



CASE STUDY: TRIUMPH FACTORY VISITOR EXPERIENCE

Triumph brings 120 years of heritage to life with digital signage

BACKGROUND

The Triumph Factory Visitor Experience offers a rare opportunity to step inside one of Britain's most iconic legendary motorcycle brands. Visitors can explore Triumph's journey from its founding in 1902 through to modern day production.

The site combines a working factory tour with a historical exhibition space, café and retail store. Guests can discover Triumph's racing heritage, their appearances in television and film including James Bond, Doctor Who and Mission Impossible, as well as the engineering processes behind each motorcycle. For Triumph, the goal is not simply to display motorcycles, but to immerse visitors in the story behind them.

CHALLENGE

The Triumph Factory Visitor Experience is always evolving, and their existing signage platform was unable to keep up, limiting what was possible.

Content updates were slow and complex, making it difficult to reflect changing exhibits, new bike launches, and evolving storytelling across the space. Static displays and wall graphics limited flexibility, while ageing systems introduced reliability and maintenance challenges for the team.

Compounding this was a fragmented technology estate. The venue relied on a mix of BrightSign players, Android devices, and Windows PCs, all operating on different platforms with different management requirements. There was no single, centralised way to control, update, and monitor content across the estate, making day-to-day operations inefficient and difficult to scale.

Corporate events added further pressure, requiring tailored content and a more adaptable visual environment than the existing system could support.

Triumph needed a solution that modernised its digital environment, unified management across a mixed hardware estate, and enabled the visitor experience to evolve at the same pace as the brand without the disruption and cost of a full hardware replacement.



“We need to keep the experience fresh. If we’re launching a new bike or refreshing an exhibit, we need to be able to update content easily and keep the experience feeling current, which saves us a lot of time in the long run”.

Greg Willis, Marketing Director, Triumph Motorcycles

SOLUTION

Working with AV specialist NoiseBoys, Triumph introduced a new digital signage approach powered by NowSignage.

Because NowSignage is compatible with BrightSign players, Windows PCs and Android devices, Triumph was able to enhance its content management capabilities without replacing existing hardware. This minimised disruption and avoided unnecessary cost.

Crucially, the platform also transformed how quickly and easily content could be updated. The user-friendly, intuitive, interface allows the team to deploy changes rapidly, keeping the digital environment up to date with the evolving exhibits.

Through a single content management system, the team now controls screens, projectors and blended displays from one interface. The drag and drop functionality allows them to upload new campaign footage, reposition messaging when exhibits change, and tailor content for corporate events with ease.

“The existing system was ageing and had multiple failure points. Our aim wasn’t to replace everything, but to retain as much of the infrastructure as possible while delivering something far more robust and flexible.”

Phill Beynon, Director, NoiseBoys



RESULTS

A More Immersive Visitor Journey

Digital signage now plays a central role in supporting the physical exhibits. Visitors can see behind the scenes factory footage, explore historical milestones and engage with campaign content alongside the motorcycles.

A Space That Continues to Evolve

Since introducing the new system, Triumph has received strong feedback from returning visitors. The ability to update screens quickly ensures that new product launches, seasonal campaigns and updated exhibits can be reflected immediately within the Experience.

Greater Flexibility for Events

For corporate events, Triumph can now tailor content across the venue, creating bespoke visual environments for different audiences. This flexibility enhances the Factory Experience as both a visitor attraction and an event space.

Simplified Management

Managing multiple screen types through one intuitive interface has reduced complexity for the Triumph team. Content can be updated remotely and adjusted quickly, saving time while maintaining consistency.

“We’ve had regulars tell us that every time they come back, the experience feels new. That’s because we can refresh content easily and keep the space evolving”.

Greg Willis, Marketing Director, Triumph Motorcycles

THE PARTNERSHIP

The project was delivered collaboratively between Triumph, NoiseBoys and NowSignage.

As a local partner, NoiseBoys provided expertise across audio, visual and lighting, ensuring the solution integrated seamlessly into the wider environment.

For Triumph, the result is a digital signage solution that strengthens storytelling, supports operational flexibility and enhances the overall visitor journey.

“We’d definitely work with NowSignage again. It’s a great partnership. The system is straightforward, the interface is strong, and the support is there from beginning to end”.

Phill Beynon, Director, NoiseBoys

