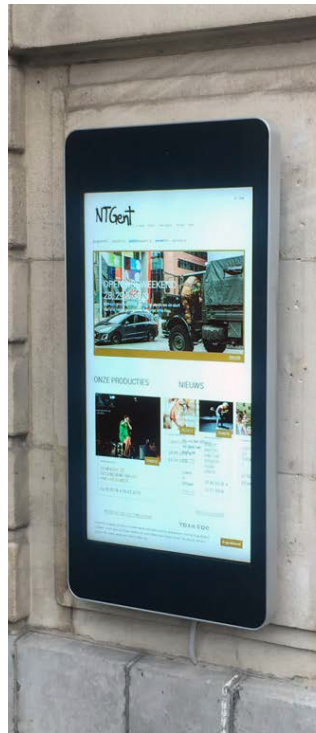
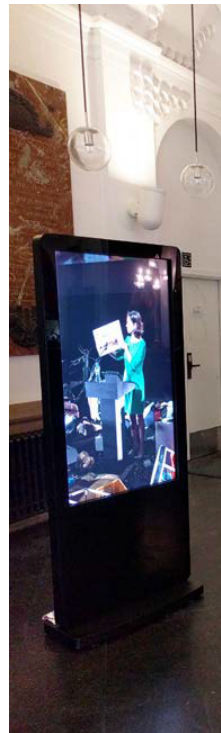
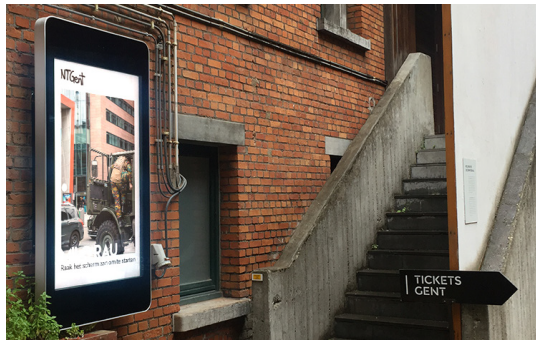




DIGITAL SIGNAGE CASE STUDY

NT Gent Theatre

melford

BACKGROUND

Established in 1965, NT Gent is a city theatre with four locations across Gent, Belgium. Putting on more than 250 performances a year, the theatre aims to showcase high-profile social and cultural productions with a diverse audience. NT Gent wanted to modernise their marketing strategy with interactive and engaging digital signage.

SOLUTION

NT Gent wanted to invest in outdoor and indoor displays to maximise engagement and to promote upcoming performances, but needed to ensure the displays were robust, vandal-proof and remotely updateable given the high number of screens needed.

NT Gent selected Outdoor Digital Advertising Displays to meet their weather and vandal-proof needs, alongside the high brightness these displays provided. The Infrared Freestanding Multi Touch Screen Poster was chosen to prevent the need for direct contact indoors, whilst delivering vivid and striking content with its high quality IPS panel. Android Cloud Network Media Players were used to connect existing screens and enable simultaneous updates.

RESULTS

All digital signage solutions were installed with great success, leading to NT Gent deciding to use digital signage to display their menus in the foyer area and indoor café as well. NT Gent intend on investing more in indoor and outdoor displays in future after the proven success they have seen.

PRODUCTS

Android Cloud Network Media Players
32" & 55" Outdoor Digital Advertising Displays
Infrared Freestanding Multi Touch Screen Poster
Network Digital Menu Board

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