

# LONDON OPERA GLASS COMPANY

## The theatre views newsletter

Greetings!

**AUTUMN 2009**

Since our last newsletter, we are delighted to announce that three more leading UK theatres are now offering opera glasses, over a dozen theatres have now been upgraded to the new £1 dispenser and our completely NEW WEBSITE has been launched that now allows any theatre to calculate how much commission they might expect from the opera glass service.

### Request your free £1 upgrade today

More than a dozen theatres have already been upgraded to the latest £1 dispenser.

If you are currently using the older 50p glasses dispensers in your theatre, please just email us today. You can have a free upgrade to the new £1 machine currently being installed in UK venues.

It is a very simple job which can take less than 4 hours and it means you could double your money in commission revenue.



### Did you know?

#### THEATRE TRIVIA

The longest running musical ever staged at the Theatre Royal, Drury Lane was Miss Saigon. Over 4,200 performances of the famous show produced by Cameron Mackintosh were staged at the Theatre Royal during the 1990's.

### Two famous London theatres get Opera Glasses in time for new productions.

Two of London's most famous theatres have been fitted with the new £1 opera glasses dispenser throughout their auditoriums.

The Savoy and The Comedy were both fitted out, free of charge, in time for exciting new productions.

Theatre Manager at the Savoy, Adam Knight said "I was amazed how quickly the team completed the job".

The Savoy installation was completed in less than one day in time for the successful launch of Dreamboats and Petticoats. The Comedy installation was done in time for the press nights for Prick Up Your Ears, starring Matt Lucas and Chris New.

### From the largest to the smallest theatre..

These days, using opera glasses has little to do with poor eyesight or the quality of the view. Patrons from the largest and smallest theatres in the UK just like to feel closer to the action on stage. The Edinburgh Playhouse, operated by Live Nation, has over 3000 seats and is one of the largest auditoriums in the UK to have opera glasses installed.

Installation was recently completed at the Palace Theatre Southend (pictured right), now operated by HQ Theatres, which has only 630 seats.

To estimate how much revenue your theatre could be earning by offering your patrons the London Opera Glass service just use the simple calculator on the NEW website.

### London Opera Glasses installed in the famous Kings Theatre Glasgow

New £1 dispensers mean more revenue for client theatres. Based on UK results for the first six months of 2009, it is forecast that the London Opera Glass Company will be paying over £100,000 to its client theatres this year.

The increased amount is partly due to the introduction of the new £1 dispenser and also due to the successful spectacular family shows being introduced at theatres in London and in the larger provincial venues

If you would like to know more about how to obtain a share of this revenue for your theatre, please contact us today.

Please do get in touch if you have your own opera glasses story or you think we might be able to help your venue.

Regards,

**Philip Main - Managing Director**

The London Opera Glass Company

Telephone: +44 (0) 1304 620360 [www.operaglasses.co.uk](http://www.operaglasses.co.uk)

Email: [philip.main@operaglasses.co.uk](mailto:philip.main@operaglasses.co.uk)

