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Quortex helps CBS Outdoor successfully deliver Cross Track Projection to London Underground

CBS Outdoor provides advertising solutions for clients looking to reach consumers on the move. It produces a range of media and sponsorship opportunities on transport networks across the UK.

CBS Outdoor was contracted to work on a large-scale programme with London Underground to pioneer new forms of digital advertising on the underground. The most eagerly awaited element of this was Cross Track Projection (XTP). XTP advertising is a new technology that allows moving advertisements and messages to be digitally projected onto the curved wall opposite the station platform in high-definition.

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Tim Butler,
Head of Technical Development,
- Digital Media at CBS Outdoor

The initial goal was to develop, test and trial three XTP units at Euston Station. Once the trial was successfully completed, the new technology was expected to be rolled out across 24 major London Underground stations with up to 150 units scheduled for installation.

Tony Ioannou, CBS Outdoor visual systems project manager explains: **“Whilst the system is conceptually simple, basically a projector, projecting onto a wall, the technical challenges were significant. We had all of the acquired knowledge and understanding of what was required of the system and how that could be exploited on the underground; but a solid, detailed plan was needed to bring the project to fruition.”**

With the individual building blocks firmly in place, CBS Outdoor immediately realised that it would benefit greatly from an outside perspective to bring the project together: “We all understood the challenges this project would present and we soon realised that input from an objective external source to enable us to deliver on our promises was essential”, explained Ioannou.

Business change expert, Quortex was brought on board to provide this outside perspective, having already proved themselves to the CBS Outdoor team on a previous part of the project.

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Through its extensive experience of integration projects, Quortex immediately realised how best to overcome CBS Outdoor’s concerns regarding the strategy, testing and process side of the project.

Quortex identified that action should be taken in three key areas:

- Solidify the project requirements and design process to ensure that each of the system components would be able to do what was required. This needed to cover a full range of areas, from the XTP's functionality, through to the safety and environmental considerations, such as EMC, heat dissipation, maintenance and structural integrity.
- Create a complete and integrated plan across all of the suppliers to ensure that each of the elements essential to the success of the project were in place and that the right tasks were being worked on at any given time.
- Develop the 'test and integration' strategy and plan for the system to verify that it would meet all of the technical and operational requirements of such a harsh environment.

The project had to successfully bring together the work and expertise of many different disciplines, from civil and structural engineers, mechanical engineers, product engineers, electrical engineers and software engineers to LAN / WAN and image / projection engineers. It also had to integrate the work of more than six key suppliers, each providing critical, customised components of the overall XTP system.

Ioannou comments: **"This was by no means an easy task, it involved regular scheduled meetings to allow both engineering and project management problems to be brought to the table."** Quortex facilitated and chaired these meetings and helped to manage the external relationships with the suppliers across the project. Ioannou continued: **"Quortex enabled the team to bring clarity to the problems by linking together the right experts and suppliers at the right time – they helped keep us focused on what really mattered."**

Part of the integration plan set out by Quortex was the establishment of a separate test centre where the components of the system were to be brought together, tested and integrated as a system – long before XTP ever went near an underground platform. The costs and challenges of carrying out work underground are significant, therefore the importance of completing as much testing as possible before the system went live was vital.

Butler explains: "This is something we had not tried before at CBS Outdoor due to the cost of simulating a live environment in which to test. That said, Quortex managed to persuade us of its importance for XTP and I am very glad we listened to them."

"The testing phase became crucial in the path to delivering the project. It allowed us to iron out potential problems prior to the system implementation. If these problems hadn't been brought to light it would have inevitably cost much more to fix during the live implementation.

"In parallel to testing we could still prepare the underground station site so it was ready for the system implementation enabling us to utilise resources effectively," explains Ioannou.

XTP has now successfully completed its trial phase at Euston on the Victoria line and the system has proved to be a huge success. CBS Outdoor now plan to roll out up to 150 units across 24 of the most popular London underground stations.

"Quortex really did pay attention to detail throughout the project. They got stuck in, worked as part of our team and made the vision actually happen," concluded Butler.



Quortex

To find out more about Quortex go to www.quortex.com.

If you would like to discuss how we can help to increase your certainty of success with challenging integration or business change programmes, please call +44 (0)118 942 8025 or email quortex@quortex.com

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