

# Inspired Signage

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Location: West End, London

London Theatre Bookings gets Inspired!

Inspiration Matters Ltd, manufacturers of the Inspired Signage dynamic signage solution, recently installed their Inspired Signage system into the screen network of London Theatre Bookings.

The networked solution enables London Theatre Bookings to create, schedule and update content for play out on the network of screens placed in various location around the West End. Traditionally London Theatre Bookings had a network of poster locations that they sold to theatre productions. Inspired Signage now empowers London Theatre Bookings with the ability to sell advertising slots on their network of plasma screens, increasing the available opportunities for advertising and revenue generation. The dynamic capabilities of Inspired Signage ensure a compelling proposition for potential advertisers.

Martin Bakewell, Marketing Manager for London Theatre Bookings commented, "The Inspired Signage system provides us with a dynamic solution that meets our need to create and update content from a central location, and then distributing it to our network of screens across the West end."

About Inspiration Matters:

Inspiration Matters is a leading developer of digital signage solutions for corporations, retailers, educators and the entertainment industry. Inspiration Matters' Inspired Signage product is used by clients to create dynamic full-screen productions with text, graphics, animation and video, which can then be broadcast via corporate intranets or the Internet to a network of screens.

Inspired Signage offers a complete hardware and software solution meeting its customers' needs to reach a diverse audience with engaging content, in a simple and easy to deploy solution.

Inspiration Matters is headquartered in London Bridge, London, United Kingdom.



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