

BRANTHAM ELECTRONICS

Electronics and Software for Road-show

Design of Visitor Challenges, Custom Hardware Interfaces, Bespoke PC Software, Database interfacing and Commissioning

A recent project was the design of specialised hardware and software for a road show run by a major sports clothing manufacturer. The road-show is currently touring the UK to promote the manufacturer's footwear and will be located at sporting events such as the London Marathon and also at schools, universities and shopping centres.

Visitors to the road-show have the opportunity to participate in sports 'challenges'.

When a visitor registers, he or she is given an ID card on a "lanyard" (a chain worn around the neck). The visitor then walks through a tunnel of monitors, each showing a video by a famous sports personality. The monitors are synchronised such that when one finishes, the next begins.

Next the visitor participates in a number of sporting 'challenges'. Each 'challenge' is started when the ID card has been read. High-definition videos, depicting famous sports personalities instruct the visitors on what to do, the importance of having the appropriate equipment, and how best to use it. The instructions then tell the visitor when to start. After completing the challenge the results are uploaded to a database and the web.

One event is a test to see how fast the visitor can take-off from running blocks and run 6 metres. Next to the race track, a life size video of a world class sprint runner is projected on to the wall. This video is synchronised to start at exactly the same time as the visitor commences his or her 'race'. The visitor can then compare his or her running time with that of the famous runner. At the finishing line the runner breaks an infrared light beams and the running time is recorded.

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