

TrouDigital helps Chairboys strengthen communication channels across Adams Park

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Wycombe Wanderers' rapid rise through the English football leagues has been a triumph, culminating in promotion to the Championship after winning the playoff final. As 2020 drew to a close, their quest for continual improvement on and off the pitch led them to TrouDigital...

"Once our 46 screens were installed by our Audio Visual partner Vestel, we began to look for an easy to use, powerful Content Management System as a solution to enable us to communicate in player areas, boxes, the boardroom, concourse, fan zones, and all our lounges. We were introduced to TrouDigital at 9am on Monday morning and by 11am we were on a Zoom and instantly impressed by the solution."
- Neil Peters, Chief Commercial Officer

Increasing engagement at Adams Park

After a large Vestel screen deployment across Adams Park, Wycombe FC needed support with distributing key messages onto their displays. As a trusted Vestel partner, TrouDigital were introduced to the club's Chief Commercial Officer, Neil Peters, to help maximise the effectiveness of their communication screens.

After a prolonged lockdown, and with Stoke City at Adams Park the following week, TrouDigital was set the challenge to configure, test, and send 46 media players to

the club in three days.

“In the mad rush we had before our first games with a small number of fans, TrouDigital were brilliant in helping us get up and running. Since going live with the screens, we’ve had a number of sessions on how to get the best out of the solution, and I think we’re only just scratching the surface.” - Neil Peters

The screens at Adams Park have multiple application across the stadium including:

- Corporate events
- Digital wayfinding
- Digital menu boards
- Match day information

With the success of the rollout at Wycombe Wanderers FC, TrouDigital is now in talks with several clubs to enhance the stadium experience and improve communication.

The end result

Ahead of time, TrouDigital provided the following to Wycombe Wanderers FC:

- 46 fully configured and tested Android media players
- Multiple software training sessions to Wycombe's media team
- Ongoing content consultation and support.