ACC Liverpool Augments Event Management with MOTOTRBO

Leading Digital Technology Chosen for World Class Convention Centre

The award-winning ACC Liverpool – home to Echo Arena and BT Convention Centre - is one of Europe’s foremost event hosting facilities. Situated on the banks of the river Mersey, this impressive venue has played host to a series of major international events such as the MTV Europe Music Awards and Cirque du Soleil. Its stages have been graced by pop greats including Sir Elton John, Bob Dylan and Beyoncé.

Equipped with ultra high-tech telecommunications facilities, BT Convention Centre houses a 1350 seat auditorium, 18 break-out rooms and a 3725m² multi-purpose hall. When combined with the 11,000-capacity Echo Arena, the centre offers event organisers a massive 7125m² of exhibition space.

Motorola’s MOTOTRBO digital radio solution with Capacity Plus was chosen to provide integrated voice and data communications throughout the arena and convention centre, facilitating the sharing of information between diverse work groups and boosting efficiency.

Black Spots and Degraded Performance Impede Communication Between Workers

Managing such a vast area competently requires expert co-ordination and with large crowds flocking to its events, the centre has to safeguard visitors in compliance with stringent health and safety laws.

ACC Liverpool was experiencing black spots with its existing analogue radio communication and staff were wasting time running back and forth between the arena and convention centre because of inadequate coverage. There was also no coverage in the loading bay, which hampered the co-ordination of goods moving in and out of the buildings.

Productivity was further affected by unclear transmissions in high interference areas and in locations where the range was reaching its limits. This meant that calls were missed and messages became garbled, which could have serious consequences in an emergency.

To overcome these problems, Motorola distribution partner London Communications recommended the MOTOTRBO digital two-way radio system, which was installed and successfully tested within two working days.

Digital Radio Brings Advanced Features and Extended Coverage

The decision to shift to MOTOTRBO was due to the technology’s spectral efficiency. The system increases calling capacity and improves voice quality, even at the farthest margins of the RF range, providing more reliable coverage in difficult environments.

MOTOTRBO’s built-in error correction reconstitutes the voice with virtually no loss over a greater area, enabling more consistent audio performance. It also greatly reduces background noise by...
“By extending communication and improving audio quality the MOTOTRBO system has enabled all our different workgroups to share critical information, so people can respond to issues more effectively.”

Phil Pickett, General Manager of Operations at ACC Liverpool

MOTOROLA and the Stylized M Logo are registered in the US Patent & Trademark Office. All other product or service names are the property of their respective owners. © Motorola, Inc. 2010. All rights reserved.

www.motorola.com