The V&A

SCALA
SUCCESS STORY

THE V&A:
STYLISH DIGITAL TICKETING

As part of an ambitious Exhibition Road entrance redesign, the Victoria and Albert Museum (V&A) turned to Intevi / Scala to make its vision of a large-scale digital ticketing desk and video wall a reality. The result is stylish, unique, and most of all provides visitors with an exquisitely streamlined experience as they enter the space.

VERSATILE, EYE-CATCHING VIDEO WALL

Upon entering the V&A via the new Exhibition Road entrance, which also includes a courtyard and temporary exhibition gallery, visitors' attention is drawn to the large video wall (32ft x 2ft) is made up of eight consecutive 55 inch screens. The screens, supported by a custom made wall-mounted housing and mounted behind protective glass with interactive touch film applied, float at an angle of 45 degrees, which makes them easily accessible for all visitors.

The eight screens, each equipped with a chip and pin reader and a printer, can run separately as vending screens or in unison as a larger video wall, which can run video content or promotional material across the length of the installation.

"The large video wall attracts the eye of the customers like a call to action as they enter this gigantic space," said Tom Scott, managing director of Scala platinum partner Intevi. "Then from each individual screen, customers can purchase tickets for specific exhibitions or events."

> " Intevi have once again proven to be a leading partner in both execution craftsmanship, guidance to the customer and vison when it comes to creating a very impactful yet useful dynamic digital signage solution. "

HARRY HORN
GM EMEA & VP Marketing Global of Scala.

INDEPENDENT TOUCH

Each display at the V&A supports independent touch, where each foil operates separately to the one next to it. Each alternate touch foil runs on a different frequency, to prevent interference between customers inputting financial data during their ticket purchases.

"The initial web pages for the ticketing solution are transparent, to allow traditional Scala content to play on each screen until a customer interacts with the display. Once a customer interacts with the display the web based ticketing solution come to the fore," explained Scott. "Scala supported the roll out of this refined independent touch foil solution perfectly."

ENABLED BY SCALA

This was the first time the V&A had implemented Scala's digital signage solution. Scott said,"Scala was the only software that allowed us to run eight individual media players driving each ticket station independently, or to run a single player with eight outputs to turn the installation into a single display fabric."

The key to the success of the digital ticketing combination of nine licenses of the Scala media player in a software-as-a-service (SaaS) model, Scala Content Manager and Scala Designer. In addition, Scala is also driving six general digital signage screens across the museum. The V&A team creates and uploads its own content in-house.

"Scala's content management system, combined with the ability to provide both interaction and touch, made Scala the obvious and perfect choice of digital signage vendor for this project,"
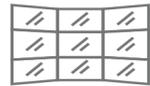**Tom Scott**, managing directer Intevi

QUICK FACTS

AL__A

Exhibition Road Quarter at V&A designed by Amanda Levete Architects

SCALA

Scala Content Manager
Scala Designer

Single video wall or eight independent touchscreens

Nine Scala media player licenses

Six additional general signage screens

Eight 55" screens, 45-degree angle

PROJECT SUMMARY

As part of an ambitious Exhibition Road entrance redesign, the Victoria and Albert Museum (V&A) turned to Intevi / Scala to make its vision of a large-scale digital ticketing desk and video wall a reality. The video wall, enabled by Scala, is made up of eight 55" screens and supports independent touch. Visitors can learn more about specific exhibitions or events and purchase tickets on screen.

About

➤ V&A

➤ INTEVI
INTELLIGENT VIDEO SOLUTIONS

➤ SCALA

VICTORIA AND ALBERT MUSEUM
WWW.VAM.AC.UK
The V&A is the world's leading museum of art and design, housing a permanent collection of over 2.3 million objects that span over 5,000 years of human creativity. The museum holds many of the UK's national collections and houses some of the greatest resources for the study of architecture, furniture, fashion, textiles, photography, sculpture, painting, jewellery, glass, ceramics, book arts, Asian art and design, theatre and performance.

INTEVI
WWW.INTEVI.UK
Intevi is a forward thinking digital media services and solutions provider based in Hampshire, UK. They have over 20 years experience in delivering high end solutions based on customer's needs. As a Scala partner, Intevi provides digital solutions with a real world usable system including the metrics and analytics to support the return on investment.

ABOUT SCALA
WWW.SCALA.COM
Scala solutions allow you to create audience engagement experiences by connecting networks of digital signs, kiosks, mobile devices, websites and Internet-connected devices. Scala, a STRATACACHE company, provides the platform for marketers, retailers and innovators to easily create and centrally manage deployment of these digital experiences, while retaining the flexibility to rapidly adapt to local business conditions and audience preferences in real time.