

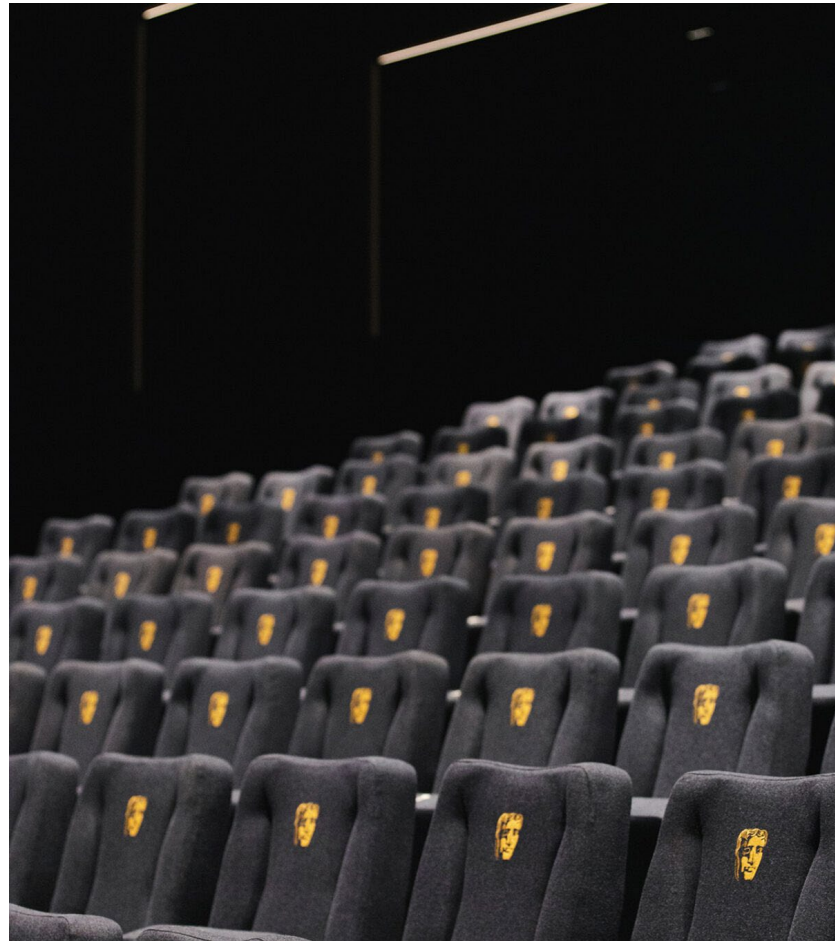
AV AND CINEMA SOLUTIONS FOR REDEVELOPMENT

# British Academy of Film and Television Arts

## Q-SYS Performs for the British Academy of Film and Television Arts (BAFTA)

📍 London, United Kingdom

The British Academy of Film and Television Arts ([BAFTA](#)) is a world-leading independent arts charity that promotes the best work in film, games, and television. It is relaunching its year-round learning and talent development program with the goal of engaging 10 million online learners and equipping 80,000 people per year. BAFTA's expansion is made possible by the ongoing redevelopment of its headquarters at 195 Piccadilly, which will be a hub for its learning and talent development program. The building will also have a dedicated learning space and state-of-the-art technology to enable BAFTA to fulfill its charitable remit for years to come. Ultimately, this will enable BAFTA to invest in the next generation of talent, helping to build a more inclusive and diverse industry that increases public engagement.



“**We are so excited to be working with Q-SYS to help bring our redeveloped space at 195 Piccadilly to life.**”

**Louise Robertson**

*Executive Director of Partnerships and Fundraising, BAFTA*

# Challenges

## Finding the Right Scalable Technology Partner



For the redevelopment, BAFTA partnered with AV technology consultant [Charcoal Blue](#) and together, they selected the Q-SYS Platform to provide fully integrated audio, video, and control, as well as high-performance Q-SYS Cinema products for the theatre itself

“The AV system at 195 Piccadilly must deliver the highest quality experience for members and guests,” says Charcoal Blue Consultancy. “We worked with the BAFTA team to identify a scalable technology partner to evolve from the previous solution, and the software-based structure of Q-SYS provided the right fit. The platform offers an alternative to the need for constant hardware additions, and this was crucial to our goal of creating a system that we can build upon for years to come.”



# Solutions

## Split Between Two Systems

The new BAFTA solution is split between two systems. First is a dedicated Dolby Atmos cinema with a Q-SYS Core 510i processor (now available as the updated [Q-SYS Core 610](#)), which enables the AV team to orchestrate the audio and control processing throughout the theatre space. As part of this wholistic system, Q-SYS also provided the loudspeakers and amplifiers with the [DCA Series Digital Cinema Amplifiers](#) and [Reference Monitor System](#) as the chosen behind-the-screen solution, as well as [Cinema Surround Speakers](#) for the auditorium. The theatre technicians also have access to the projector and room audio controls via a [TSC Series network touch screen](#).

The second half of the solution services the remainder of the BAFTA building, encompassing all of its public spaces, multi-use spaces, meeting rooms, and the private members' bar. At the heart of the system is a redundant Q-SYS Core setup that handles all of the audio, video, and control processing. Each space offers Q-SYS user control interfaces via iPad to allow users to set up a room for a specific use, while [CX-Q Series networked amplifiers](#) and a selection of the [AcousticDesign Series](#) loudspeakers were leveraged across the wide variety of room types and requirements, including the background music distributed throughout.

## Advanced Network Video Solution

The new BAFTA facility is not limited to audio - several [NV Series network video endpoints](#) have been deployed to distribute video content throughout. These devices also provide the additional benefit of allowing local laptops to be connected via USB to integrate with web conferencing applications when rooms are being used as meeting spaces.

## Equipped for the Next Generation

Louise Robertson, Executive Director of Partnerships and Fundraising, said: "The state-of-the-art technology Q-SYS provides will give BAFTA some of the resources needed to dramatically expand our learning and talent development program. With the generous support of our partners and donors, BAFTA will be able to provide the next generation with the tools to develop a career in film, games and television."

Q-SYS is pleased to provide its technological expertise to the BAFTA team, guaranteeing they will be equipped with an AV system that will support them through their centenary and beyond.



Q-SYS is a globally recognized manufacturer of audio, video and control (AV&C) solutions for huddle rooms to stadiums—and everything in between. Our systems make it easy for your team to design and integrate flexible, scalable solutions and deliver the native IT integration and standards-based technology your customers expect.

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