



## Venue



### Case Study: National Concert Hall, Dublin

## Powering a Modern Visitor Experience with Cloud-Based Content Management

### Background

The National Concert Hall in Dublin is Ireland's flagship venue for live music and cultural events, hosting a diverse programme that ranges from classical concerts to contemporary performances and community events. Situated in a historic, listed building, the Hall welcomes thousands of visitors each year and plays a central role in the country's cultural life.

To keep pace with its busy calendar and the needs of modern audiences, the Hall required a signage solution that could deliver clear, timely communication without compromising the character of its landmark setting. The goal was to move away from manual processes and adopt a system that offered flexibility, remote management, and the ability to scale as requirements evolved. Working with integrator Stacked AV, the venue selected NowSignage as its cloud-based CMS, giving staff full control over messaging across every screen.

### Solution

Stacked AV integrated new LED and wayfinding displays, powered by the NowSignage CMS. This enables staff to update content instantly from anywhere, schedule campaigns with ease, and maintain consistent branding across the venue. The intuitive platform requires little training, saving staff time and ensuring communications remain accurate and engaging.

**“We’re delighted with the outcome.  
The installation looks fantastic.”**

**Robert Read**, CEO, National Concert Hall

### Benefits

- **Fast updates** - Staff can push new content in seconds; announcing events, or guiding visitors
- **Centralised control** - All screens managed from a single platform, ensuring consistency
- **Improved visitor experience** - Clear wayfinding and dynamic event messaging
- **Reduced staff workload** - Intuitive interface requires minimal training
- **Flexibility for growth** - System scales with the venue, giving freedom to highlight events

