

Audi driving experience center
Event technology



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General

The purpose of this brochure is to give you an overview of the various possibilities of presentation technology the Audi driving experience customer centre has to offer.

Versatile lighting, acoustic and display technology that can be controlled individually has been installed in the customer centre for various different applications in order to ensure the greatest possible flexibility, be it for video conferences, podium discussions or live streaming.

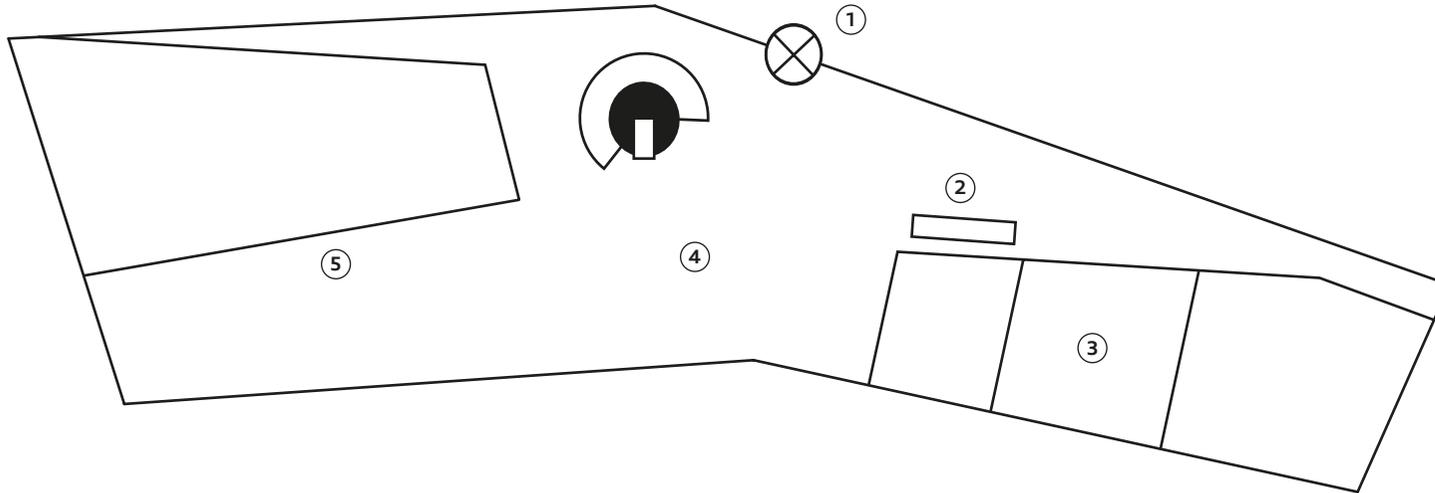
Generally speaking, every source can be transmitted from every input point to a different output point. In addition, content from different sources can be transmitted to the presentation areas and displays via the numerous floor boxes or wirelessly via ClickShare. Wi-Fi and wireless microphone transmission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

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

Overview

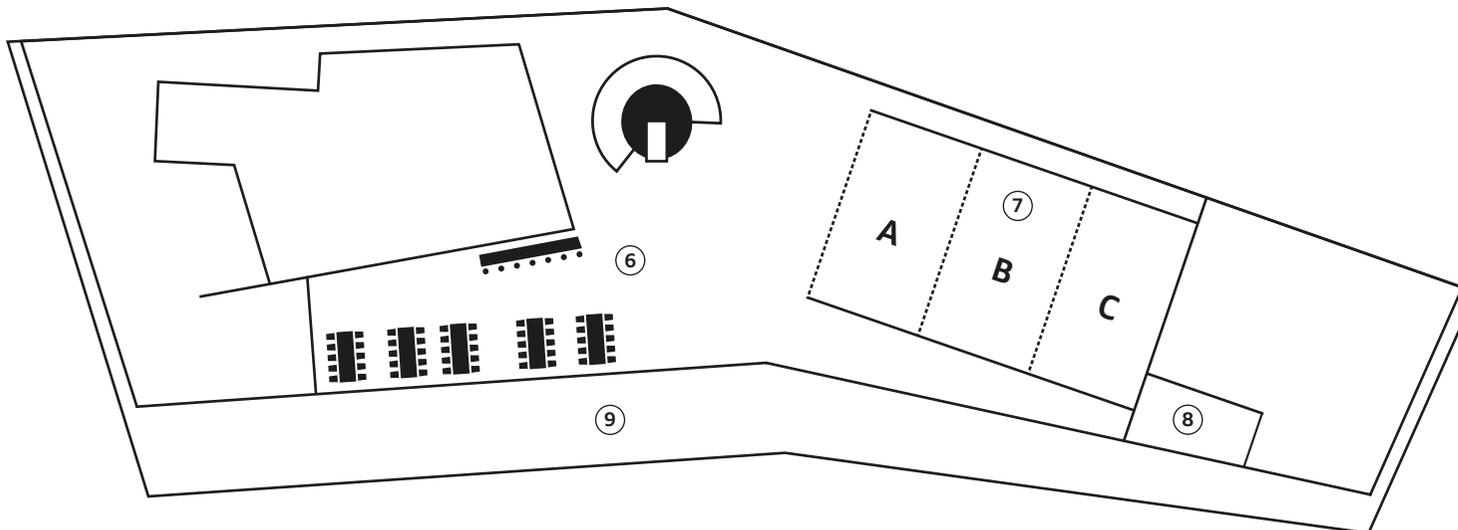
Event areas

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 Gastronomy: Audi drivers' lounge 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

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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 upon 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 and presentations, is located to the left of the reception desk.

A 70-inch collaboration touch whiteboard is available for visual support. The source (laptop, tablet) can be connected wirelessly (ClickShare) or via an HDMI cable.



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Ground floor



④ Power wall in the foyer

The 4.8 m x 2.7 m LED wall with a UHD resolution of 3840 x 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 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 exhibition surface that is framed by the RS wall is located in front of the large power wall. The Audi multi-media 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.

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Upper floor



⑥ Gastronomy: Audi drivers' lounge and foyer

The 130 m² restaurant area also features various lighting and audio zones that can be controlled separately.

There are another three 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).

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Upper floor

⑦ Conference rooms

The 210 m² conference room offers an auditorium for up to 180 people with cinema seating or 70 people with parliament seating. The clear ceiling height is 5 metres.

Movable partitions can be used to divide the room into three or two rooms. The positioning of the tables and chairs is flexible.

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



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Upper floor

Conference room A



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

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

Conference room B



This room is equipped as standard with a mobile 86-inch display stele that can show content via floor boxes or wirelessly.

Audio, such as voice amplification via microphone, can be connected via the ceiling speakers.

Conference room C



The media highlight of the customer centre, the 7.3 m x 2 m high-resolution seamless LED wall, is located here.

The LED wall with a 32:9 format features a resolution double that of full HD and provides the possibility of customising the arrangement and presentation of different content side by side.

The linear audio speaker columns that are integrated in 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 assembly
- 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 on the upper floor

- 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



Reference Set-up

Audi Sport Race Night

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 by visiting
<http://www.audi.com/driving>

or by contacting

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Correct as at 06/2022
Subject to change