



VELODROME

LONDON OLYMPIC PARK

In 2012, London was the host city of the Olympics, and paramount to the delivery of the event, was the legacy of the specialized sports venues that would be implemented after the games.

Lee Valley Regional Park Authority own and manage several former Olympic venues, including the Velodrome. Opened to the public in March 2014, the 6,750 capacity venue hosts many international cycling events, including the 2016 UCI Track Cycling World Championships.

THE HARDWARE

- 4 LED Screens - Daktronics
- Scoreboard and Live Video



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THE NEED

The Digital LED displays installed in the Velodrome for London 2012 were temporary. Panasonic are an official sponsor of the games, and after the event, all technology is removed. To continue to host sports events of an international standard, 4 permanent LED screens needed to be procured and installed.

THE ROLE

Kronman Associates were chosen to supply LED Consultancy services to Lee Valley after an open tender process. As a government authority, any new works needed to adhere to European tender regulations. Working with the procurement team, Kronman Associates provided expertise to author the tender, including detailed hardware, control and installation specifications.

Essential to the task was an understanding of European standards. Kronman reviewed each tender response alongside the Lee Valley procurement team, scoring each submission and advising the authority on who would be best to undertake the works, while complying with EU regulations.

THE RESULTS AND BENEFITS

The system displays scoreboard information and live video, allowing essential information to be communicated to the audience, and all-important 'finish line moments' to be displayed on the LED screens. The control system managing the content required a unique specification, as it also links to Omega Swiss Timing.

As one of the most celebrated venues for the Olympics, the Velodrome continues to be one of London's iconic landmarks and an important feature on the international sporting scene.

Contact us

INFO@KRONMAN.COM
KRONMAN.COM