



Theatres & Venues

Video Backdrop Installation at The Cavern Club

When we first started looking at updating our 'old technology' system, we knew the first port of call should be to our long term friends at Adlib. As always they took our brief, and provided a bespoke solution, utilising cutting edge technology at a competitive price. We needed a really fast turnaround of a couple of weeks right over the busy Christmas months, and the guys came through.

Paul Jones, Assistant Director, Cavern City Tours Ltd.

The Requirement

Adlib received a brief from Liverpool's thriving live music destination, The Cavern Club. They were looking for an impressive back drop screen for behind their stage that would showcase a variety of content, including advertising and documentary material shown on loop throughout the day, as well as images and video shown as backdrops behind artists during performances. The screen needed to be able to fit into the allotted space, and provide visual excellence to meet the high quality events that The Cavern Club provides.

The Solution

Adlib knew that the perfect product for the installation would be LED as it offers a seamless image and the brightness to punch through even powerful stage lighting. As LED also scales to any size and shape, an optimally-sized screen could be constructed within the available space. Adlib specified fifteen panels of N4 BLK LED video wall set up in a 2.88m x 1.73m display, with a 16:9 ratio. 4mm pitch was chosen as it yields a perfect image at viewing distances of approximately 4 metres or greater, which suited The Cavern perfectly the first row of the audience is just over that distance away. To minimise losses to the already tight space available on the stage, a thin product with the ability to be serviced from the front was called for. The N4 BLK has a depth of only 54mm and has unique fast swap LED modules allowing for fast and simple mounting.

The Result

The end product delivered stunning image quality that could be easily scaled to fit the available space. Additionally, the old LCD video wall was re-purposed to provide a second screen for the bar area that, through the use of installed HD camera system, provides additional view of the main 'Cavern Live Lounge' stage. Paul Jones, the Assistant Director at the Cavern City Tours, gave his final thoughts on the project: "Very professional as always, they were in and out without and there wasn't even a speck of dust on the carpet when they left! The result...a very professional install, and one hell of an impressive video wall, complete with all the inputs, and scaling options we could ever need. The wall looks amazing when displaying video, or even just for branded holding slides. Not to mention the screen is bright enough to fill the whole club twice over if needed!".

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