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AMX MAKES THE BIG SCREEN AT BIRMINGHAM HIPPODROME





From the foyer, to the front-of-house bar, Inspired Signage technology is helping the Hippodrome to deliver audio-visual impact throughout

With a regular annual attendance of over 500,000 visitors, Birmingham Hippodrome is the most popular single auditorium in the UK and the busiest dance venue outside of London. With such a high volume of traffic, managing and communicating with visitors is key to the delivery of a positive customer experience. So, when Birmingham Hippodrome embarked on a £1.2m refurbishment in 2012, a state of the art digital signage system was an important consideration. Enter leading systems integrator Inspire Tech and an innovative application of technology which is helping to keep the Hippodrome's visitors informed and entertained, from the moment they enter the foyer.

Renowned as one of the largest receiving venues in the UK and the home of Birmingham Royal Ballet, Birmingham Hippodrome stages everything from hip hop to opera, comedy to contemporary dance, West End musicals to the world's biggest pantomime. Since its refurbishment Inspire Tech has been working in partnership with Push The Button (PTB), who were responsible for the project management, supply and installation of the screens, cabling and custom metal work, to enhance this vibrant venue with the addition of AMX's Inspired Signage solution to deliver both visual appeal and a level of control functionality which is unrivalled.

The digital signage provision begins in the entrance hall where an eleven screen ribbon across the new doors into the main reception and box office area delivers immediate visual impact, and is the ideal medium on which to display information about forthcoming and current shows. At the box office, over-the-counter signage is used for both way finding and as a queue management solution whilst two displays located behind the box office area are used for general signage and as an audio-visual prop for box office staff. Each of the three box office positions has its own screen and Inspired Signage player which are used to advertise its function i.e. sales or pre-booked ticket collection etc... Local control is provided by 8 button AMX Novara CP-1008 keypads which allow operators to change the signage as necessary and also to call-forward. "It was this level of functionality and control capability that set the AMX Inspired Signage solution apart from the rest." Explains Andy Wilmott, Inspire Tech Ltd. "To put it simply, no one else could give the operators the ability to independently manage the screen above them. By affording them this functionality, the box office runs more efficiently and effectively."

Three video walls, each with their own signage player and each comprising of six 55" top-of-the-range LG

screens deliver a dynamic visual experience; providing a state-of-the-art alternative to the traditional six-sheet, 12ft x 4ft advertising boards which used to be in-situ, mounted in front of a light box.

In the front of house bar, which spans three levels of the facility, relay screens have been installed which can be used as a platform for additional advertising or alternatively, used to relay a live feed from the auditorium camera via an AMX HDMI UTPro 8 x 8 matrix switcher, DXLink receivers and a centrally-located NI-2100 controller. The installation of DXLink HDMI transmitters and receivers also allows the system to accept local inputs; affording the Hippodrome the opportunity to sell foyer space to third parties so that they can then display their own presentations during events. Portrait-mounted screens installed at each auditorium door provide a platform on which the management can communicate to the gathering audience and display important alert notifications, such as whether the film contains use of strobe etc...

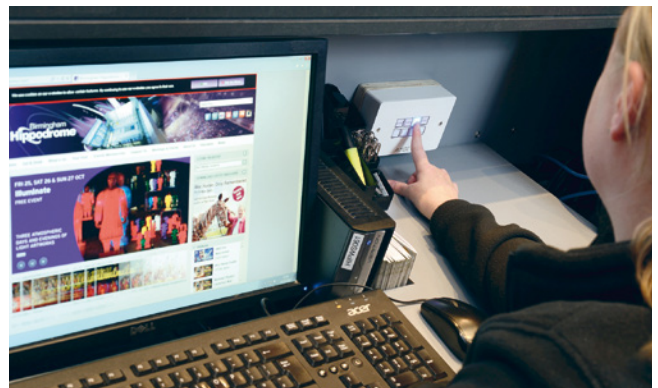
AMX's Inspired Composer user interface enables the creation an unlimited portfolio of schedules with start and end times that match the exact requirements. Furthermore, schedules can be configured to draw content from a variety of sources, individually or in combination and schedule changes can be made days or weeks in advance, or just a few seconds before they are due on screen. Providing the technological brains behind the Hippodrome's signage solution, the NI-2100 central controller allows all the screens and players to become integrated as part of a unified digital signage solution.

The integration of a NXV-300 Modero Virtual Touch Panel gives Andy at Inspire Tech the ability to remotely access and monitor the signage deployment from his PC, via a Virtual Network Connection (VNC). Local control is provided by an in-house iPad which is transformed into a fully functioning wireless touch panel for controlling the Inspired XPert platform with the use of an AMX App. This innovative Application connects as a native AMX device to the NetLinX master to provide the Hippodrome with real-time, touch control of digital signage functions.

With this Inspired signage solution, the future of Birmingham Hippodrome as a leading, state-of-the-art entertainment venue seems assured; allowing it to deliver a sense of audio-visual theatre, long before the main event even begins.

No other signage system could give the operators the ability to independently manage the screen above them. By affording them this functionality, AMX's Inspired Signage allows the box office to run more efficiently and effectively.

Andy Wilmott, Inspire Tech



Novara keypads allow operators to change the signage above them, as necessary



The AMX App transforms the iPad into a fully functioning touchpanel for controlling the Inspired XPert platform



An eleven screen ribbon in the foyer delivers immediate visual impact



This inspired signage solution succeeds in delivering nothing less than a dynamic visual experience

OVERVIEW

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LOCATION

Birmingham, UK

HIGHLIGHT

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inspiretech

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