

Visitor Attraction Case Study





Digital Projection Brings London's Mail Rail Legacy to Life at the Postal Museum

For more than 75 years, London's underground postal railway - Mail Rail - has been a vital artery in Britain's communication network, hidden from view. Now, thanks to Digital Projection's award-winning laser projection systems, Mail Rail has been transformed into an exceptional and unique visitor attraction, preserving this important piece of British history and sharing it with generations to come via an immersive, innovative and impactful exhibition.

Digital Projection was brought on board by AV integration specialist, DJ Willrich (DJW), which handled the AV hardware requirements for the installation. At the initial design stage, DJW determined that projection testing should be undertaken in order to ensure that the concept would stand up and answer the brief to create a fully immersive, entertaining and informative visitor experience. Josh Miller, Project Director at DJW, explains: "Due to the nature of the attraction, minimizing maintenance was a key factor in the selection of laser projection. At this early stage we invited Digital Projection to demonstrate its range of laser projectors and following successful testing it was clear that the E-Vision Laser 8500 was the ideal projector for the project in terms of image quality, brightness levels, durability and value for money."

A visual journey back in time through the original tunnels and station platforms, Mail Rail takes visitors deep below Royal Mail's Mount Pleasant sorting office to discover the original and largely unchanged station platforms. Before boarding the train, visitors encounter a four meter wide projection movie introducing the story of Mail Rail, courtesy of a Digital Projection E-Vision Laser 8500 projector. The 240 sq/m open space is also used as a venue for corporate events, with the projector capable of being linked to additional sources in such instances.

Emma Harper, Exhibitions Officer at The Postal Museum, elaborates on how Digital Projection's products contributed to the Rail Mail experience: "The AV hardware was critical to the success of this project, providing the backbone to the exhibition and ride experiences. Our key aspiration was to connect people through the evolving story of communications past and present, and show that postal heritage is of interest and relevance to everyone. Bringing the Mail Rail platforms to life played an important part in that, particularly as there are a limited number of artefacts available from what was very much a working depot, but 3D projection mapping really helped us to achieve this."



M-Vision Laser i8K

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