

Hong Kong Cultural Centre

The Hong Kong Cultural Centre (HKCC) is a major music and arts venue in Hong Kong holding over 700 performances each year, and has been established for more than an quarter of a century,

In 2017, they realized the limitation of their existing facilities and introduced digital visual displays instead. Their challenge was to build up an effective digital signage network to deliver targeted information to over 40 sets of pro-monitors at a specific place and time; creating an innovative experience for visitors.

From Static to Dynamic

Before the renovation, HKCC had been using 27 x 40" posters to show the program information but they were restricted to displaying static information with limited images – not engaging enough to capture visitor attention in a digital age.

In order to enrich the experience of visitors with sound and motion, over 40 sets of LG HD displays were installed including a professional Bose audio system, replacing the traditional poster displays with stunning images, videos and animations with background music which could be broadcast in nearly every corner of the venue. This created an environment which was far more vivid than previously, and more likely to attract visitor attention.



From Labor Intensive to Automation

As one of the most important venues for music and art, HKCC holds many performances each year including some world-class events such as the Hong Kong International Film Festival, Le French May, the Hong Kong Arts Festival and so on.

To cope with the frequent program changes, staff are often needed at short notice to reschedule the program information; however rapidly revising printed content is more difficult due to reprint time and costs.

In an effort to reduce the resource intensive manual processes, a ONELAN digital signage solution was implemented, enabling program updates and distribution processes to be automated.



“

The system will give our patrons a brand new feeling of HKCC

William So ”
Hong Kong Cultural Centre

To find out more about ONELAN's solution please contact us on:

+44 (0) 1491 411 400
or **sales@onelan.com**



Bryants Farm, Kiln Road, Dunsden, Reading. RG4 9PB, UK
T: +44 (0)1491 411 400 E: sales@onelan.com

Apart from being able to create, edit and schedule varied contents on different displays remotely and instantly through an enterprise-level Content Management System (CMS), the HKCC can monitor the whole network anytime through the Digital Signage Manager (DSM). This saves a lot of time and manpower in updating, publishing, monitoring work; as well as reducing a large amount of operational work at the same time.

From Fixed to Flexible

As the fixed size of printed posters significantly limits the creativeness of promotional materials, a wide variety of display layouts were set up to deliver visual simulation for the visitors.

In addition to the 55" stand-alone displays, the following layouts were set up for visual enhancement.

- ◆ Zone A: 15 sets of 55" HD Display arranged side by side in L-Shape portrait orientation for general program information display
- ◆ Zone B: 8 sets of 55" narrow bezels HD Display arranged vertically in 4 columns (1 x 2) portrait orientation for special scale promotional material display
- ◆ Zone C: 4 sets of 49" HD Display arranged in 2x2 landscape format as large video wall display
- ◆ Zone D: 8 sets of 55" narrow bezels HD Display arranged side by side in portrait orientation for multiple scale and content display

To facilitate the layout switching and selection, an AMX Wireless Central Control System was used to help users select the desired layout pattern easily. This flexible and user-friendly system enables HKCC to exceed the limit of arranging the content and creating new designs whenever necessary.

From Limited to Infinite

The benefits of digitalization include increasing the attractiveness of the media itself and maximizing the communication effectiveness.

In the past, posters could only show fixed images and information in specific locations, thereby restricting the physical exposure of the message. With digital display panels used in conjunction with ONELAN digital signage, the contents of each display are no longer static but are easily interchangeable. Users can schedule different content to be shown across the displays.



Furthermore, the system allows same image to be switched from one display to another, maximizing the exposure of the promotional materials to visitors.

Implementing a ONELAN digital signage solution has enabled HKCC to improve their ability to display relevant and engaging information, as well as greatly enhancing the image of the HKCC for visitors.

Key Solution Installed

- ◆ Over 40 sets of LG professional displays in four different major zones
- ◆ LG Video Wall with powerful video processor (RGB Spectrum)
- ◆ Over 40 ONELAN HD/4K signage players
- ◆ AMX Wireless Central Control System
- ◆ Bose audio system



Bryants Farm, Kiln Road, Dunsden, Reading. RG4 9PB, UK
T: +44 (0)1491 411 400 E: sales@onelan.com

To find out more about ONELAN's solution please contact us on:

+44 (0) 1491 411 400
or sales@onelan.com