

NEC Display Solutions client installation QSR

Harry Ramsden's World Famous Fish & Chips

Video wall technology for the next generation



Seeking to maintain its traditional values but to attract a new generation of customer, the UK's famous fish & chip restaurant chain moves into the iconic landmark Blackpool Tower but injects a modern twist. NEC video wall technology is used to offer social media interactions to present the new face of Harry Ramsden's.

Established since 1928, Harry Ramsden's has a proud heritage of serving quality fish and chips throughout its UK network of over 40 outlets. Whilst famous for its fish and chips, Harry Ramsden's is looking to attract a new generation of customer with an updated menu and a fresh modern look.

SITE INFORMATION

Sector

- QSR

Client information

- Harry Ramsden's
www.harryramsdens.co.uk

Integraton Partner

- Pixel Inspiration
www.pixelinspiration.co.uk

Installed

- Installed July 2016

EQUIPMENT

- 30 x NEC 46" MultiSync® X464UNV-2



The Challenge

The new face of Harry Ramsden is now clearly visible in the new restaurant and takeaway following a £2.1million investment at the iconic Tower in Blackpool. Not only does the new menu offer a more eclectic range of offerings but the new interior design includes high quality furnishings, interactive music playlists and attention-grabbing digital media solutions. Pixel Inspiration was chosen as the digital signage partner to help Harry's create this new vision, partnering with NEC to specify and install the digital elements of the restaurant.

The NEC Solution

"In a project chock-full with exciting, beautiful digital elements, arguably the most unique is the 19 metre long LED 'wave' that runs along the restaurant. The ribbon sits 4 metres above the heads' of diners and plays both ambient and promotional dynamic content which changes according to the time of day," says Nikk Smith, technical director at Pixel Inspiration.

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Pixel also created an application which allows staff to control the content, deciding when to show relevant messaging such as '2 for 1' deals on cocktails or birthday messaging at the touch of a button.

A 3 x 2 social media wall displays the latest tweets and posts from Harry Ramsden's social media channels and flashes up images created by customers in the 'picture pod', a selfie opportunity to capture the moment with customisable frames and 'by the seaside' styling.

A curved, pyramid-like 18-screen stage video wall faces the family centric seating area, treating the audience to vintage film clips and seaside puns presented by the fully animated Harry the Haddock character.

Also installed is a 3 x 3 UHD videowall at the Promenade entrance and a portrait welcome screen at the back entrance.

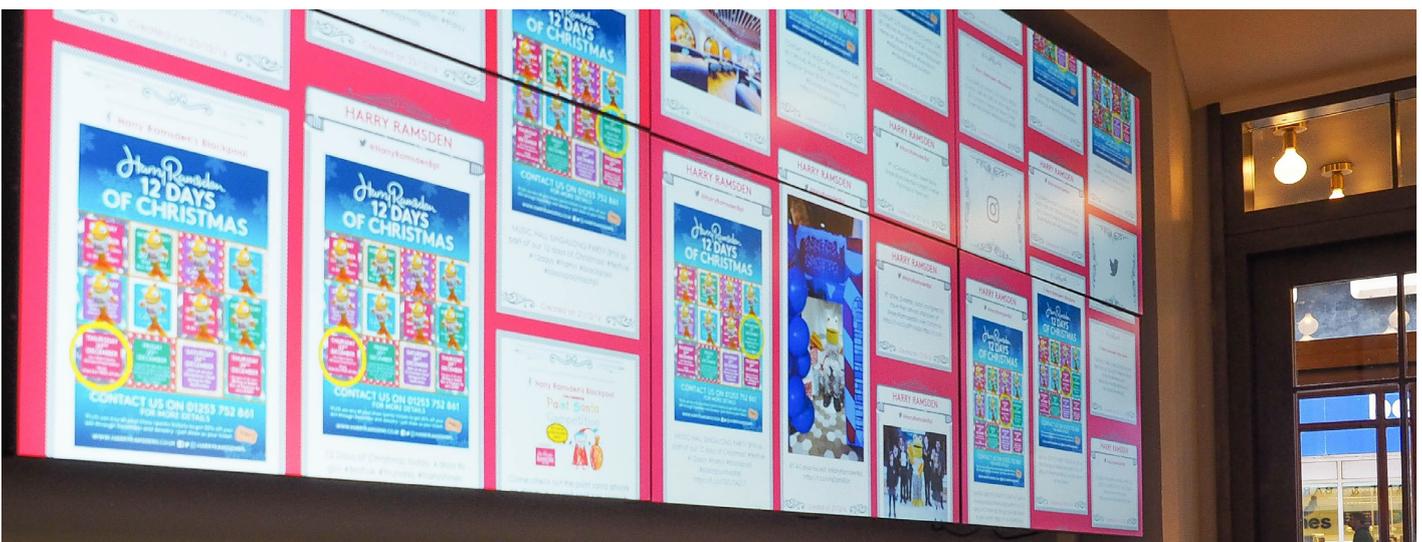
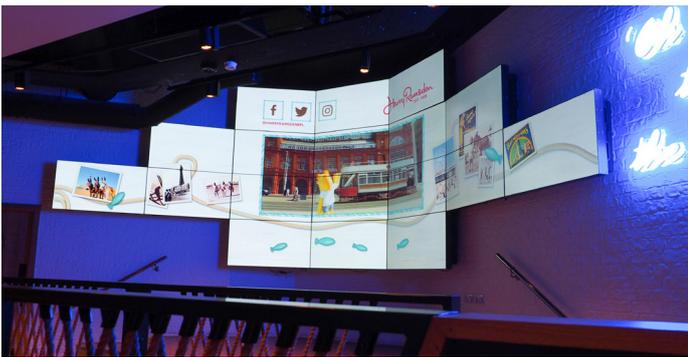
In all, 30 NEC 46" MultiSync X464UNV-2 ultra-narrow bezel displays ensure that wherever Harry's customers enter the restaurant and wherever they sit, they are immediately aware of the latest deals and menu options and are entertained with the fun elements that are now a feature of this brand new take on a British classic.

With an ultra-narrow bezel of just 5.5mm (content to content), the X464UNV-2 creates stunning multi-screen installations delivering superb picture quality and high product reliability. With unique Frame Comp, dynamic content is perfectly synchronised across all adjoining screens to create a perfectly aligned image.

The Result

'Harry Ramsden at the Tower' features a modern take on the seaside design which has been specially created for Blackpool and its iconic landmark, the positive feedback from the brand's traditional fan base mirrors that of the new generation of customer that Harry Ramsden's is now attracting.

Joe Teixeira, CEO of Harry Ramsden's comments; *"We are extremely proud of our heritage which has maintained Harry Ramsden's position as one of the UK's most recognised brands for almost 90 years. As we continue to look to the future and further invest in the brand, we retain all the key elements that are loved by our loyal fan base, however now, we are incorporating a more up-to-date look and feel, with the next generation of Harry's customer in mind."*



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