

Sharp NEC Display Solutions Customer Installation Leisure & Entertainment

Eden Court Theatre

Centralised signage delivery to engage audiences and reduce costs



Serving the Highland community with a state-of-the-art entertainment venue, Eden Court employs display technology from Sharp/NEC to promote forthcoming shows, films, projects and events with tailored content scheduled to optimise engagement and reduce costs.

Eden Court is Scotland's largest combined arts organisation. Based in Inverness, the UK's northernmost city, the venue consists of two theatres, two multi-purpose studios, two cinemas and three art galleries, along with bars, a café and restaurant.

One of Europe's fastest growing cities, Inverness and the Highlands is steeped in history and offers a rich and diverse culture. Eden Court is at the heart of this cultural offering, serving audiences, artists and performers with a world-class arts venue.

SITE INFORMATION

Sector

- Leisure & Entertainment

Client Information

- Eden Court
Inverness, Scotland
www.eden-court.co.uk

Integration Partner

- AV-Tec Ltd
www.AV-Tec.co.uk

Installation date

- Installed September 2021

EQUIPMENT

- 12 x NEC MultiSync® UN462VA (Including 5 year warranty)
- 4 x NEC MultiSync® C751Q (Including 5 year warranty)
- 1 x NEC MultiSync® ME551 (Including 5 year warranty)
- NEC NaViSet Administrator 2 Control and Asset Management Software

The Challenge

AV integration specialist, AV-Tec Ltd, was approached to provide a digital signage solution for the front of house area at Eden Court. The aim was to reduce operational and marketing costs by streamlining customer communications, shortening the lead time from concept to launch with simple to execute content creation and networked delivery.

With such a varied entertainment offering, attracting diverse audiences, Eden Court hoped to deliver a more targeted approach by tailoring advertising and promotions at scheduled times. With the capability to instantly update the content and constantly tweak the scheduling, Eden Court can optimise campaigns and reduce marketing costs.

High quality screens offering robust and reliable operation with flexible installation options including portrait and landscape orientation were key criteria.



A total of 17 NEC large format displays engage visitors with vibrant video content featuring movie trailers, show highlights and event listings. Ultra-narrow bezel 46" videowall displays in clusters of 4, side by side, create a banner effect above the ticket office and in other prominent positions above head height and over walkways. Further 55" and 75" large format displays, sizes selected to fit within recesses, are installed in both portrait and landscape orientation.

The installation utilises Sharp/NEC's network-based control software, NaViSet Administrator 2, with integral daylight-saving adjustment. Central management of the estate enables Eden Court operators to control display functions ensuring consistent operational performance.

Full site-based system training was delivered to the client by AV-Tec Ltd and BrightSign's MISupport. Digital content is uploaded using BrightAuthor software and the whole system can be remotely managed giving the client full support.

The Solution

To deploy the new front of house visual showpiece, AV-Tec selected display technology from Sharp/NEC, mounted on Peerless brackets and driven by BrightSign media players.

'I chose NEC products due to my own first-hand experience and their reputation within the industry,' says Jarrett Dartnall, director of AV-Tec Ltd. *'I wanted to recommend a product that I can trust, install and be confident with on behalf of my client. We are looking forward to supporting the client, and this system, into the future.'*

The Result

'The installation of 17 digital screens throughout the building has given us the ability to take the promotion of all the incredible shows, events, cinema and projects we have here, to the next level,' says Aisla Cullen, marketing manager at Eden Court.

'To be able to highlight the variety of our programme and the work we do so easily, as well as communicate important messaging to audience members via the screens, has really taken Eden Court into the future. Working with AV-Tec and Sharp/NEC was, and is, a smooth and efficient process and we are delighted with the outcome of the project.'



Sharp NEC Display Solutions Europe GmbH

Landshuter Allee 12-14, D-80637 München
 infomail@sharpnec-displays.eu
 Phone: +49 (0) 89 99 699-0
 Fax: +49 (0) 89 99 699-500
www.sharpnecdisplays.eu

Sharp Electronics (Europe) Limited

Sharp NEC Display Solutions Division, 4 Furzeground Way
 Stockley Park, Uxbridge, Middlesex, UB11 1EZ
 sales-uk@sharpnec-displays.eu
 Phone: +44 (0) 370 1201160
www.sharpnecdisplays.eu