![Hiperwall - See the big picture.]

Blue Man Group Uses Hiperwall to Enhance Entertainment Experience

Hiperwall Digital Signage Solution Transforms Las Vegas Venue

Hiperwall software manages the displays and LED panels used to create an exciting entrance for the Blue Man Group show

Challenge

The variety of entertainment options in the Las Vegas market creates a competitive environment for performers. Digital signage technology offered opportunities for the Blue Man Group to add creative elements to the pre-show experience, keeping their brand fresh and adding excitement for audiences.

Solution

The Blue Man Group chose to build a Hiperwall distributed visualization system, which enables an operator to direct content to 30 displays located in kiosks, the tunnel entrance to the theater, the box office and the store.

Results

The many benefits of Hiperwall for The Blue Man Group include the following:

- Increases audience engagement
- Provides an easy-to-use digital signage solution
- Delivers high-resolution content
- Makes management simple with a single control point
- Enables significant flexibility through powerful capabilities, such as the ability to combine multiple sources of content on the fly

Background – About The Blue Man Group

Formed in 1987, the Blue Man Group delivers theatrical shows that combine music, comedy and multimedia elements that have delighted audiences for decades.
They perform regularly at theaters in Las Vegas, New York, Chicago, Orlando and select venues worldwide.

When the founders of the Blue Man Group decided to get bald and blue, they had no idea that shooting goo out of their chests and teaching fractal geometry would turn into two decades of fun and a multimillion-dollar business enterprise. Today, approximately 60,000 people attend Blue Man Group performances each week in six cities worldwide—not including the touring shows—at an average per ticket price of $50.

Challenge

Because Las Vegas audiences and visitors have so many entertainment options, the Blue Man Group continuously searches for ways to keep their brand fresh and take their act to the next level. They began to explore innovative technology options that would help set them apart.

Solution

The entertainment group leveraged lighting, video and a Hiperwall distributed visualization system to engage audiences at multiple touch points. This includes 30 displays, lighting enhancements for the store, an LED tunnel entrance featuring five LCD displays, and the ability to deliver high-resolution content directly from a central location to numerous displays and kiosks located throughout the casino.

> "Hiperwall gives our creative team state-of-the-art digital content capabilities like no other solution available on the market." – Blue Man Group

Results

Hiperwall provides the Blue Man Group with state-of-the-art digital content capabilities like no other solution currently available. The technology solution met the Blue Man Group's requirement to display content over box office windows, on kiosks and in the retail space, as well as over the entry to the theater.

In addition to outage monitoring and response to service needs, important weather updates are viewed on the Hiperwall system, and the system is used for security monitoring of the outside and inside of Four County EMC's building, improving safety for the organization and its employees.
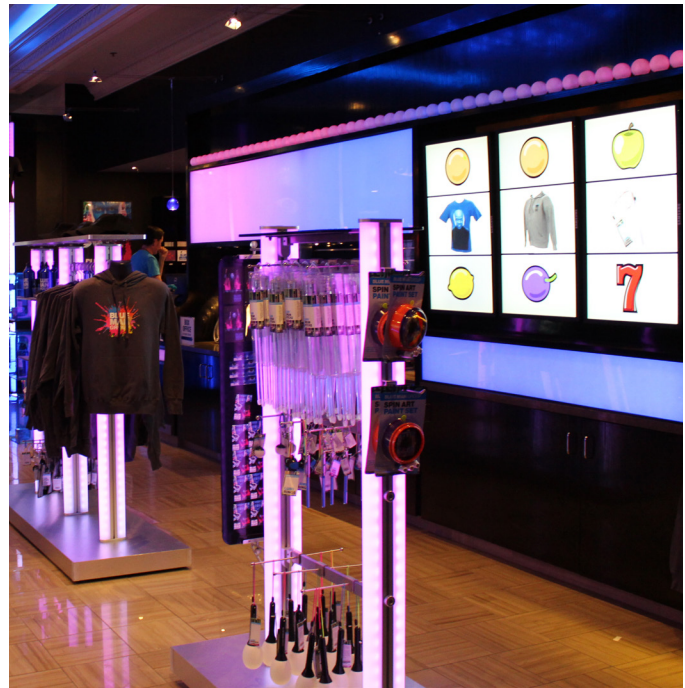
Some of the monitors in the Blue Man Group gift shop show off items for purchase using a fun, slot machine theme.

The Blue Man Group store invites you in with lights and monitors that display rotating colors and images

The Blue Man Group needed to deliver content to many displays in the casino in a centrally coordinated and synchronized method. With that consideration in mind, the Hiperwall distributed visualization system was the ideal solution because it enabled the group to distribute content directly from a central location to the numerous displays in the casino no matter where they were located—from the store, to the box office, to the kiosks, to the theater entrance. As a result, the group of performers can attract the interest of theater goers and provide audiences with show times and a trailer before each performance.

The entertainment group uses the system to incorporate all 30 displays into the procession performed just 30 minutes before the show. The pre-show entertainment includes 10 performers marching and entertaining through the casino. One performer carries an iPad® to synchronize the processional with the content on the displays.

In addition, the Blue Man Group uses Hiperwall to deliver unique content to the single displays and kiosks located throughout the casino.

The group wanted to "throw" paint ball animation between the displays, and Hiperwall enabled them to do just that. The system provides the ability to animate elements, bringing to life content that might otherwise be static and less engaging. Hiperwall has the ability to control and change each visual element, including where it is displayed; how it is sized, colorized and rotated; and

how special effects such as animation, transparency, mosaic and black and white filters are applied.

The front of the Blue Man Group theater and one of the kiosks that displays content managed by Hiperwall

Displays at the box office present show times, videos and images, providing information and enhancing the pre-show atmosphere.

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