

September 2018

Ambassador Theatre Group have a new LED and lightbox on the front of Alexandra Theatre

Project Delivery dates

29/06/2018 – 14/09/2018

Project summary

Esprit Digital were selected to provide both LED and a lightbox for Alexandra Theatre in Birmingham. Esprit installed the following iterations:

- 10mm Prismatic LED (12sqm)
- Illuminated Flex Face Sign

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.

Technical Information

The outdoor 10mm pitch LED incorporates an auto bright sensor which automatically lowers the brightness at night.

Aesthetics

Ambassador Theatre Group appointed an architect and Esprit Digital provided and installed the LED and lightbox in a prism form to fit in with the theatre's look and feel.

Installation

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. This wasn't your standard installation 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 in no time at all.

Technical Success

ATG used Signage live as the CMS to run the LED displaying promotional material themselves using a seamless content management system. Signage live gives ATG the ability to remotely control this LED centrally from Head Office as well as locally at the theatre which is great as they expand their digital signage network at multiple sites.

