

Case Study: Alexandra Theatre

Alexandra Theatre, Birmingham, Installs New LED & Lightbox Powered by Signagelive



Ambassador Theatre Group wanted their architects' vision to be implemented through LED and a Lightbox on site to display the theatre name as well as listings for their shows.

Esprit Digital were selected to provide both LED and a Lightbox for Alexandra Theatre in Birmingham.

Key Project Requirements

Ambassador Theatre Group needed a quick and easy way to display show times and upcoming events, that can be centrally managed, but also allow for local users to update content. The system needed to be scalable, to allow for further sites to be added.

The Opportunity

Esprit installed a 10mm Prismatic LED (12sqm) Illuminated Flex Face Sign.

Signagelive was chosen as the content management platform.





The Solution

The installation took place over three days and the Esprit Installation Team built the framework around the fascia and canopy on the front of the theatre and then fixed the LED tiles to this structure. The installation was made more complicated due to the architectural complexities and adaptations that had to be made on site. The installation was still completed within three days enabling The Alexandra Theatre to showcase their upcoming events on the front of their building with very little disruption.

Ambassador Theatre Group uses Signagelive as the CMS to run the LED displaying promotional material themselves using a seamless content management system. Signagelive gives Ambassador Group the ability to remotely control this LED centrally from Head Office as well as locally at the theatre which provides scalability as they expand their digital signage network at multiple sites.

Signagelive provide a fully cloud based digital signage platform that is easily deployed, simple to use and fully scalable.

Evidence of Success

Ambassador Theatre Group are looking to expand more external LED's and CMS to other theatres across the group.

About Esprit

Esprit Digital offers a comprehensive range of services to complement your Digital Signage Network. From Design and Manufacture through to Installation, Maintenance and Network monitoring. Run from our London NOC, Esprit currently operates over 5,000 displays in 25 countries around the world.

To find out how Esprit can help your business call [+44 \(0\)208 731 3121](tel:+442087313121) or contact sales@espritedigital.com

"We are very pleased to be a part of this project with Esprit and the Ambassador Theatre Group to provide a solution for this key location in Birmingham, and we look forward to growing this relationship further."

Warren Bremner
Business & Channel Development
Manager, Signagelive

