

THE BLAVATNIK HALL

# The V&A

SCALA 

SUCCESS STORY

## THE V&A: STYLISH DIGITAL TICKETING

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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 videowall 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 a large videowall of just under 10 meters long and 70 cm tall, made up of eight consecutive 55 in videowall 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 either separately as vending screens

or in unison as a larger videowall, which can run video content or promotional material across the length of the installation.

“The large videowall 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 vision when it comes to creating a very impactful yet useful dynamic digital signage solution.

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**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. “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” said Scott.

The key to this success is the 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.”*

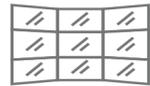
*Tom Scott, Managing Director at Intevi*



# QUICK FACTS

AL\_A

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



Single videowall or 8 independent touchscreens



6 additional general signage screens

SCALA 

Scala Content Manager  
Scala Designer



9 Scala media player licenses



8 x 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 videowall a reality. The videowall, 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



## **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 are a digital media turnkey solutions provider leveraging more than 30 years experience in the industry. Intevi play in the place where Audio Visual meets Information Technology and relish the convergence of these technologies.



## **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.