.

Generally speaking, every source can be transmitted from every input point to a different output point. In addition, the content from various sources can be transmitted to the presentation walls and displays via the numerous floor boxes or wirelessly by ClickShare. Wi-Fi and wireless microphone transmission are available throughout the entire building.

Depending on requirements and requests, we will be happy to prepare an offer on the basis of our catalogue of requirements to make your event a unique and memorable experience.



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Overview plan

① **The customer centre**

The Audi driving experience center in Neuburg an der Donau offers a wide range of possibilities – for conferences, workshops or a driving experience.

② **The dynamic area**

Measuring 30,000 square metres, the dynamic area with its watering system provides ample space for classic driver and safety training courses.

③ **The handling course**

On a circuit up to 2.2 kilometres long, you can learn – under the professional guidance of our instructors who have experience in motorsport – how to follow the racing line cleanly and safely, and master new driving challenges.

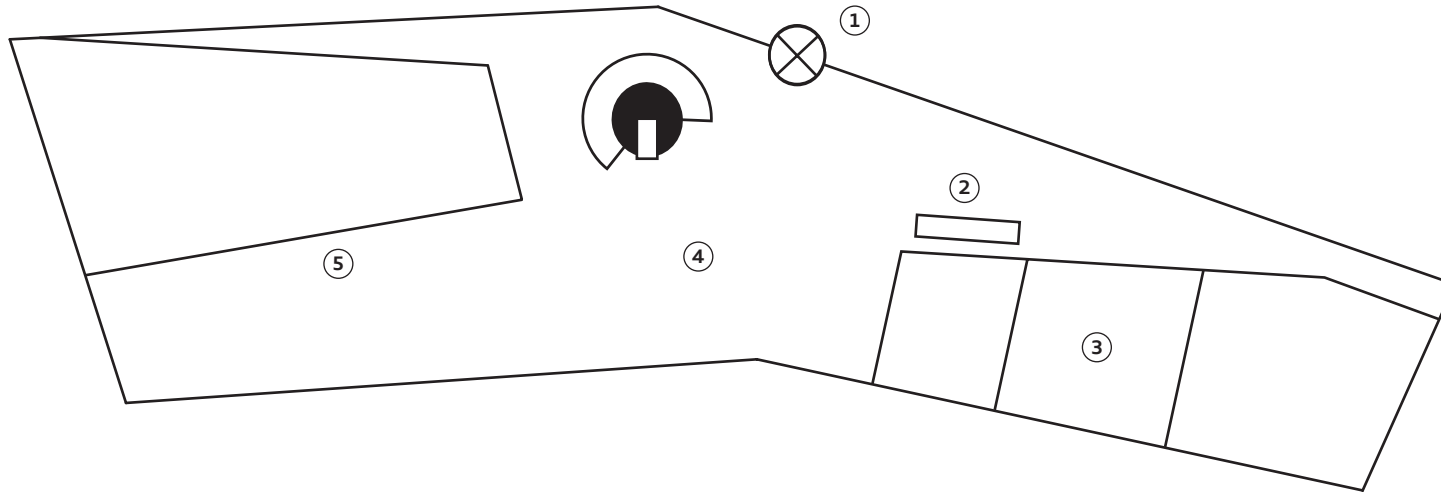
④ **The off-road course**

The challenging off-road course offers a great many opportunities to discover the advantages of quattro drive.

Overview

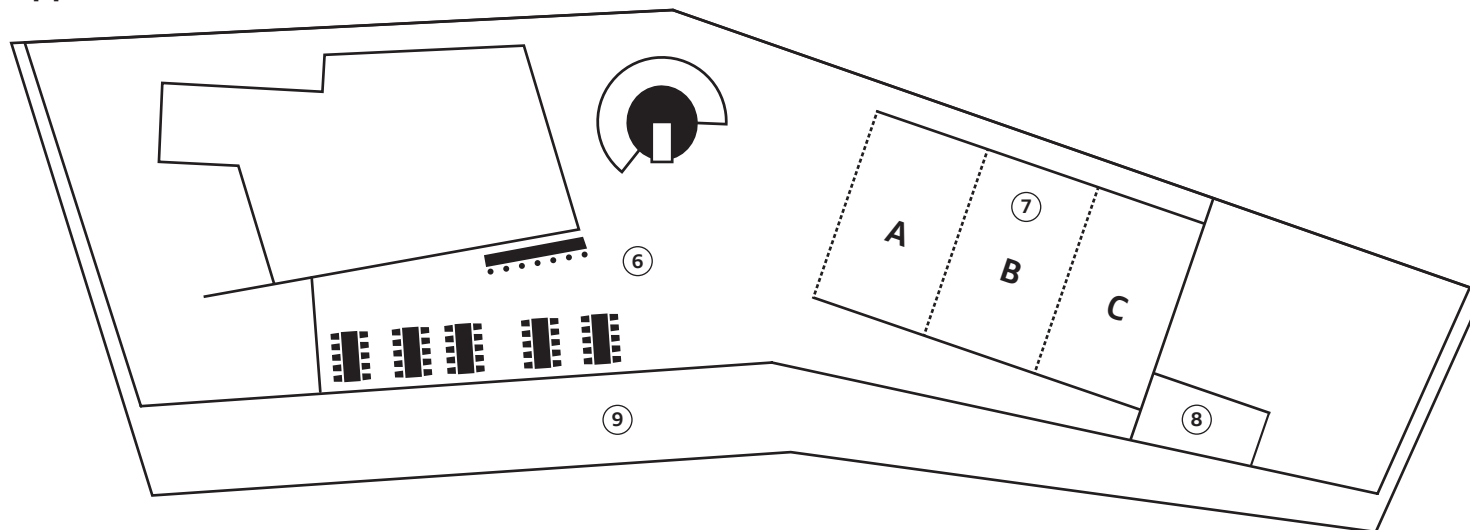
Event areas

Ground floor



- ① Entrance
- ② Reception desk
- ③ VIP lounge (66 m²)
- ④ Ground floor foyer (350 m²), power wall
- ⑤ RS wall

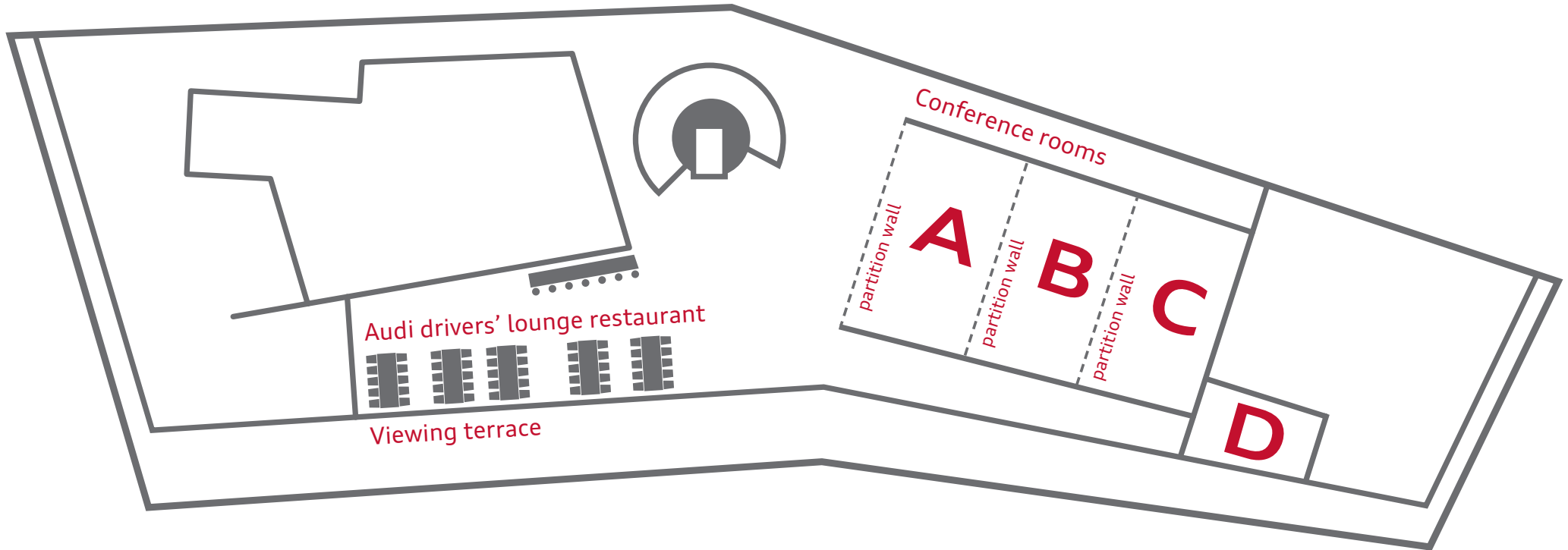
Upper floor



- ⑥ Audi drivers' lounge restaurant and foyer
- ⑦ Conference rooms A, B, C (approx. 70 m² each); flexible combinations possible with partitions
- ⑧ Meeting room D (30 m²)
- ⑨ Viewing terrace

Conference rooms

The modern customer centre offers the ideal backdrop for company events. Presentation areas on two levels and rooms that can be flexibly combined provide a stylish framework for your events. The conference area, which can varied in size to meet your requirements, is equipped with state-of-the-art technology and provides everything you need to hold conferences and meetings. International guests to the driving experience site benefit from the fact that it is located just 50 minutes or so from Munich Airport.



Conference rooms



Room	Size m ²	Seating			
		Cinema	Classroom	U-shape	Board
A	72	60	24	22	24
B	70	60	24	22	24
C	68	as agreed	as agreed	15	24
Conference B + C	138	120	55	41	42
Auditorium A + B + C	210	180	77	-	-
VIP room	66	as agreed with event management			
Meeting room D	30	as agreed with event management			
Indoor display area	750	as agreed with event management			
Outdoor display area	600	as agreed with event management			
Complete site		as agreed with event management			

Event technology

Ground floor

② Reception desk

The 55-inch display installed behind the reception desk can show customised content such as films, slide shows or an event agenda at the customer's request.

In addition, the various light and audio circuits on the ground floor and the feed-in for the power wall can be controlled from the desk.

③ VIP-Lounge

The VIP room, which can be used for meetings, workshops, presentations and video conferences, is located to the left of the reception desk.

An 80-inch monitor with HDMI connection provides visual support. The source (laptop, tablet) can be connected wirelessly (ClickShare) or via an HDMI cable.



Event technology

Ground floor



④ Power wall in foyer

The 4.8 m × 2.7 m LED wall with a UHD resolution of 3840 × 2160 pixels is the media eye-catcher on the ground floor. The wall can show content provided via the control room or individually via various floor boxes, an HDMI connector panel or wirelessly from a personal laptop via ClickShare.

Two linear speaker columns and two subwoofers provide perfect sound with an even volume no matter how far away the listeners are.



⑤ RS wall

The display area that is framed by the RS wall is located in front of the large power wall. The Audi multimedia programme is displayed as standard on the three 55-inch displays installed in the wall.

These displays can also show customised content at the customer's request.

Event technology

Upper floor



⑥ Audi drivers' lounge restaurant and foyer

The 130 m² restaurant area also features various lighting zones that can be controlled individually.

There are another 3 × 55-inch digital signage displays installed here that can also show customised content.

The installed ergonomic bus bars allow the use of additional light spots.

External event technology can be used thanks to numerous floor boxes for audio/video input and power connections (400 V, 220 V).

Event technology

Upper floor

⑦ Conference rooms

The 210 m² conference room offers an auditorium for up to 180 people with cinema seating or a maximum of 77 people with classroom seating. The clear ceiling height is 5 metres.

Movable partitions can be used to divide the room into three or two rooms. The seating and table arrangements can be flexibly positioned.

By opening the partition to the foyer, it is also possible to integrate the restaurant into the proceedings of the conference room during major events.



Event technology

Upper floor

Rooms A, B and C can be used individually or in combinations, including for hybrid meetings. If required, cameras can stream speakers and/or participants into the relevant meeting via Teams using an adapter cable. Ceiling microphones (rooms A and C) can be activated to record the participants (if required, in the entire room) or just the event moderator. This means that the participants are not bound by a fixed seating arrangement and can even move freely around the room.

Conference room A



This room is equipped with a 3.6 m × 2 m LED wall that has a UHD resolution of 3840 × 2160 pixels and can display content provided via floor boxes, wirelessly (ClickShare) or from the control room.

The linear audio speaker columns integrated into the wall in combination with a subwoofer and multiple ceiling speakers provide the perfect sound.

Conference room B



The Bose Videobar is an outstanding audio and video solution for hybrid events (e.g. Teams). The 84-inch monitor on the height-adjustable stand is operated by HDMI and connected wirelessly to the conference room's video technology via ClickShare.

The mobile stand can be used both for presentations and video conferences.

Conference room C



The media highlight of the customer centre – the 7.3 m × 2 m high-resolution, seamless LED wall – is located here. The LED wall with a 32:9 format features UHD resolution and, consisting of two partial LED walls with 3840 × 2160 pixels each, offers the possibility of arranging and presenting different content individually next to each other.

The linear audio speaker columns integrated into the wall, the subwoofer and ceiling speakers provide the perfect sound here, too.

Reference Set-up

Major event hosted by an IT company for 250 people

Presentation on the ground floor

- ▶ Power wall on ground floor for displaying the company presentation
- ▶ Stage construction
- ▶ Additional furniture
- ▶ Preview monitors for speakers
- ▶ Mobile screens for the rear rows
- ▶ Light truss for illuminating the stage
- ▶ Fabric banner as a screen
- ▶ Ambient lighting with spots

Catering im OG

- ▶ Open room concept thanks to retracted partitions between the foyer and conference area
- ▶ Display of the image film on power wall A during lunch and dinner

The training centre was converted by an external service provider.



Reference Set-up

Audi Sport Race Night (example event)

Ground floor as a lounge area

- ▶ Ambient lighting with spots
- ▶ Additional lounge furniture
- ▶ DJ stand in front of power wall

Upper floor for presentation

- ▶ Stage with lectern and additional lighting
- ▶ Auditorium with cinema seating for 100 guests



Audi driving experience

Further information
is available online at
<http://www.audi.com/driving>

or by contacting

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