

PHILIPS

Professional Displays



Saarländisches Staatstheater

DOOH: Daily advertising brings in the crowds with high bright Philips Urban LED display

“ The new digital daily advertising board from Philips enables us to make the wide ranging program of the Saarländisches Staatstheater even more visible, reaching out directly to visitors.”

Prof. Michael Schulz, General Artistic Director | Saarländisches Staatstheater



Saarländisches Staatstheater



Background

The Saarländisches Staatstheater is a cultural landmark in Saarbrücken, Germany, renowned for its diverse programme of opera, drama, ballet, and concerts. Opened in 1938 and later rebuilt after wartime damage, the theatre has evolved into the state theatre of Saarland, attracting over 200,000 visitors annually. With multiple performance venues and a dynamic mix of classical and contemporary productions, it is a vibrant hub for artistic expression, encouraging regional talent and international cultural exchange.

Challenge

For the team at the Saarländisches Staatstheater, timing advertising is everything. Hosting around 30 new productions annually, amounting to some 700 events, the advertising and information on show to patrons needs to be updated daily. Previously, banners advertising events had to be printed each day and changed manually in all weathers. This former, passive solution was neither practical nor visually appealing. A new, digitised solution was needed.

Solution

Working in partnership with DooH Concept, Metallbau Patric Schmidt GmbH and LE-Eventtechnik GbR, the Staatstheater team opted for a fully digital, centrally managed LED solution, enabling quick and easy content updates. The project features a high brightness Philips Urban LED 7000 Series display with a 3.9mm pixel pitch, forming a 2 x 6 metre (a total of 12 square metres) advertising board positioned on the front of the iconic building.

Installing the display on a listed building presented several challenges. A key requirement was designing a self supporting substructure that could be securely mounted to the theatre's façade without causing any damage. In addition, Tblisser Platz – located directly in front of the main entrance – hosts large festival stages throughout the summer, significantly limiting access for heavy equipment. As a result, the entire installation had to be completed within a tight ten day window.

“ In the new 2025/2026 season, there has been a significant increase in theatre attendance compared to the previous season, since installing our new LED wall.”

Prof. Michael Schulz, General Artistic Director | Saarländisches Staatstheater

The substructure was installed using a mobile crane on day one, with the LED wall fully completed by day ten. Just in time for the theatre's new season the following day.

The new Philips Urban LED wall provides a striking and highly effective communication platform. Thanks to its ambient light adjusted brightness, content remains clear and visible in all weather conditions. A mix of static imagery, animated previews, and video content promotes upcoming performances, capturing the attention of pedestrians and visitors entering the city's pedestrian zone without disrupting traffic or local residents.

Following support from PPDS and the integration teams, the theatre's marketing department now manages the display centrally and independently. With easy to use, dynamic multimedia templates in place, they can quickly update content and engage audiences directly, eliminating reliance on paper posters, and supporting traditional media channels and social media campaigns.

Benefits

Crystal clear advertising: High contrast ratio and refresh rate deliver smooth broadcasting with more colour subtlety, shading, and saturation – easy to see in all weather conditions.

IP66 rated: Dustproof, waterproof, and salt spray resistant, the Philips Urban LED 7000 Series is IP66 tested and confirmed to meet ingress protection level 6.

Easy front and rear maintenance access: All modules and components can be maintained from the front and rear with internal electronics easy to access for servicing or maintenance.

Fast facts

 Client Saarländisches Staatstheater	 Location Saarbrücken, Germany
 Industry vertical DOOH and Public venues / entertainment	 Project Daily advertising brings in the crowds with high bright Philips Urban LED
 Partner DooH Concept, LE-Eventtechnik GbR, Metallbau Patric Schmidt GmbH	 Products Philips Urban LED 7000 Series P3.9



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