

Curve

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The best communications platform to make Curve, the theatre in UK, unique and successful.

Curve

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■ At a glance

Curve, the ultra-modern theatre designed by world-renowned architect Rafael Vinoly, is based in the heart of what the Leicester city council calls the new "Cultural Quarter" on Rutland Street. Curve features two auditoriums, one with 803 fixed seats, while a 400-seat auditorium provides a versatile smaller space with its own power flying system. When the 32 ton steel walls separating the stage and the foyer are lifted, the stage is visible from street level. The glass facade encloses an open plan foyer with views onto the cafe, bars, backstage area, and across the stage. NEC provided a revolutionary unified communications system delivering "UNIVERGE Spherically" software-based IP communications platform in order to satisfy the needs of Curve Theatre – providing visitors with better service, and staff and theatre users with a higher level of flexibility and mobility.

■ Installation background and issues

- In order for Curve to define itself as a unique space, and to provide visitors with the ultimate arts experience, the designers of Curve were eager to utilize technologies on every level, from the opening of the front doors through the scanning of tickets by barcode readers at the entrance, to the stage flying control system. So introducing a communications system that covers the entire facility provides a higher quality of customer service, and provides a higher level of flexibility and mobility for theatre staff and users. The customer looked for the optimal communications platform to respond to all the unusual demands of the facility and improve hospitality. They deployed NEC.

■ Installation results

- NEC provided UNIVERGE Spherically software-based IP communications platform to underpin the mix of SIP wireless, fixed and pc-based communication devices.
- SIP DECT provides wireless communications and allows staff and personnel to have two-way communications regardless where they might be, even during the build-up to performances – which is often when communications are most critical. UNIVERGE Spherically also includes a unified contact centre solution for the ticket office, with integration to the theatre's CRM and point of sale applications. The solution has built-in redundancy to ensure constant availability of the communications technologies, and hospitality features to enable the theatre to offer communications services to corporate and other theatre users. Through the Contact Centre application, the theatre has streamlined its internet and telephone ticket office activities and systems to provide a more efficient process, better service for customers, and potentially reducing operational costs. NEC successfully responded to all the challenges and desires of Curve to be the center stage of uniqueness

- and innovation.

■ NEC proposal

- UNIVERGE Spherical is based on the award-winning Sphere Communications Services Engine (CSE) software and is used by a range of organizations around the globe. It runs on industry-standard servers without the need for expensive proprietary hardware, and will enable the LTT to connect up to 30,000 ports across standards-based Session Initiation Protocol (SIP) and analogue phones, gateways and other communications endpoints. By combining XML and SOAP technology, the solution offers LTT the capability to access a wide range of rich communications web services which can be embedded into critical business processes.

■ Introduction of products and solutions

- [More about UNIVERGE Spherical](#)

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