Scotia UK plc

Case Study : Perth Concert Hall Digital Signage
State of the Art Digital Signage for Scotland's newest music and arts venue,

Client:

Perth Concert Hall

Location:

Perth

Project:

installation

of two Net Top Boxes linked to large display screens, which are used for informing customers of concerts and performances.

The Project :

The plan to build the new concert hall was part of Perth's Millennium celebrations. The building is now situated on the once bustling Horsecross market area of the city, acting as a catalyst for impressive plans to transform Perth into one of Europe's most vibrant cities by 2010.

The Solution

The Onelan Net Top Box is a web based digital signage solution that gives great flexibility and is very simple to use. They took up Scotia's recommendation and the result was the installation of two Net Top Boxes linked to large display screens, which are used for informing customers of concerts and performances. The scrolling text section is used to promote shows that need additional support – as people are standing in the box office queue they can see more details which might be of interest and encourage them to book.

Automated Scheduling

The benefits in particular, with the Threshold artspace located in the foyer of the concert hall, this is also Scotland's first dedicated exhibition space for digital public art. Threshold also breaks new ground in the technological world ensuring that the concert hall is an intelligent building on a par with only a handful of other venues in Europe.Using embedded projections, a wave of twenty two 40 inch LCD screens, sound and light displays, sensors and cameras, the Threshold artspace is run by a unique computer control system built by using 'open source' software available to other artists and exhibitors worldwide. David adds: "Currently the scheduling of artwork is done manually but the Onelan system has led me to investigate automated scheduling for this facility, which would be a huge benefit."

"Feedback from staff and customers has been really positive, the solution allows us the flexibility to adapt and update its use as we need to in the future, so the investment now will not be wasted as our needs change. Fundamentally what the system delivers for us today is improved customer service – which has to be a key objective for any successful organisation."

David Smout, IT Administrator, Horsecross