



## UK'S PREMIER DANCE VENUE UPGRADES TECHNOLOGY WITH TRIPLEPLAY DIGITAL SIGNAGE AND IPTV

**Sadler's Wells Theatre is a world leader in contemporary dance, presenting an array of styles: from Tango to Hip Hop, Ballet, Bollywood and many more. Located in Clerkenwell, Islington, Sadler's Wells has been presenting theatrical productions on this site for over 300 years and attracts half a million people each year. The theatre consists of two performance spaces: the main auditorium seating 1500 as well as the smaller Lillian Baylis Studio.**

Over the 300 years of occupying the site, the theatre has been re-built numerous times. In 2014, they recognised a need to renovate once more, including the upgrading of systems and rebranding themselves in order to improve customer experience. As part of this project, Sadler's Wells recognised the need to update its existing Digital Signage solution.

Something Sadler's Wells were keen to avoid was the need to have digital signage players fixed to the back of every screen, with visible power supplies and network cables; hardware that makes for a very untidy and unsightly installation.

Ray Ho, System Administrator expressed; "Digital Signage has been a part of the theatre for a number of years. But as time has gone by our solution did not age well from both an image quality and hardware perspective. One of our major issues was that it wasn't compatible with the new breed of smart TVs now in the market."

"We looked at a number of solutions and felt that the Tripleplay system was, in our opinion, the highest

quality in terms of picture, the tidiest in terms of implementation, most flexible to help us develop in the future and positioned at a good price point. We feel that our decision has been justified by the end product," added Ray.

As well as updating technology, in recent years Sadler's Wells has gone through other major changes – such as rebranding the organisation, developing a new identity and logo as well as the theatre itself being subject to a massive refurbishment. Matt Kirby, Head of IT stated "We felt we needed a way to ensure the brand was represented consistently around site, in a high quality fashion that was simple for IT, and our marketing team, to manipulate and operate."

The dance theatre also has a sister venue, The Peacock, with the signage system allowing the marketing team to promote events for both locations and even to add value for corporate clients or sponsors when they use the venue – this is "something other venues often cannot do" explained Matt, "yet here, clients can turn

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MATT KIRBY,  
HEAD OF IT, SADLER'S WELLS THEATRE

# EYE CATCHING, IMPACTING AND HIGH QUALITY IMAGE AND IMPLEMENTATION



up with their content on a USB stick and we can have it displayed on every screen in the venue in minutes if we wished.”

## MAJOR CHANGES OPEN UP NEW OPPORTUNITIES

With over 60 screens in place, Sadler's Wells has fully utilised its estate throughout the theatre; in the main foyer, ticket office, café, security and reception desk, in dressing rooms and backstage areas. Digital signage channels are used to promote a variety of upcoming shows and events as well as streaming live performances from either of the two stages. The streams can be viewed on any screen, which allows performers to watch live as well as ensuring theatre late arrivals do not miss the show.

Ray Ho stated that “the visual impact of the system is fantastic, it draws the eye of our customers and holds their attention, making it a key part of the marketing mix, reiterating messages and confirming the brand identity,” a key component of any successful digital signage story.



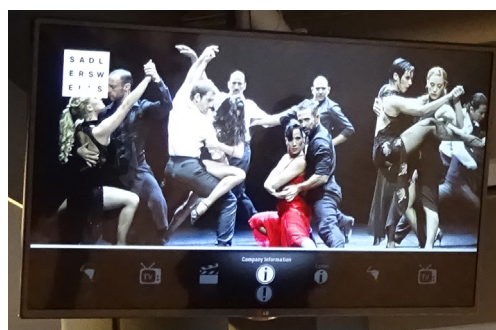
## SOFTWARE BASED SO FUTURE PROOF

When considering the future of digital signage at the theatre, Matt Kirby, Head of IT has ideas of how to improve the customer experience further; “We can see there is a future in the Tripleplay platform, the fact it is software based means that we can benefit from all future product developments and feature additions. Whilst, owing to the fact the hardware is standards based, we have no concerns that we cannot add to the system as we need to.”

In the future Sadler's Wells plan on adding digital menu boards to bar areas, with full Electronic Point of Sale (EPOS) integration and the addition of live broadcast TV for dressing rooms, further enhancing visitor experience.

Matt concluded; “Tripleplay has provided everything we needed, the system is really impressive and does a lot for us as well as being easy to manage content, keeping it relevant and current. We look forward to working with Tripleplay in the future.”

Sadler's Wells solution was implemented by Tripleplay Authorised Partner, Reflex.



## AT A GLANCE

### KEY CHALLENGES

After a renovation of the theatre in 2014, Sadler's Wells were keen to update their existing Digital Signage solution to be more user friendly, flexible and to add to the customer experience by offering advertisements as well as live-show streams. The theatre was also tired of the unsightly digital signage players fixed to the back of every screen, which was eradicated with the upgrade to the Tripleplay solution.

### THE SOLUTION

Tripleplay's Digital Signage solution provided Sadler's Wells with a flexible and scalable system, which is easy to create and change content quickly. The screens allow for live-streams for latecomers to watch as well as signage throughout the foyer, reception, ticket office, café and dressing rooms/backstage areas. The solution can easily be added to in the future if the theatre wishes to add more screens such as digital menu boards.

### THE BENEFITS

The theatre can easily promote upcoming shows for Sadler's Wells as well as their sister theatre The Peacock over the 60 screens deployed. Additionally, the signage has been beneficial to add value to external events, with a simple upload of the client's material through a USB stick. The screens are neat and tidy – matching their requirement to not have unsightly wires and players on the back and it is easy to manage the content to keep it relevant and current.

### TRIPLEPLAY PRODUCTS

TripleTV IPTV, TripleSign Digital Signage, TripleChoice Interactive TV Portal, TripleCMS Content Management System