

Leeds Playhouse

**BrightSign®**

## **BrightSign players power UK theatre's digital signage, integrated with fire alarm system**

Leeds-based digital solutions provider UXG recently completed the works on a project to upgrade the digital strategy and wayfinding media for Leeds Playhouse, as part of the theatre's eight-figure transformation. The newly redeveloped Leeds Playhouse includes upgrades to the Quarry and Courtyard theatres, a new studio space named the Bramall Rock Void,



revamped front of house spaces as well as a new city-facing entrance and improved access throughout the building. Leeds Playhouse wanted to implement a digital signage network with new technologies to modernise and create a more memorable customer experience. Previously their objectives were met by printed posters on display around the Playhouse.

As part of the deployment, the playhouse required the ability to integrate the signage with their fire alarm system to add a visual element to assist with the safe evacuation of their customers and staff. This was delivered using BrightSign players and the Signagelive GPIO trigger application. The new digital displays and integrated Signagelive software platform have been implemented over a three-month period by UXG, which designs, manufactures and installs bespoke digital solutions for branded environments. The project delivery has included implementing a large-format 6x3m outdoor LED Display (Digital 48 sheet) alongside a mixture of freestanding and wall-mounted external high bright advertising and wayfinding displays.



Internally there is a spectacular feature LED display in the entrance running up three floors and over 45 high definition wall-mounted screens showing a mixture of content from box office releases and menu displays to live feeds from within the theatres.

Paul Midwood, head of sales and development at UXG, said: "Leeds Playhouse is an iconic cultural institution, so it's exciting to have been a part of a transformative project that will breathe new life into the much-loved theatre. With over 35 years' experience in the industry, we understand the huge positive impact that great branding has on customer footfall and engagement. We're confident that the Playhouse's new identity will enhance its established reputation in the city and beyond."

Robin Hawkes, executive director at Leeds Playhouse, said: “This is the beginning of the next big chapter for Leeds Playhouse and a major part of our transformation is ensuring that the internal and external appearance is attractive and inviting to embrace and engage with the Leeds City Region and beyond. As a fellow Leeds business, UXG understood our heritage and how this shaped our vision for the future. The new digital strategy has perfectly encapsulated our aspirations to be a leading cultural destination in the North.”

Warren Bremner, business and channel development manager at Signagelive, said: “We were very pleased to be able to work with UXG on the deployment of the digital signage for Leeds Playhouse, as this not only uses our industry-leading content management software but also added the bespoke fire alarm integration the customer required.”