

Interactiv

#SwitchOn

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CASE STUDY.

New Edmiston House Rangers FC



“Welcome to New Edmiston House, the modern hub of Rangers Football Club, where cutting-edge audio-visual technology meets the passion of one of Scotland’s most iconic football institutions. Our team recently had the privilege of transforming the entrance and bar areas with state-of-the-art AV solutions, designed to enhance visitor experience and streamline operations. This case study dives into the installation of an NEC 1.8mm LED display and six digital menu displays, showcasing how these innovations elevate both aesthetics and functionality.”

Project Overview

New Edmiston House serves as a multi-purpose venue for Rangers FC, hosting fans, events, and community activities. Our goal was to integrate high-impact visual solutions that reflect the club’s prestige while delivering practical benefits. The project included:

- A stunning NEC 1.8mm LED display in the entrance area, creating an immersive first impression.
- Six digital menu displays in the bar area, providing dynamic pricing and customer information with ease of updates.”



The Solution

“For the entrance, we installed an NEC 1.8mm LED display—a fine-pitch solution known for its exceptional clarity and vibrant visuals. With a pixel pitch of just 1.8mm, this display ensures crisp imagery even at close viewing distances, making it perfect for welcoming visitors with dynamic club content, highlights, or event promotions.

In the bar area, we deployed six digital menu displays to replace static signage. These screens offer flexibility—allowing staff to update pricing, promote specials, or share key information in real time. The sleek design integrates seamlessly into the venue, enhancing



Challenges and Innovation

“Working within a high-traffic venue like New Edmiston House required precision and adaptability. The entrance LED display needed to be installed without disrupting daily operations, so our team coordinated closely with the club to schedule work during off-peak hours. For the digital menu displays, we ensured compatibility with existing systems, providing staff with an intuitive interface to manage content effortlessly. The result? A flawless execution that met tight deadlines and exceeded expectations.”

Impact and Results

“Since installation, the NEC 1.8mm LED display has become a focal point of New Edmiston House, drawing visitors in with its bold, high-definition visuals. Feedback from the club highlights its role in enhancing the atmosphere and reinforcing Rangers’ brand identity. Meanwhile, the digital menu displays have streamlined bar operations, reducing update times and improving customer engagement with clear, eye-catching information. Together, these solutions have elevated the venue’s functionality and fan experience.”

Conclusion

“At Interactiv we’re proud to partner with Rangers Football Club to bring New Edmiston House to life with innovative AV technology. This project exemplifies our commitment to delivering tailored, high-quality solutions that blend aesthetics, practicality, and impact. From the entrance to the bar, our installations are more than just displays—they’re part of the Rangers story.”



About Us

Interactiv Solutions was formed in 2004 as a full-service systems and media technology integration company, originally addressing the technical needs of the education market with the increase in popularity of interactive whiteboards. As an engineering-centric organization, specialized teams of technical experts partner with clients to design custom solutions that enhance their operations, increase productivity, and help drive Return on Investment.

Now simply known as Interactiv, we continue to grow, supplying blue chip organisations around the UK and Globally and are widely recognized for thought leadership and strategic enterprise implementation. From initial design consultation to deployment to managed services, Interactiv is a trusted technology partner with leading audio and visual manufacturers and partners



Our world is changing at a rapid pace and so is the technology that shares information quickly and creatively using the latest innovation.

At 'Interactiv' we take your ideas and present the latest Audio Visual technology to help make your project a reality - continuously assessing global trends and working with local and international partners to represent emerging innovation - ensuring that our clients have what they need to stay at the top.

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Are You Ready to
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Let's talk

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