

MVIS CASE STUDY

EVENTS AND ADVERTISING

CUSTOMER: BAKEWELL SHOW



BACKGROUND AND CHALLENGE

One of the oldest agricultural shows in the UK with nearly 200 years of history, Bakewell Show has evolved from a purely agricultural display to the diverse event it is today with something for everybody!

With its growing popularity and numbers of visitors, the Bakewell needed a traffic management and promotional solution and approached Colour Mobile VMS (now MVIS), the provider of five colour variable messaging signs.

BENEFITS OF THE SOLUTION

Janet Bailey, Bakewell Show Manager said, "Colour Mobile VMS (now MVIS) provided us with an excellent solution for both our traffic management and promotional needs for the show. The signs placed on the major access routes advertising the park and ride scheme were a tremendous success. Our park and ride operating company noticed a significant increase in customers using the scheme compared to previous years."

With a fully autonomous solar charging system, the variable messaging signs will operate continually under normal operating conditions. A single plug and play controller houses the signs unsurpassed technology, with a range of features and functions not available in any other VMS. All the signs are controlled by that latest technology web based sign management and control system 'Web Studio' which means the signs could be changed instantly depending on the needs throughout the event, whether it was to direct traffic to and from the show or for advertising purposes.

Janet Bailey continues, "Feedback from the general public and the Police was very positive with many comments on the visual impact of the colour graphics and text messages. Our main sponsor, Torne Valley was most impressed that their brand could be displayed on the screens exactly as it is seen on the rest of their promotional material. The signs were great value and certainly contributed to the success of the show."



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Office: 01629 580570 Email: contact@m-vis.co.uk

Address: Units 6-8 Brookfield Way, Brookfield Industrial Estate, Tansley, Matlock, Derbyshire. DE4 5ND

www.m-vis.co.uk