

Bruce Dunlop & Associates Facility Relocation project

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Bruce Dunlop & Associates (BDA) is a creative agency that providing promotion & design services to broadcasters & advertisers worldwide. Their promotion, branding and corporate production work is undertaken in-house. In order for them to expand their creative output, they decided to move their operation to William Blake House in Soho, giving them the opportunity to redesign and upgrade their post production editing systems. They commissioned **absolute CAD** to co-ordinate the design and installation for all of the technical infrastructure for the new building.

The new property needed a complete refurbishment in order to house all of their video and audio editing facilities, as well as all of their design and administration staff. Due to the tight time constraints of the construction program, **absolute CAD** took the decision to pre-wire the majority of the wiring off-site whilst the construction was in progress.



Design

The scope was to design and install a new facility to support BDA's existing technical resources, and to provide an infrastructure to support the growth of the company. The scope covered -

- 14 rack Master Control Room MCR
- 10 Avid Offline systems
- 4 Final Cut Pro Offline systems
- 1 Avid DS Nitris Online system
- 4 ProTools control studios with shared voice-over booths
- 1 Linear Tape editing suite
- 1 QC room
- 10 Design workstations
- 2 Boardroom AV systems
- Data communications and RF networks

In addition to the editing facilities, **absolute CAD** were responsible for installing all of the structured cabling for the data communication and RF networks, as well as all of the boardroom AV resources.

Project implementation

In addition to designing a system that would consume over 50Km of cable, there were three main project issues which had to be considered for the project to be successful. In each case **absolute CAD** were able to provide a solution to the problem

1. All technical equipment to be consolidated into a Master Control Room, MCR:

Prior to the relocation, BDA had over 17 editing systems for both Video and Audio post production spread throughout the building. Many of these rooms had the technical hardware located locally with connectivity to the MCR. The new design would enable all of these resources to be located within a centralised machine room consisting of 14 racks. This new room would have the advantage of having climate control and added security for all of the equipment.

2. Zero downtime during the relocation:

absolute CAD decided to implement the relocation in two scheduled phases. Prior to the move, the technical infrastructure in the new site had to be completed and fully commissioned. This provided a pre-checked framework for the equipment to be integrated into. This therefore became a simple procedure of plug and test, and enabled the systems to be relocated without any workflow disruption. By moving the systems in two stages, effectively two facilities had to remain fully functional, until stage 2 was completed. **absolute CAD** enabled BDA to work at full capacity throughout these manoeuvres

3. The NEW MCR would not be available until three weeks before the project deadline.

This proved to be the biggest problem to overcome, as 90% of the wiring for the entire project would be terminated within the MCR. Normally this volume of work would take up to 8 weeks to complete. With only three weeks available, **absolute CAD** took the decision to completely wire the racks off-site. The 14 racks were assembled in a mock-up of the MCR, where the majority of the wiring was completed, and commissioned. These were then transported and integrated at BDA once the new MCR was dust free. This unique process enabled **absolute CAD** to deliver the project before the deadline.

Summary

With an almost impossible three week deadline to complete a 14 rack machine room, **absolute CAD** proved that using their experience and pre-wiring technique the project could be completed on time. In addition, **absolute CAD** were able to relocate a fully functioning facility between two locations with no interruption to their workflow. **absolute CAD** were responsible for designing and installing a complete technical system within a stringent deadline without compromising on quality. With over 20 years of experience in broadcast engineering and systems integration, **absolute CAD** provided BDA with all of the technical expertise needed for a successful installation. They pride themselves on providing an immaculate wiring finish, as well as maintaining the highest possible levels of service.

“ **absolute CAD** were a pleasure to work with from planning through to commissioning. Their impeccable attention to detail, made for an immaculate install. The project was completed on time and under budget. The move was seamless with zero downtime. We felt like we were in good hands throughout the project. ”

Paul Harvey - Head of post Production
Bruce Dunlop & Associates

For further information

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