

**PHILIPS**

Professional Display Solutions

Case study Public venues



# Case study Leeds Playhouse

Leeds Playhouse goes digital with UX Global  
and Philips Professional Displays Solutions

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*“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. The great branding opportunities that these new Philips displays will deliver will have a huge positive impact on customer engagement and footfall.”*

Paul Midwood, Head of Development at UX Global



## Background

Leeds Playhouse is the largest regional repertory theatre in the UK outside London and Stratford with a reputation as one of Britain's most exciting producing theatres. The complex comprises two award-winning theatres, a CAMRA award-winning bar, a restaurant, the Newlyn Gallery, two function rooms, three rehearsal spaces, a recording studio, extensive technical workshops, dressing rooms and costume hire, as well as offices for production, administrative and artistic teams. and on completion it was opened by Dame Diana Rigg.

## Challenge

The foundation stone of the Leeds Playhouse was laid by Dame Judi Dench in 1989 and thirty years on, renovation was required to meet the aspirations of its stakeholders, regenerating the theatre as an accessible and exciting space for today and into the future.

With a trusted reputation as a technological design partner local to the Playhouse, Leeds-based digital solutions provider, UXG was delighted to win the tender to create a new digital strategy and wayfinding media as a part of the regeneration project.



### Fast facts

**Client**

Leeds Playhouse

**Location**

Leeds,  
United Kingdom

**Project**

Redeveloping Leeds  
Playhouse for the  
future

**Products**

Philips 32"/43"/49"/55"  
and 65" D-Line SoC  
displays and Philips 49",  
55" and 65" MediaSuite  
pro TVs. Signagelive  
software on custom-  
built app.

**Integrator**

UX Global

## Solution

UX Global created a full digital display integration that would take Leeds Playhouse comfortably into the future, working aesthetically with the regenerated surroundings, while also bringing new and exciting opportunities for customer engagement and increased footfall.

Working with a range of over 50 Android-powered, System-on-Chip digital displays from Philips Professional Display Solutions, the team from UXG integrated signage into all open common areas, enabling well-branded promotions and information in the entrance and foyer.

Digital menu boards were installed in the café, restaurant and bar, as well as wayfinding and information displays in the back of house and operational areas.

Philips Professional Display Solutions' new MediaSuite professional TVs were also installed into the hospitality suites. Google-certified and with Chromecast-built in these are the perfect solution for these shared meeting areas.

Enabling easy management of content remotely by the in-house team, UXG developed a custom-built app, integrating with Signagelive software and sitting on Philips' Android SoC platform. This allows the Leeds Playhouse to run a standard playlist, while also offering the ability to make real-time updates to messaging on any of the displays, whenever required.

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."

*"UXG understood our heritage and helped us to create a new digital strategy using Philips displays that fit sympathetically into our spaces, perfectly encapsulating our aspirations to be a leading cultural destination in the North."*

## Benefits

**Easy content updates** – Custom-built app allows Leeds Playhouse to easily customise and update content in-house to showcase real-time adverts and information.

**Striking displays** – Displays integrated sympathetically into surrounding areas bring powerful real-time messaging and promotions onto striking screens.

**Chromecast built-in** – MediaSuite pro TVs bring easy sharing and presenting functionality to hospitality suites, with Chromecast built-in and access to the Google Play Store.

