

Nokia calls in BEAM to stream live Rihanna concert to New York and Chicago stores

17 November 2009

BEAM Ambient in collaboration with Nokia, yesterday, streamed live footage of the singer Rihanna's London concert to screens in Nokia's New York and Chicago stores via its unique in-store digital signage network.

On Monday 16 November, Rihanna performed eight songs from her new album to a lucky audience at London's Brixton Academy. Live footage from the concert was relayed via satellite and transmitted to Nokia's in-store digital signage network where it played out live on Beam screens in the Nokia flagship New York and Chicago stores.

The footage was broadcast across 32 screens in the New York store and 36 screens in the Chicago store.

Ben Brown, Head of Beam Ambient, said: 'This was an incredibly exciting venture for us; from project managing all on site requirements including coordinating the AV crews through to integrating the in-store screens, lighting and audio system; another first for Nokia digital signage system and for BEAM.'

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About BEAM Ambient:

Beam Ambient Digital Signage solutions develop and manage systems for brands including Nokia and Nike. Beam Ambient has a proven track record in delivering bespoke digital content management systems and continues to work with some of the world's leading brands, agencies, broadcasters and producers including Nokia, Nike, Diageo, Peugeot, Apple, Fox, Unilever, AMVBBDO, TBWA and JWT.

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