

## HellermannTyton Takes Pole Position at Silverstone



**23 May 2011, Northampton, UK**

Silverstone is a name which is synonymous with world class motor sport. With a rich heritage dating back to 1948, when the former airfield first hosted the British Grand Prix, Silverstone has witnessed the changing face of Formula one. From its beginnings with Fangio and Stirling Moss in the 1950's; through the Mansell, Senna and Prost era of the 80's and 90's; to the Schumacher dominance at the turn of the 21<sup>st</sup> century, Silverstone has firmly established itself as Britain's leading motor racing venue with a legendary worldwide reputation. When the rights to host the British Grand Prix for seventeen years were awarded to Silverstone at the start of 2009, it signalled the beginning of a new era, triggering a wave of investment to ensure that the quality of the circuit's facilities matched its position at the forefront of global motor sport.

Central to the circuit's redevelopment is the iconic new Pit and Paddock Complex, the Silverstone Wing. Located on a newly configured start finish straight between Club Corner and Abbey, the Silverstone Wing will provide teams, media, sponsors and corporate guests with the high standard of facilities expected at the top end of motor racing. The building comprises 41 garages along the pit lane, race control, a media centre, new podium, corporate hospitality and VIP spectator areas as well as a flexible conference and exhibition space.

“The development of the new Pit and Paddock complex gave us the opportunity to design and specify a network infrastructure fit for purpose, to meet the specific needs of the demanding environment in which we operate,” said Kevin O’Brien, Silverstone’s IT Manager.

“The building presents us with 2 key challenges – we need to have a highly flexible network, capable of being quickly configured to support the changing use of the space, depending on the event, whilst handling large peaks in numbers of users. We also need a robust extremely reliable network – although 100,000 spectators will be at the track to watch a Grand Prix, millions more will be following the race worldwide. The public perception of the major events we stage is gained through the media who in turn rely on our network to send and receive information, reports and images to the wider world. As such, the network really is a mission critical component of our operation.”

Silverstone hosts approximately 30 events a year including major national races, such as British Superbikes, through to the international Formula One Grand Prix and MotoGP. Whilst a large national event may require network access for 2,000 users and 100 media, over a Grand Prix weekend the network must be capable of delivering reliable services to in excess of 4,000 users and 600 media personnel simultaneously. Working with Lee Hamill and Mike Gaskin of ICS, a long term trusted infrastructure partner, a flood wired 1,600 point category 6 copper network on a grid layout, complemented with 35 Wi-Fi access points, was designed to meet the needs.



Kevin O'Brien explains, "The fixed network is the core of our infrastructure. Whilst the wireless gives us the flexibility to meet many of our users' requirements, the Cat 6 wired network gives us the capacity and confidence to deliver ultra reliable services including VoIP. It also ensures the building infrastructure will support future demands as yet unplanned, such as IP TV."

When selecting a structured cabling system manufacturer, Silverstone needed to ensure that the chosen supplier would deliver the performance, quality and reliability required and be capable of supporting Silverstone's emerging needs over the longer term.

HellermannTyton was identified as the preferred supplier after a detailed assessment of potential systems. ICS completed the project using HellermannTyton Global Category 6 panels, LSOH cable and Gigaband outlets supported by HellermannTyton's 25 year manufacturer's system warranty.

Commenting on the selection, Kevin O'Brien said, "HellermannTyton has a long history of supplying quality, high performance products as well as a commitment to engineering and product development. A competitive world class British manufacturer was ultimately the right choice for the home of the British Grand Prix."



The Silverstone Wing is on schedule for completion during May 2011, ahead of the staging of the British Formula One Grand Prix in July. Following the inaugural event, Silverstone will continue to pursue its vision to develop the circuit and consolidate its position at the heart of the so called "Motorsport Valley", the UK's world dominating motorsport cluster. The new Pits and Paddock is seen as the beginning of the redevelopment, future plans for the site include a manufacturer test centre, business park, hotels and a new university campus.

Ewan Wilson, Managing Director of HellermannTyton Data Ltd commented, "we have been proud to work with Silverstone on a number of smaller previous projects, including supplying RapidNet, our market leading pre-terminated system, into both the Innovation Centre and Call Centre. It is a tremendous endorsement for HellermannTyton to be selected to provide the infrastructure for the Silverstone Wing, such an important building in the redevelopment of the circuit and one which is likely to become a symbol of Silverstone for many years to come."

Case Study Classification	
System	Field Terminated
Performance Standard	Cat6
Segment	Sports and Leisure

#### About HellermannTyton

Founded in 1988, HellermannTyton Data Ltd is an established leader in the design, development and manufacture of innovative network infrastructure solutions for both LAN and WAN environments.

The company offers a broad range of quality, high performance structured cabling products including Deca<sup>10</sup>, the category 6A solution to support 10G; the unique pre-terminated, 'plug & play' RapidNet™ system; iD intelligent infrastructure management; and a full range of market leading closures for Broadband applications incorporating the patented Cablelok™ mechanical seal. Based in Northampton, UK, the company is part of the global HellermannTyton group with operations in 34 countries worldwide. For more information visit [www.htdata.co.uk](http://www.htdata.co.uk)

