



## Case Study: Dead Sea Convention Center

### Challenge:

Any convention center will require a high level of management to successfully host significant conferences such as the World Economic Forum (WEF). Part of the complexity of organizing such a gathering is the ability to deliver information to the attendance such as the site map, registration booths, the locations of sessions, location of services (bathrooms, food, internet, etc.), the event locations by room, and the schedule of events.



The King Hussien Bin Talal Convention Center on the Dead Sea in Jordan had a great challenge in facing these requirements. This convention center was built to host the annual World Economic Forum (WEF), one of the most prestigious and complex conferences in the world.



King Hussien Bin Talal  
Convention Center - Lobby

International New Technical Est. (INTE), a market leader in AV integration, was chosen to install the AV equipment at the center. INTE engineers learned more about the WEF specific needs and requirements. Everything had to be very clear to the VIPs that participate at the WEF. Nasri Nazzal, the General Manager of INTE said, "Our design used plasma and LCD screens to deliver the information to the participant because they are very eye catching, people tend not to mind watching them, they add a very high-tech flavor to the center and it could be used for a huge number of services."

#### Microsoft Conference



The system was called the "Plasma and LCD network." The network is considered the first of its kind in Jordan and one of only a few in the world. The main strategies in designing it were flexibility and the ability to meet all the various needs of the organizers and attendees at the convention center.

#### Concept:

The system had many goals, including:

- To have a plasma or LCD at the door of each room or hall displaying the name of the room, a summary of the events of that day, the event that is taking place at the time, and what is happening inside the room through the connection to the CCTV security system.



- Other uses were to display in large text, the time remaining for the break to end, and to notify people when the break ends so that they can return to the room.
- A general need was the ability to display breaking news, stock market, or weather conditions from a satellite channel.

- General uses for any screen or projector connected to the Center were to display paid advertisements, attract customers to the center (knowing that they can generate money as well), or for any kind of advertisement that includes content from the Center itself. Good examples of this are ads for companies participating in a show or exhibition at the Center, and ads for event-sponsoring companies.
- The network also required the ability to be connected to the broadcast network to display live video from the Jordanian TV, such as live pictures of the person talking in a particular room.
- A special goal of the network was to enable the top VIP's to watch any event that occurs at the Center, while sitting or relaxing in their VIP area, or while having their break
- The network also needed to connect the AV system in each room to a centralized area to give the ability to send and receive audio and video between all the rooms, or display it at any of the screens or projectors connected to the network



VIP Viewing Area

The resultant system is very flexible and has a huge opportunity for creativity depending on the individual event. For example, if a graduation party is being hosted, the names of all the graduates could be displayed with a congratulatory message.

### **Networking equipment selection:**

The network had two challenges. The first was the need to transfer high-resolution video (RGBHV) to each screen with negligible signal losses. This was solved using Magenta Research's MultiView™ Series, the leading system for this application. Magenta's variety of transmitters and receivers enabled INTE engineers to send the signals over relatively cheap UTP cables for distances that could reach 1500 feet.



Control Room with  
Matrix Switchers

The second challenge was the ability to view different videos on each screen. This was solved by inserting MultiView Matrix™ Cat5 / UTP switchers in between the source transmitters and the destination receivers. These full-matrix, Cat5-in, Cat5-out switchers enable total control and flexibility in sending the RGBHV signals to selected displays.



#### About International New Technical Est. (INTE)

Established in 1983 in Amman, Jordan as a first class electromechanical contracting company, INTE offers the best in Audio Visual technology from leading suppliers as well as an unmatched level of service and support. Our expert design teams work with you to deliver the completely networked, seamlessly integrated multimedia solutions for corporate boardrooms, conference and training centers, presentation rooms, fully equipped auditoriums and convention centers. The company's central focus is the engineering, integration, installation and maintenance of electronic systems primarily used in commercial and government facilities.

*International New Technical Est. P.O Box 925059 Amman 11190, Jordan*

*Tel.: + 962 6 461558*

*Fax: + 962 6 4611510*

*Email: [intest@go.com.jo](mailto:intest@go.com.jo) or [inte@wanadoo.jo](mailto:inte@wanadoo.jo)*