

The New Forest Enterprise Centre Award for Best New Business



Wyldfire Signage

Business Contact: David Hamilton



Wyldfire Signage is a technology based business with connections to Microsoft.

The business wanted to build technology for music venues to help modernise them. This technology was to enhance the information that the venue was giving out to their customers to make it more up to date. The devices that Wyldfire Signage created were screens to be placed around the venue who pull their information through their sister site. It costs a venue £120 + VAT for one of these screens or £25 per month as a subscription fee per playlist that's running on them. But by having one of these screens venues can show their customers real time information.

These screens can also be used to generate local revenue as they can advertise information about other businesses. Being in the New Forest is a great location for the business as they are located between Bournemouth and Southampton who both have music venues.

Wyldfire Signage have worked at the New Forest Show as well as venues in London trialling this new equipment. At the New Forest Show the screens were used to display what entertainment was happening across the complex. This real time information is unique as there aren't any other businesses that are able to do it.

At the moment the business is looking to develop their product to make it more weather proof.



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