

## Porsche

The Porsche Driving Experience Centre, launched in November 2008, is based at the famous Silverstone Circuit, regarded as the home of British Motorsport. It has installed TV-TOOLS digital signage screens, making the centre even more interactive for visitors.



The Centre itself houses a Porsche display area, a restaurant with panoramic views of the Porsche test track and an innovative Human Performance Centre. Visitors are also able to see the entire Porsche facility from a rooftop platform which offers spectacular views of both the Porsche Test Tracks and Silverstone's Grand Prix Circuit. Porsche recently purchased ten 42" screens from JVC, along with JVC's [TV-TOOLS](#) software, for use in the Driving Experience Centre. Jon Roach, Operations Manager, explains what changes they are making to the Centre and how TV-TOOLS software has featured in their plans.

We wanted The Porsche Driving Experience Centre to have a more modern feel and digital signage was a big part of these plans, he explained. We needed software that would be uncomplicated and easy to implement, so we now use TV-TOOLS software to display whatever information we choose. There may be information about Silverstone's events, customer Driving Experience times, adverts for valet services, meeting room booking information and even the day's menu – it was the flexibility to change content regularly that we really liked.

The Human Performance Centre, where the elite F1 drivers train, [uses TV-TOOLS](#) in an interesting way. We have a reaction-based training game called Batak that the F1 team use, and we can now offer visitors the chance to test their reactions against professional drivers, such as Mark Webber. Using our TV-TOOLS system, the visitors' results can be updated onto a live scoreboard, displaying the results in the foyer for their colleagues to see. Scores simply get updated using Microsoft Word. Jon concludes, All in all, we are very pleased with the results that TV-TOOLS produces. It was easy to get to grips with the software; it's the perfect solution for our [digital signage](#) requirements.