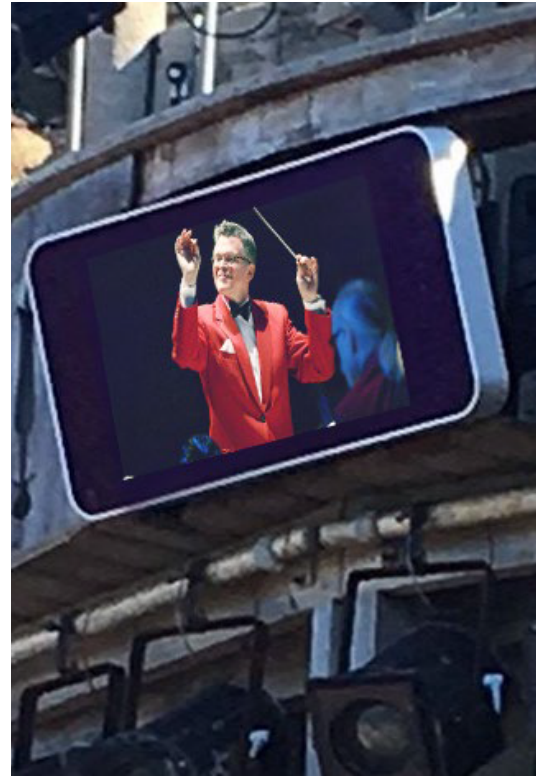




DIGITAL SIGNAGE CASE STUDY

Minack Theatre

melford

BACKGROUND

The Minack Theatre is a renowned open air theatre near Penzance, Cornwall that draws un audiences for a variety of plays, musicals and opera performances. They were after a particular, all-in-one display solution that would be suitable for outdoor use and variable weather conditions.

SOLUTION

Required to display a feed of the musical director, the Minack Theatre needed a low latency display to show the director in real time, and that could be easily viewed in direct sunlight.

The chosen 32" Outdoor Advertising Display featured an ultra-high brightness panel, ambient light sensor and IP rating to protect from harmful wet weather conditions. To meet the low latency requirement, the commercial grade panel features an ultra-fast 5ms response time.

RESULTS

The display exceeded expectations, proving especially effective during matinee performances with bright daylight conditions. The management team at the Minack Theatre were very pleased with the end result and the display continues to deliver excellence for their performances.

PRODUCT

32" Outdoor Advertising Display

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