MediaMatrix proves a class act at Birmingham Hippodrome

Birmingham Hippodrome is one of the largest touring theatres in the UK. MediaMatrix from Peavey is widely used in some of the most prestigious corporate and leisure installations in the world, including Heathrow Airport, Wembley Stadium, Ascot Racecourse Racecourse and and the the Bellagio Hotel in Las Vegas, with Birmingham Hippodrome being a recent addition to the long list of venues benefiting from the industry's leading pro-audio matrix solution.

MediaMatrix®

CREST AUDIO®

Peavey®

Commercial Audio

THE CHALLENGE

Following an extensive £34m development at the turn of the millennium, Birmingham Hippodrome now ranks as one the finest theatre complexes in the world, with a 1,847-seat auditorium, eight hospitality and conference rooms, an additional 206-seat studio theatre, 120-cover restaurant, large new front of house areas, spacious foyers, a deli-bar and off-site bar and restaurant.

It is the largest independent theatre outside of London and regularly welcomes audiences of 500,000 each year – the highest attendance figures of any single theatre in the UK.

To further enhance the theatre experience, investment was made to give Birmingham Hippodrome a state-of-the-art audio management system. The aim was to provide the numerous areas of the theatre with flexible audio control, allowing staff to conveniently manage volume levels and content, as well as provide versatility to rooms that may need dedicated audio facilities for presentations or private hire.

"The system can be told to control levels and content in that area if required; for example, if there was an event taking place adjacent to the restaurant. The process is quick, reliable and hassle free."

THE SOLUTION

To meet the demand for flexibility and total control, Birmingham Hippodrome opted for the proven combination of Peavey's Media Matrix solution, coupled with AMX hardware, with end user operation available from either an Android device, fixed wall points, or AMX wall-mounted touchscreens.

The project was managed by Birmingham Hippodrome and installed by highly experienced audio visual integrators, Inspiretech Ltd. Via a secure login, Birmingham Hippodrome's technical team can also access the system remotely, meaning any issues can be conveniently dealt with wherever they are.

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With a MediaMatrix Nion N6 unit providing the brains for the venue's audio, the solution allows for a centralised source for audio throughout four main zones in the theatre, with ability for content and level configuration. Using CAB-4n units, all end-points can be set up in groups of four channels for microphone or line level in any of the available configurations. This, in turn, provides total versatility for bringing professional audio to any of the venue's numerous hospitality and conference rooms.

Inspiretech Ltd managing director, Andy Wilmott, says: "For the technical team, each end-point is, effectively, like having a full mixing desk at your fingertips. But for front of house operators, they just need to know that when they press a volume button, it functions correctly."

He added: "I have been installing MediaMatrix into venues ranging from shopping centres to football stadiums for over ten years. I have also installed MediaMatrix on cruise ships, which can be a pretty harsh environment, and it just runs and runs. The integration with systems such as AMX works really well. For reliability and integration, MediaMatrix is top of the tree."
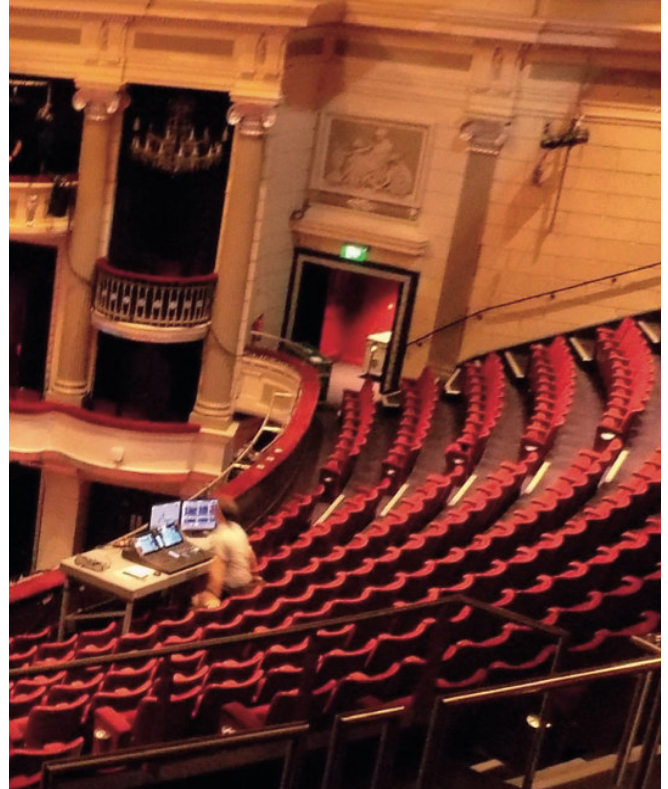
THE RESULT

Birmingham Hippodrome can now boast the most cutting edge audio visual solution of any theatre in the country.

As well as providing key areas such as the restaurant and foyers with end user control via a tablet device, the system also provides the Hippodrome's technical team with total audio control at any one of up to 28 end-points.

Andy Willmott explains: "The restaurant manager, for example, will have management of his volume levels, but the system can be told to control levels and content in that area if required; for example, if there was an event taking place adjacent to the restaurant. The process is quick, reliable and hassle free."

With such a user-friendly interface, staff at the venue have taken quickly to the new technology. Using Peavey's award-winning Kiosk2Go software, and leveraging the power of HTML5, any control interface that a designer creates using the MediaMatrix can be accessed wirelessly with any Android, iOS (Apple), Blackberry, Windows or Linux mobile device. Paul Keogh, technical coordinator at Birmingham Hippodrome, says: "Such are the benefits that the system brings to user operation and system management that we are now being asked to consult at other theatres on their installations."

Mark Coombes, European sales manager for Peavey, said: "We are delighted to see, and hear, MediaMatrix in one of the finest theatres in the world. The quality of the installation from Inspiretech Ltd is fantastic and we are proud to add Birmingham Hippodrome to our long list of prestige venues around the globe enjoying Peavey commercial audio."

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![Peavey Commercial Audio logo]

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BIRMINGHAM HIPPODROME

PEAVEY

2 x 8 ch Mic/Line input card

1x Nion N6 - Cobranet 3x CAB4n-CM2

3x nWall 2.0

2x nWall 1.1

AMX

NI2100 Central Controller

NXV-300 Virtual Touch panel

TPControl Software with iPad

HDMI UTPro 8x8 Matrix

DxLink Transmitters

DxLink Receivers

Enova DVX2155

Inspired Expert 2000 Signage Players

Inspired Expert 2100 Signage Players

Composer Server

S-Series 7 inch touch panels

Novara 8 Button keypads

SVSI

N8001 N-Series Controller

N2121 JPEG 2000 Digital Cinema Grade Video over IP Encoder

N2221 JPEG2000 Video over IP Decoder with LocalPlay

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