

7thSense Launches New Sister Company, CurtainUp, to Turn Creative Visions into Reality

September 22, 2025



Building on two decades of excellence in the professional audiovisual (AV) industry, 7thSense has announced the launch of its new sister company, CurtainUp. The new venture brings together a team of industry pioneers to provide specialised technical project management, software solutions, and consultancy for ambitious creative projects.

Founded by pixel technology experts **Richard Brown, Matt Barton, and Adam Neale**, CurtainUp will focus on tackling complex technical challenges in live entertainment, theme parks, museums, and immersive environments. The new company is designed to empower clients to “think boldly, and beyond the extraordinary.”

Expanding on a Legacy of Excellence

Richard Brown, a co-founder of CurtainUp, explains that the new company is a natural evolution of 7thSense’s legacy.

“For over twenty years, 7thSense has helped customers open shows, experiences and attractions on time by providing the highest-quality, flexible AV products,” **Richard Brown said.** “With CurtainUp, we’re expanding on that legacy. We’re giving clients direct access to a dedicated team that’s focussed on project management, technical problem solving, innovation, and turning creative vision into reality while 7thSense continues to expand its AV product offerings.”

CurtainUp’s wide range of services are designed to support projects from concept to completion, including:

- **Technical project direction and management:** providing end-to-end guidance to ensure projects stay on schedule and exceed expectations.
- **Custom software solutions:** developing bespoke tools tailored to unique technical and creative requirements.
- **Technical problem solving:** offering detailed investigation, diagnosis, and solution services to keep projects on track.
- **Proof of concept studies:** conducting rapid prototyping and feasibility analyses for bold ideas early in a project.
- **Display system innovation development:** focusing on advanced design and integration for next-generation experiences.

The Show Must Go On

The company's philosophy is rooted in the core mantra of the entertainment industry. Matt Barton, a co-founder, emphasised this commitment.

"Our approach is grounded in the unshakable rule of entertainment that is 'The show must go on,'" **Matt Barton said**. "That mantra continues with CurtainUp. We're here to make sure no creative ambition is too big, and no technical challenge is too complex."

Adam Neale, a co-founder, highlighted that CurtainUp will work in close collaboration with integration partners to strengthen and support project teams.

"We are incredibly excited about what this means for the industry," **Adam Neale noted**. "CurtainUp is here to collaborate with integration partners and offer services that strengthen and support project teams. With a commitment to ensuring success at every stage, from concept to curtain call."

Matt Barton will be attending the 2025 **IAAPA Expo Europe** in Barcelona, where attendees can find him between the **Experience UK** stand and the **Themed Entertainment Association (TEA)** stand.