

Bob Rudd facilitates large pub TV technology roll-out

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North East-based technology company Screach has developed a plug-and-play system called ScreachTV that allows pubs to create their own TV channels when they're not showing sport.

The system is already in over 100 pubs around the country, operated by Bob Rudd, and the outfit has just signed a deal with Wear Inns to roll it out across their entire chain.

By using ScreachTV, publicans can create their own channel featuring the latest news, sport and entertainment headlines, weather, posts on Twitter, Instagram, YouTube and Facebook, and interactive games

such as pub quizzes and jukeboxes that they can control using their smartphones. They can also create adverts for their own offers and events, or make money for the pub by selling the space to local businesses.

Screach CEO Paul Rawlings told Coinslot: "We've been working in partnership with Bob Rudd since last year. The company is an experienced distributor of fruit machines, gaming and pool tables with a network of over 2,000 pubs, and we've been working with them to effectively roll out this exciting technology across the UK."

