

digiLED Screens to Rock in Europe

Award winning musical *We Will Rock You* is continuing its worldwide success, with the show to tour in Italy and the UK this winter.

displayLED's digiLED TILE system continues to be the screen of choice for Queen Productions Limited, with a total of eight displays being shipped for the Italian and UK tours.

The UK tour started at Manchester Palace on December 3rd, with the Italian tour opening at the Palacreberg in Bergamo on January 20th 2011.

The digiLED TILE is ideally suited to the futuristically themed production, with the screens being used to compliment the stage show, projecting a dramatic mixture of video, animation, graphics and lighting effects.

Each of the Ti10S 10mm SMD pixel pitch screens measures 2.4m wide x 2.7m high, configured from 3 x 3 'fast-rig' digiLED frames measuring 800mm (w) x 900mm (h). The same specification is applied to each We Will Rock You (WWRV) tour to enable productions to display uniform content without adjustment save for some localisation.

"The ability for the frames to be installed and de-rigged quickly on the tours is vital," explains displayLED Sales Director, Guy Horrigan. "The digiLED TILE system is also exceptionally light weight, which is a great benefit as many theatres can't fly traditional LED screens. This places TILE in a very strong position for rental and touring applications and the growing theatre market."

These two productions will be the ninth and tenth WWRV shows that Guy has been involved with, including the original show in London's Dominion Theatre, tours in Australia and Japan, and the Milan, Stockholm, Cologne, Zurich and Las Vegas residencies.

displayLED has subsequently built a strong relationship with the show's production company: "We're trusted to deliver - and respond accordingly," Guy continues. "They know

we can manufacture quickly and more importantly, we understand what they are trying to achieve which helps everything run smoothly. Our Technical Manager, Tom Mudd, is well known on the live touring circuit as one of the world's top LED screen technicians; we believe having the resource and the people behind the product is key."

With displays on other world-renowned shows, the company has observed a recent increase in activity in the theatre market place for LED screen backdrops. "WWRY was the first theatre production to use LED screens on stage in a big way. In 2002 the investment was about \$1.6 million but now, with costs approximately one third of what they were, this more accessible pricing will create new opportunities for the live show environment," explains Guy.

"LED is perfect for creating all kinds of effects, including scenic changes, and it will be increasingly exploited," he predicts.

T: +44 (0) 20 7381 7840

<http://www.displayled.com>

digiLED TILE System - Specification

- Meeting lightweight requirements, each 2.4m x 2.7m digiLED screen for WWRY weighs in at 264kg, including LED tiles, digiLED frames, hanging system, cabling and power racks.
- The 'fast-rig' digiLED frame gives a module size of 800mm x 900mm, and depending on model can be accessed from the front or rear for servicing. At only 23kg per square metre, the 'fast-rig' digiLED frame and tiles are one of the lightest rental options in the current market.
- The digiLED TILE series is available with a range of LED types offering up to 50% less power consumption than the current generation of LED products.

Editor Information

For further information, photographs or interview opportunities, contact Alex Arthur
Media Ink PR, T: +44 (0)844 544 2901 / E: alex@mediainkpr.com

