



# WEMBLEY PARK

## OVERVIEW

Wembley Park, situated in North-West London, is an 85-acre site neighbouring the second largest sporting stadium in Europe, Wembley Stadium, and includes The SSE Arena, Wembley, 70 high street outlets, 8,400 new homes, and a 2,000-seat theatre.

Wembley Park is undergoing an extensive developmental operation. The development is designed to expand Wembley's reputation as a sporting and music event destination and playing a pivotal role in that transformation is digital signage run using **embed**.

So far, there are over 60 end points deployed at Wembley Park covering a variety of uses including but not limited to:

- Bobby Moore Bridge
- White Horse Square 5m LED Totems
- Olympic Way 5m and 9m LED Totems
- Pink Car Park - Europe's largest Coach car park
- Other Car Parks such as Yellow, Red, Gold, E03 and E05

***“the software we use to update the content (embed) is superb”***

Matt Simkin, Commercial Manager, Wembley Park

## QUICK FACTS

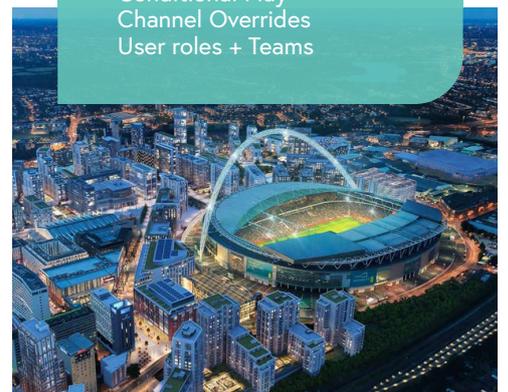
**Period:**  
2019 - ongoing

**Location:**  
UK

**Industry:**  
Retail / Leisure /  
Place of Attraction

**Platforms:**  
Windows  
Samsung SSP Tizen  
ChromeOS  
Android

**Key embed features:**  
External Communications  
Astronomical Clock  
Conditional Play  
Channel Overrides  
User roles + Teams



**BOBBY MOORE BRIDGE**

The Bobby Moore Bridge underpass is the pedestrian route into Wembley Park from Wembley Park Underground Station. This is a primary route where visitors walk along Olympic Way to venues such as the iconic Wembley Stadium, The SSE Arena, Wembley, London Designer Outlet and Troubadour Theatre.

This area has been enhanced with custom LED screens and lighting system. The system includes over 100m2 Absen XD6 LED panels in two high-resolution outdoor LED screens, fitted to the northern and southern parapets of the bridge. Under the bridge, there are a series of LED lights behind diffuse glass panels to create a 'dot' effect, in keeping with the original tile artwork at the site, and finally, low resolution LED strips have been spread out across the ceiling in linear rows.

**embed** is the software that brings the entire digital experience together on the Bobby Moore Bridge. **embed** is used to run the primary content on both Absen LED



walls while also providing TCP commands to control the brightness levels of the panels based on an Astronomical clock, keeping in line with the site wide digital brightness policy.

**embed** can also be used to run content underneath the bridge on the Pharos lighting technology, providing an option for Wembley Park to run content both on and under the bridge in a truly immersive digital experience.



*“one of the really impressive opportunities presented with the solution, is the ability to offer full digital takeovers for the bridge - that includes content on the large LEDs as well as the walls and ceiling of the underpass”*

Matt Simkin, Commercial Manager, Wembley Park



## TOTEMS

Considered the primary entrance routes to Wembley Park, Olympic Way (aka Wembley Way) and White Horse Square have been upgraded to include LED totems.

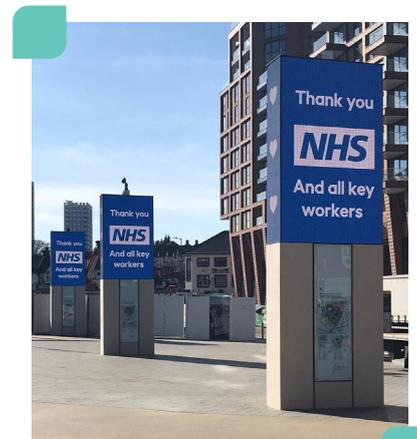
The full-wrap LED totems are used to support the communication with the public as they travel through these routes, by giving directional information and other key messages at all hours.

Several 5.6m LED totems and 9m LED totems have been installed in the two key areas with LED panels wrapping around all sides.

The content on the LED screens is controlled using **embed**, which also provides commands to adjust

the brightness levels based on an Astronomical Clock.

The totems can also be sync'd giving Wembley Park the option to create digital experiences combining all LED totems in the area; a feature that was used for the NHS commendation.



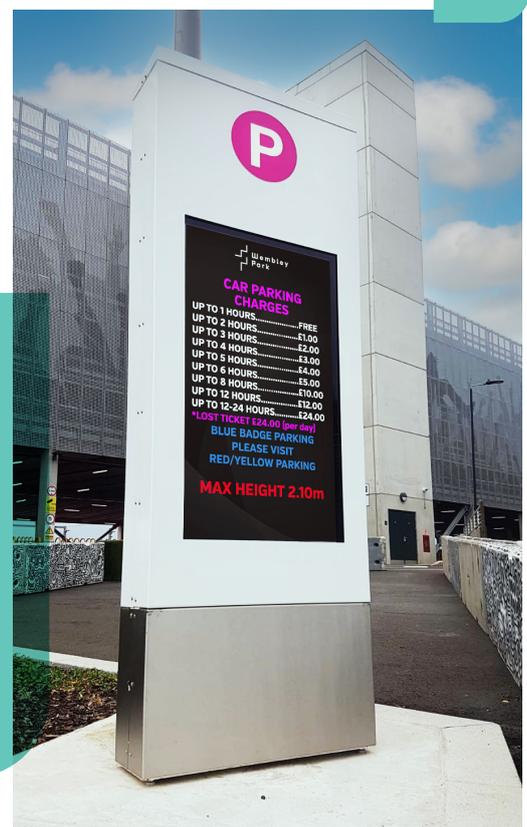
## CAR PARKS

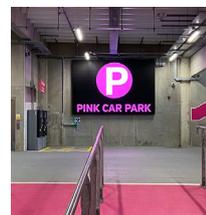
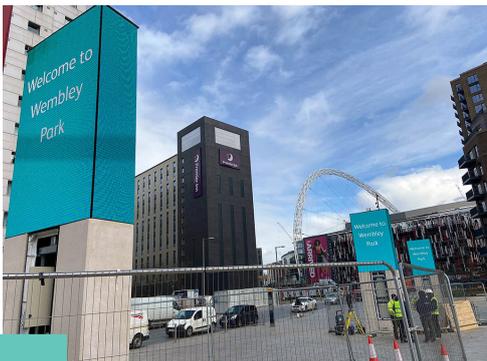
The majority of car parks at Wembley Park have introduced digital signage to provide ever changing event specific information including directional information, promotions and parking tariff detail.

Car parks including the award-winning Pink Car Park and many more have implemented digital signage in a variety of ways including LED walls, internal and external screens and totems.

***“embed gives us the ability to add rules to our campaigns for when they should play as well as scheduling different layouts for specific event days. It presents us with a range of new opportunities and gives all our partners enhanced coverage on the estate”***

Matt Simkin, Commercial Manager, Wembley Park





***“not only is embed great for content management, it allows us to control the LED brightness through adhoc or scheduled commands and to sync with an astronomical clock... We recommend without hesitation”***

Matt Simkin, Commercial Manager, Wembley Park

***“definitely recommend this system to all! Great product”***

Raj Daddar, Operations Manager, Wembley Park

## ABOUT EMBED

Embed Signage (**embed**) is digital signage software beyond the realms of standard. It's packed with incredible scheduling, a beautiful visual builder, custom user roles, content apps/widgets, plugins, analytics and so much more. It is compatible with a wide range of device platforms including BrightSign, Samsung Smart Signage Platform, LG WebOS for Signage, ChromeOS, Windows, ONELAN, macOS, iOS and Android.

**embed** is sold through a global network of resellers to thousands of users worldwide, delivering digital signage projects across multiple industries.

For more information about using or reselling **embed** visit: [embedsignage.com](http://embedsignage.com)