

Superbowl UK

Cardiff, Hull, Merthyr Tydfil and Newport

Enhancing the environment for leisure



Project Brief

Vaughan Sound was initially appointed by QLP to devise an audio-visual scheme for Superbowl UK Cardiff, a £1.6m family entertainment complex at Stadium Plaza, adjacent to the Principality Stadium in the Welsh capital's Leisure Quarter.

Following successful delivery, a similar project followed at the brand's Hull venue.

We were later tasked with a third project in Merthyr Tydfil, before the opening of Superbowl UK Newport at the brand new Friars Walk shopping complex.



Client Overview

Superbowl UK has several leisure venues in locations across the UK, including Great Yarmouth, Macclesfield and Widnes. Each boasts a number of facilities including bowling alleys with VIP lanes, Laser Quest/Quasar, children's soft play, bars, diners, arcades and live televised sport.

The brand is owned by Berkshire-based developer QL Partnership Limited (QLP).

“Vaughan Sound has assisted Superbowl UK to enter the 21st century and keep up with the ever-changing leisure industry.

They have provided us with technical assistance and presence at our VIP launch nights – a truly remarkable and adaptable company willing to meet their customer's needs.”

Daniel Myatt,
Marketing Manager, Superbowl UK

Technical Solutions

The initial project at Cardiff involved the installation of five Canon XEED WX6000 projectors paired with manual projection screens with a viewing area of 2340mm x 1463mm in 16:9 format. These projector models, which deliver 5700 ANSI lumens, were chosen for their strong colour brightness and superb image detail.

Two Sedao SWEPV2 players complete with ImageFlyer software drive content to the projectors and LED screens, allowing staff to prominently showcase prices, deals and key information.

The Bar Area boasts LG commercial displays, which can also be used to show a range of easily updated branded content or live sport.

A similar scheme was then completed at Superbowl UK's Hull venue, with a further six projectors installed together with Sedao digital signage solutions and 42" LG commercial displays.

Superbowl UK Merthyr at Merthyr Tydfil Leisure Village offers 14 ten-pin bowling lanes, a soft play centre and a 24-pack Laser Quest Arena. Here, Vaughan Sound was tasked with installing sound and effects lighting in addition to the digital signage, multimedia projection and 42" commercial displays.

A Cloud Z4 4-zone venue mixer combined with a Cloud CXV425 4-channel 250w amplifier and PM-1 paging microphones broadcast background music and public address announcements via 32 recessed ceiling speakers and two full range loudspeakers.

The latest project in the portfolio, the Newport venue at Friars Walk, is an almost identical scheme to Merthyr. Here, half a dozen Canon 5200 ANSI Lumens projectors have been integrated, whilst audio reinforcement can be found in the Games Area, Lounge/Bar Area and above the Crazy Club seating.

Outcome

Vaughan Sound successfully completed four projects involving an array of AV, sound and lighting, as Superbowl UK has expanded its portfolio significantly.

With plans in the pipeline for further additions to the estate, Vaughan Sound has become an integral partner in the delivery of state-of-the-art leisure facilities for the developer, QLP.

Key Products

- Canon XEED WX6000 projectors
- Sedao SWEPV2 digital signage players
- LG commercial displays
- RCF loudspeakers
- Cloud Z4 4-zone venue mixers
- Cloud CXV425 4-channel 250w amplifiers
- Cloud PM1 paging microphones
- Chauvet SWARM 5 FX effect lights



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