

# Avid Technologies, Pinewood ACE - Avid Centre of Excellence project

February 2010

Avid opened their prestigious Avid Centre of Excellence (ACE) at its head office at Pinewood Studios, London in February 2010. ACE was designed and built to support the demand Avid has seen from its customers for a central European location where they can receive training and access the full range of Avid products and view solutions and workflows in real working environments.

ACE took 12 months to plan and build at a cost approaching £1.5 million. It features a cutting-edge **ThinkLogical** Fibre routing system at the heart of the technical area which enables the routing and switching of all the editing KVM and associated AV components.

**absolute CAD** were commissioned to design and install the entire cabling infrastructure for the the new site which would consume over 27km of cable. Their remit was to design a system that would enable the new Demo facilities to be as flexible as possible.



## Design

Avid technology have a vast array of products, all of which need to be accessible within the Demo rooms for training and demonstration purposes. A Central Apparatus Room (CAR) was therefore designed to house the full arsenal of Avid Products. A **ThinkLogical VX-160** Fibre router was chosen to extend and switch these products. The **VX-160** was critical in ensuring that the 1920 x 1200 desktop resolutions could be extended, as well as delivering every frame of video stream seamlessly, with zero compression or dropped frames. The design also included an **Evertz EQT3232**, 32x32 3G/HD/SD router, and full structured cabling installation of both CAT6 and Fibre networks. The system was designed to support a fully functional 5.1 surround sound studio to accommodate Avid's recently acquired Digidesign Protools audio systems

Great care was taken to design an infrastructure which could be installed rapidly, to meet the tight deadlines imposed by the construction schedule.

## Project implementation

To enable the project to be completed on time, **absolute CAD** implemented the project in two phases.

### 1. Phase 1 - off site cable preparation

The new Avid Centre of Excellence was part of a huge refurbishment at the Pinewood headquarters. As such the building and construction works took up a large part of the overall schedule of works. It was essential that the CAR be a completely dust-free environment, to ensure the safe operation of all the technical equipment. As this environment could not be delivered until the latter section of the building works, there was simply not enough time within the project schedule to install the essential equipment racks needed to accommodate Avid Equipment.

**absolute CAD** made the decision to pre-wire all of the cables needed for this area. This would enable the on-site wiring time to be drastically reduced and therefore meet the critical deadline.

Once the design had been completed, all of the Video, Audio, Data and Mains cables were cut, identified and terminated at the absolute CAD's workshop. All cables were rigorously checked before being shipped to site

### 3. Phase 2 - On site installation

Once the CAR room had been completed and was dust free, it was essential to work rapidly to get all of the equipment racks, and over 25km of cable installed. The pre-wiring of the cables ensured a quick installation on site. The cables were meticulously installed between the racks giving an immaculate wiring finish.

Once the racks were completely wired and tested, all of the equipment could be installed and configured. The **ThinkLogical VX160** and **Evertz EQT3232** routers were then configured, and the entire system was commissioned on time.

## Summary

By implementing Thinklogical's Velocity line of KVM and video extenders Avid was able to maintain pristine video quality over fibre extension. When combined with the VX160 Router, the system can deliver a bandwidth of 6.25Gbps.

**absolute CAD** were responsible for designing and installing a complete technical system within a stringent deadline without compromising on quality.

“ we commissioned **absolute CAD** to work as a partner to add their expertise in professional technical installations to enhance the new Avid Centre of Excellence - ACE. We felt reassured throughout the project that it would be completed on time and with an fantastic wiring finish.

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Lawrence Windley - Manager - Application Specialists  
Avid Technology

## For further information

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