CASE STUDY

Everyman, Cambridge

95% Approximate reduction in HDMI-related service calls.

ADDITIONAL FORMATS

Online

JUMP TO

Overview
Challenges
Solutions
Equipment List

AN AV SYSTEM DIRECTED BY AUTOMATIONS

Everyman, Cambridge

Redefining The Cinema Experience

Everyman is redefining what it means to have a great movie-going experience. Their boutique style cinemas, enveloped in an ambience reminiscent of the Golden Age of Hollywood, perfectly balance luxury and comfort. Intimate screens and plush velvet sofas foster a cozy and inviting atmosphere, and bar-to-chair service means guests can indulge in any number of culinary delights during their screening.

Unlike other cinemas, the Everyman experience extends beyond the auditorium, and their Cambridge venue required an AV system that could deliver both an excellent viewing experience, as well as high-quality audio in their bar and dining area. The system had to bring everything together into a user-friendly control interface that enhanced staff efficiency, enabling them to continue providing outstanding customer service.

CUSTOMER NAME
Everyman Cambridge

LOCATION
Cambridge, England

INDUSTRY
Cinema

> **The best part about Q-SYS is that it's adaptable. It's constantly evolving and getting bigger.**
>
> **Nick Davey,** Head of Technical, Everyman Cinemas

Challenges

For the design and installation of the AV system in this venue and several prior venues, Everyman partnered with integrator Bell Theatre Services, the UK's leading supplier and installer of sound equipment in the film industry. Bell Theatre Services were familiar with Q-SYS and had already incorporated the platform into Everyman's Marlow and Bury St Edmunds venues with resounding success.

Integrator

bts

Bell Theatre Services

HELPING STAFF, NOT HINDERING

The biggest obstacles the technical team at Everyman were tackling often involved challenges with HDMI. Nick Davey, Head of Technical at Everyman Cinemas, explains, "The problem with HDMI is you have multiple handshakes, and every single handshake is a point of potential failure". To solve these problems, Nick says they wanted a system "where you have one input and one output, and everything works in that ecosystem."

For Everyman Cambridge, it was paramount that this ecosystem didn't get in the way of their staff delivering excellent customer service. The technology needed to complement their staff and integrate into their day-to-day tasks intrinsically. "The most important thing for us is making sure that the people we have in our venues can spend time with the guests, and the technology has to be around delivering that," explains Nick. For this reason, an easy-to-use interface was key, and the ability to automate as many processes as possible to free up staff was a necessity.

Operating as a five-screen cinema, bar, and restaurant inside of a shopping centre meant the team at Everyman Cambridge needed to be very considerate of the limited space they had when it came to installing an AV system. Steffan Laugharne, Design and Project Manager at Bell Theatre Services, explains this is a common hurdle for Everyman venues "one of the key things in an Everyman cinema is that a lot of the time we're very, very short of space." The AV system Everyman decided on needed to be flexible, versatile, and powerful enough to deliver an excellent cinema and bar experience simultaneously.

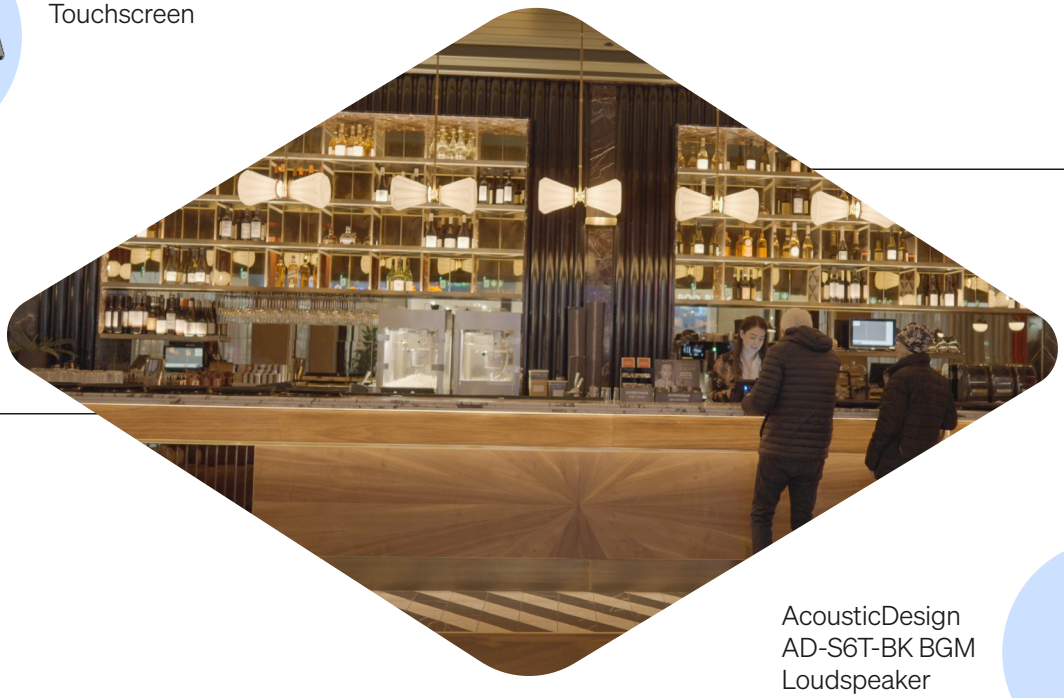
Solutions

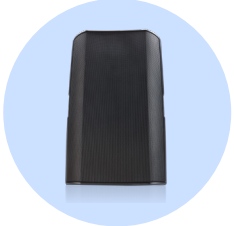
A REMEDY FOR HDMI HEADACHES

Everyman initially turned to Q-SYS as a solution to their HDMI issues. Because Q-SYS is a fully networked platform, with software-based Dante™ as part of the Q-SYS Ecosystem, Everyman were able to minimise the number of HDMI handshakes. Since using Q-SYS, Steffan notes he has observed far fewer calls about technical problems, particularly around HDMI streaming. “Probably 95% of the calls that were coming through to our help desk were about HDMI,” he remarks, “and Q-SYS has pretty much totally eliminated them.”

After using Q-SYS to solve their HDMI problems, Everyman soon realised the full extent of benefits and functionalities Q-SYS had to offer. Nick says, “We initially saw Q-SYS as a solution to our HDMI issues, but its best feature is its adaptability. You can configure it to your specific needs.” Thanks to the flexibility of Q-SYS, Bell Theatre Services could easily accommodate any last-minute changes. Towards the end of the project, the team at Everyman were looking for an addition to their announcement system that allowed staff to inform guests when their viewing was about to start. “With some very basic programming and the addition of a button behind the bar, we could give them that feature at the drop of a hat,” says Steffan, “that’s the beauty of Q-SYS, it’s a continually evolving environment.”

TSC-101-G3
Touchscreen





AcousticDesign
AD-S6T-BK BGM
Loudspeaker

Solutions

AUTOMATION AND A SINGLE POINT OF CONTROL

For further customisation, Bell Theatre Services built a bespoke UCI for the Cambridge venue which they integrated into touch panels using Q-SYS Designer Software. The UCI pulled everything, including audio processing, door monitoring, and projection management, into one convenient, central location for the staff to access. Nick remarks how important it was for the staff to go to a touch screen and get it to work how they want it to with very minimal training. “We don’t hire people because they have a tech background,” he says, “the best people to look after our guests do it because they have a passion for it, and they need a system they can pick up quickly and easily.”

Everyman utilised Q-SYS and its automation capabilities to free up staff and mitigate various potential points of failure. The venue’s speakers are controlled and zoned via Q-SYS, which has been configured to automatically adjust each zone’s volume levels throughout the day. Bell Theatre Services have also built a command into the Q-SYS scheduler that instructs the projector servers to automatically perform a necessary weekly reboot early every Sunday. Additionally, a ‘Last Man Out’ switch was added which enabled staff to turn everything off with one button, simplifying their end of day processes and ensuring nothing was overlooked.

With Q-SYS Reflect, the cloud-based monitoring and management solution included as part of the Q-SYS system, Bell Theatre Services can remotely access the venue’s AV system to diagnose and resolve any technical hiccups if Everyman experiences them. Steffan states, “We can address any problems immediately, on the fly, without having to attend site, in this venue or any of our others.” Nick explains that this feature has been instrumental in reducing downtime in the cinema: “Steff can update the firmware with software instantly. If there’s a problem, they can send a fix over straight away, and then we can implement those changes live.”

Solutions

OVERCOMING A LACK OF SPACE

Fitting the venue with five cinema screens' worth of audio, video, and control equipment, plus everything required for the bar and restaurant's AV, appeared initially to be a significant roadblock for the Everyman team to overcome. With a need for external microphones, presentation lighting, and a cinema sound system, Steffan attests Q-SYS was the clear choice to deliver and manage everything. At Cambridge, Q-SYS multi-channel amplifiers offer an efficient solution. A single Q-SYS multi-channel amplifier can replace multiple amplifiers operating at different power levels, simplifying system design. "They are an absolute blessing because we can pack five screens' worth of equipment into two sound racks," says Steffan.

The entire system, including all the automation, is managed by a single Core 110F operating in redundant mode. Even third-party hardware can be controlled with Q-SYS via plugins, and both NEC and Dolby have plugins that interface seamlessly with the projectors in Everyman's setup, further reducing the amount of hardware required.

The ultimate goal for the team at Everyman Cambridge is to have everything in the venue automated. As a software-based platform, Q-SYS can easily be upgraded without additional hardware, and so can continue to grow with Everyman as they expand their system's automations in the future.

Equipment List

Model	Pcs Used	Description	Image
Q-SYS Core 110f	2	128 networked audio channels 16x AEC processors USB AV bridging 8 Flex Channels	
TSC-101-G3	1	Q-SYS Network touchscreen 10” Display AV Bridging	
NV-32H	2	Multi-stream video encoding for network-based HDMI video distribution Core Capable (32×32 network audio channels)	
AcousticDesign™ Series Loudspeakers	17	Premium Installation Loudspeaker Conical DMT™ Designed for Clarity and Presence	
CX Series Amplifier	11	Network amplifier featuring 8 channels and 8 bidirectional GPIO connections	
SB Series Cinema Subwoofers	8	18-21-inch Cinema Subwoofers Designed specifically for low frequency enhancement in cinema applications	

Equipment List

Model	Pcs Used	Description	Image
SR Series Cinema Surround Loudspeakers	62	High Performance Surround Loudspeakers Low impedance rating Directivity Matched Transition® (DMT)	
SC Series Cinema Loudspeakers	115	2-way, 3-way, and 4-way Screen Channel Loudspeakers Low-distortion waveguides provide highly articulate dialogue	

Q-SYS is a globally recognized manufacturer of audio, video and control (AV&C) solutions for huddle rooms to stadiums–and everything in between. Our systems make it easy for your team to design and integrate flexible, scalable solutions and deliver the native IT integration and standards-based technology your customers expect.

©2025 QSC, LLC all rights reserved. QSC, Q-SYS™ and the QSC logo are registered trademarks in the U.S. Patent and Trademark Office and other countries.

QSC UK & Ireland Ltd.
Marine House, Meadlake Place
Thorpe Lead Road, Egham,
TW20 8BF, United Kingdom

Phone +44 1932 639 600
Email uk.sales@qsc.com
www.qsys.com/uk

Learn More. Chat with a Q-SYS representative in your region to learn how Q-SYS can help.

CONTACT US