



Rapid Media rolled out at Mercedes-Benz World



Mercedes-Benz World is a new state-of-the-art complex, sited next to the historic Brooklands racetrack and museum in Surrey, England. This ambitious project has been completed in just two and a half years and is expected to attract 300,000 visitors every year.

This is the largest automotive visitor complex of its kind in the UK and by far the most comprehensive 'brand experience centre' yet built by Mercedes' parent company DaimlerChrysler. Features include interactive exhibits, a stylish restaurant, conference centre and cinema. The futuristic building contains every Mercedes currently available in the UK, including the Smart, Maybach and SLR McLaren models.



What makes this facility really special though is a 2.5Km handling circuit, permanently wet 'skid pan' and 10 acre off-road course where visitors can drive the range of Mercedes cars in a safe and controlled environment. The test facilities have been designed to accommodate up to 12 cars at any one time, which should mean visitors don't have to wait too long to get in the driving seat.

From the very early planning stages, the Mercedes-Benz World team wanted visitors to be able to take home a DVD of their driving experience on the day.

Several onboard video and venue solutions specialists were invited to propose a system which could deliver a high quality DVD-based product on the day and cope with the demands of a venue capable of generating a large number of customers.



Rapid Media

Drivedata was considered to be one of very few companies capable of delivering a solution which met the team's criteria in terms of reliability, quality and speed of production. Following a successful demonstration of the Rapid Media system, Drivedata was chosen as one of the key technology partners at Mercedes-Benz World.



Over the next few weeks, the production system was installed and tested. As each of the eighteen brand new AMG Mercedes cars were delivered, the Drivedata installation team fitted a 2 camera onboard video system, complete with data overlay options to display each driver's speed, use of throttle and brakes.

The onboard systems were carefully configured and installed so as not to detract from the elegance of the Mercedes interiors. In fact, it is very difficult to spot that a camera system is installed at all. Drivedata FB-2 flashcard video recorders and miniature high resolution cameras keep visible hardware to a minimum.



A Drivedata Compact Flashcard Video recorder and miniature camera installed in one of the cars

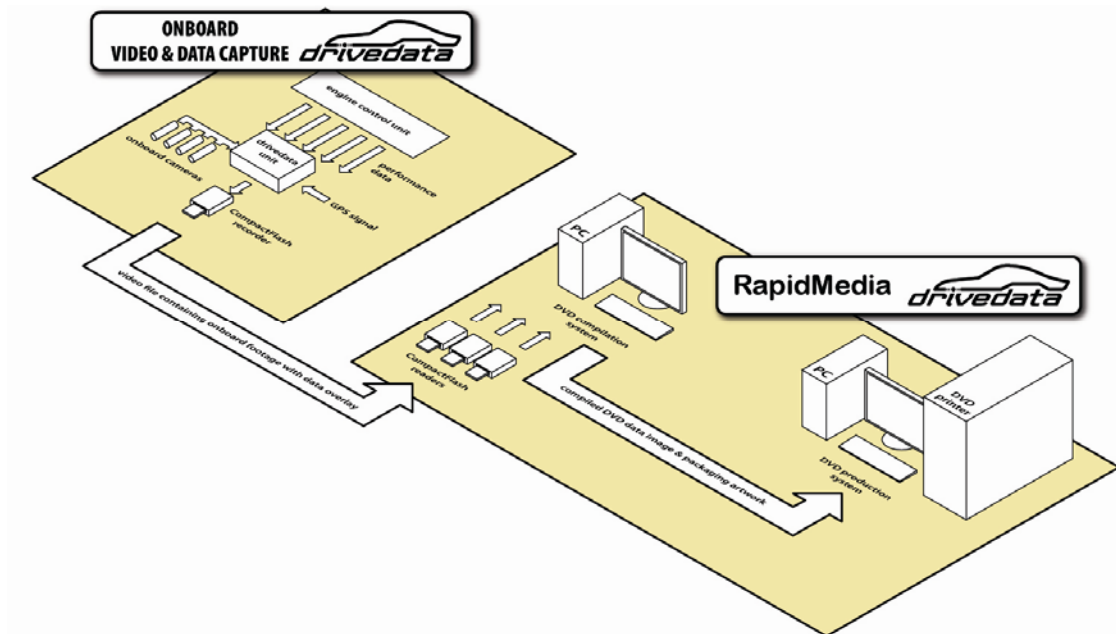
The facility opened to the public in November 2006 and has quickly become a major attraction in the South East of England. Visitors can book a driving experience in any of the AMG track cars which include 500+bhp sports cars, saloons and SUVs. Once a guest has booked in, they are given their own memory card which will be used to record onboard video footage from each car they drive.

At the end of the experience, the guest hands their memory card back to reception. The contents of the card are copied into the Rapid Media system, which automatically identifies the guest, merges the on-track footage with other assets (pre-recorded video clips, photographs, brochures, audio tracks) and compiles and burns the DVD, then prints the disc face with their name and other information.





System workflow:



This process takes place in just a few minutes which means that before the guest has finished their coffee, a fully personalised DVD is ready for them to collect and take home. Each disc contains a unique record of their day, along with a collection of other video clips giving some background on the venue and the company.

The Rapid Media production method has a number of commercial benefits for Mercedes:

- The fully automated system means no skilled personnel are required in the day-to-day running of the system
- The system can be scaled up as demand increases simply by upgrading the existing hardware. No additional personnel are needed
- As guests take their DVDs home with them, there are no costs and administrative overheads involved in sending discs through the post after the event
- Because the production process is fully automated and the only consumables are the blank DVD media, the end-user price of each personalised DVD can be set low to encourage sales.
- The facility to personalise each DVD with selection of assets from a 'media library' allows Mercedes to target each customer with a focussed message.



Rapid Media can be delivered in many different ways. In the future, Mercedes may want to offer customers the option of downloading their video from the web or even to their mobile phone or portable media player. These enhancements are being built into the system now, along with other new features requested by other customers.



If you have any questions or need more information on Rapid Media, please contact John Chambers or Graham Horgan at Rapid Media Systems Ltd.

Tel: 08707 607044

International: +44 1344 761315

e-mail: info@rapidmediasystems.com

or visit the dedicated website: www.rapidmediasystems.com



Mercedes-Benz World
at
BROOKLANDS

If you would like more information about Mercedes-Benz World, please visit the dedicated website: www.mercedes-benzworld.co.uk



For information on Drivedata video & data systems, visit: www.drivedata.com