

the ITEC SOLUTION

Client

International Speedway Corporation

Scope of Work

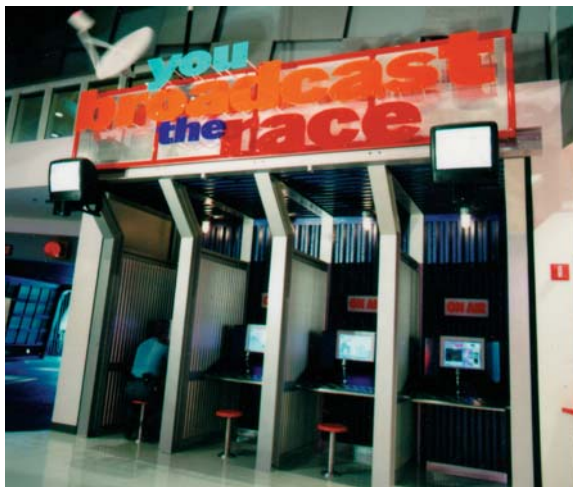
To develop an integrated overall show control system for the DAYTONA USA attraction and develop custom guest interactive multimedia stations that offer interactive entertainment and educational experiences in the world of NASCAR.

Challenges

- Design captivating, yet durable, multi-media stations ("Heroes of the Track", "You Broadcast the Race", "Dupont Technologies of Speed" and "The 16 Second Pit Stop") capable of operating 12 hours a day, 7 days a week.
- To design, program and install the four "You Broadcast the Race" play stations and two purchasing stations with a user friendly GUI interface. This network of computer stations had to be robust enough to transport high fidelity audio, with the storage capability of one full day of recording.

The ITEC Solution

ITEC challenged their team of graphic designers, video producers, audio producers, and engineers to tackle this project. As with all of ITEC's projects, the key to the success of the DAYTONA USA project was the ability of the ITEC Team to constantly view the project from the guests' standpoint.



PROJECT



ITEC designed and installed the integrated control system that monitors and controls all of the lighting, sound, and facility interface devices for DAYTONA USA's daily activities. ITEC has also made it possible for visitors to be involved in a variety of interactive entertainment stations, such as the real world experience of performing a pit stop on Dale Jarrett's car in "The 16 Second Pit Stop," which incorporates live action, video and audio effects,



and actor effects. Or, visitors can interview 8 top notch NASCAR drivers at "The Heroes of the Track." They can also test their ability at broadcasting a race as it happens, and purchase a custom video of their performance at "You Broadcast the Race."



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