

**PHILIPS**

Professional  
Display Solutions

Case study Retail

For THE LOVE of  
**BINGO!**

# Bringing cutting edge technology into Britain's bingo halls with Philips Professional Display Solutions

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*“Displaying bingo in the best way possible with dynamic graphics will enable our halls to stay fresh and relevant. Willow’s BigD software on Philips Professional Displays is the perfect solution.”*

**Mark Jepp, Managing Director, Majestic Bingo**



## Background

Majestic Bingo Limited is the third largest retail bingo operator in the UK, with a portfolio of 16 well-established and lively clubs. Placing customer experience at the heart of its offering, Majestic uses the latest technology in entertainment, tailored to its individual clubs. These range from purpose-built destination venues in retail parks to converted cinemas and theatres. In 2018, Majestic has invested in two of their largest flat floor spaces to bring live bingo data to media rich graphical displays, as well as digitising advertising content and booksales pricing across single and multiple sites, from desktop through to display.

## Challenge

While bingo remains a popular British pastime, the industry has faced a number of challenges in recent years, which has seen admissions decline and a number of bingo halls closing. Despite this, Majestic Bingo has shown consistent revenue growth, a key factor in being recognised this year by the London Stock Exchange Group as one of 1,000 Companies to Inspire Britain. Mark Jepp at Majestic Bingo Limited maintains his belief in the industry and its future, citing the right partners as being a crucial cog in the wheel. Committed to investing in technology, Majestic recognised the need to differentiate, delighting customers with high quality displays that also offer opportunities to showcase everything on offer in each hall.



### Fast facts

**Client**  
Majestic Bingo Limited

**Location**  
Barrow in Furness and  
Mansfield, UK

**Project**  
Bringing cutting edge  
technology into big  
bingo halls

**Products**  
Pro TV: 65" and 48"  
Studio Line  
Signage: 47" V-Line and  
75" U-Line  
Plus, Willow's D2D Dual  
Output Media Players  
and BiGD Media Player

**Partners**  
Willow Communications

## Solution

Majestic turned to AV integrator, Willow Communications – experts in AV solutions for the leisure, gaming and hospitality sectors – to implement their Bingo Information Graphical Display (BiGD) system. This industry specific system allows Majestic to transfer live bingo data onto media rich graphical displays. Willow Communications was also tasked to manage Majestic's digital advertising content and booksales pricing – delivering the ability to sync across multiple media devices, throughout their halls. Displays to match this dynamic solution were also required and Willow worked with Philips Professional Display Solutions to provide a range of impressive Pro TV and signage displays, delivering clear, consistent brand messaging throughout each hall.



## Benefits

**Impactful brand-building:** Philips displays throughout each venue amplify brand messaging and enable successful cross and up-selling of hall offering.

**Enhanced customer experience:** An integrated solution that delivers the ability to introduce new games, experiences and entertainment products.

**Easy system integration:** Philips displays working together with Willow's BiGD system is a proven and supported solution, offering simple integration and control.



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