



# Tudor Lounge:

**THE TUDOR LOUNGE PULLS IN THE CROWDS WITH INTERACTIVE TECHNOLOGY**

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**CUSTOMER:**  
The Tudor Lounge, Guildford

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**SECTOR:**  
Entertainment

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**MINDSTORM PRODUCTS:**  
Eclipse

.....  
**BUSINESS VALUE:**  
• Instant wow factor for new venue  
• Increased competitive advantage  
• Greater customer loyalty



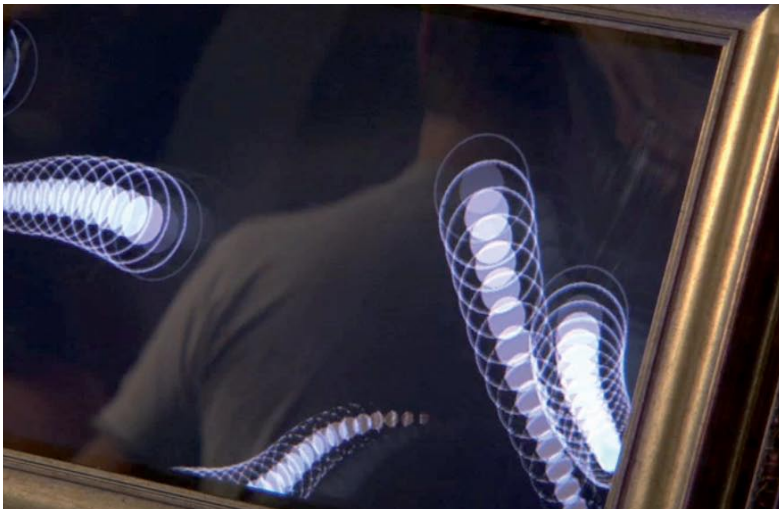
**JON CROXFORD,**  
Owner, Tudor Lounge

**THE VISION: STANDING OUT FROM THE CROWD**

When bar owner Jon Croxford decided to open a new venue on Guildford High Street, he needed a way to instantly attract customers – and keep them coming back again and again. As Jon explains, “Guildford town centre is saturated with bars and eateries and has more opening all the time. To draw in the crowds, we needed to offer something new but with enduring appeal.”

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**THE MINDSTORM FACTOR:  
INSTANT AMBIENCE**

Jon partnered with Mindstorm to help design an interactive solution that was appropriate for the newly refurbished 450-year-old building. Jon comments, "Installing new technology in such an old building was challenging, but the Mindstorm team was really helpful and came up with a number of suggestions."

The Tudor Lounge now features Mindstorm Eclipse technology to project dynamic images on the venue's tables and walls.

"When customers enter the bar, the first thing they notice is an image on the floor covered in leaves. As they step forward, the leaves part to reveal the Tudor Lounge logo."

This theme is continued on the tabletops, which are also covered in images of leaves that move across the surface depending on where customers place their drinks.

To further entertain its clientele, the Tudor Lounge features what initially appear to be static framed pictures on the walls. "The pictures are all connected and customers are soon taken aback when a shark chasing fish appears to jump from one frame to the next."



**THE RESULTS:  
SPREADING THE WORD ON  
THE NEW BAR IN TOWN**

The Tudor Lounge currently has six different themes on a constant cycle but is working with Mindstorm to develop new ideas. "The technology is really easy to use and enables us to change the entire ambience of the bar at the click of a button. We want to provide a customer experience that is continuously evolving."

The ability to adapt and evolve the Mindstorm solutions helps the Tudor Lounge draw customers back night after night. "When customers come into the bar for the first time, they just sit and stare, fascinated, at the images," comments Jon. "Then they tell their friends and come back to show them their discovery and see what new effects we're displaying. Mindstorm's technology has helped to spread the word about the Tudor Lounge quickly, which is crucial to the profitability of any new bar."

Mindstorm is currently working with the Tudor Lounge to develop a wider solution that integrates surfaces, lighting and sound to provide a holistic interactive experience to further dazzle its customers.

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**JON CROXFORD,**  
Owner, The Tudor Lounge



# THE MINDSTORM FACTOR

## **PROVEN TECHNOLOGY:**

Mindstorm has shipped more rear-projected interactive multi-touch systems than any other company, including 180 metres of iBar<sup>®</sup>. All our products are CE certified.

## **QUALITY AS STANDARD:**

We deliver the highest standard of software technology, fantastic graphics, reliable hardware and comprehensive services. Every component of every Mindstorm solution is tested for reliability and safety.

## **INNOVATION:**

We have a dedicated Mindstorm Lab in Germany, and are continually innovating and working on breakthrough technologies. Our product range includes the iBar<sup>®</sup>, Eclipse<sup>®</sup>, Aurora, Vortex, Supercell.

## **GLOBAL NETWORK:**

We have sales partners across Europe, Asia and the US, including Panasonic, which also provides maintenance and POS integration services. We also partner with universities on research initiatives.

**THE POTENTIAL IS YOURS TO HARNESS.**



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