

CASE STUDY

OBJECTIVE

The Franklin Institute, Philadelphia's premier science museum, found that their static signage for ticketing, promotions and their food services locations was becoming cumbersome and expensive to update. They needed a way to reduce the time spent on updates and enable more eye-catching advertising content to reduce perceived wait times for those in line to buy tickets and refreshments.

SOLUTION

The Franklin Institute worked with Applied Video Technology (AVT) to accomplish these goals. AVT installed a versatile and stunning video wall at the Museum's ticketing entrance, a custom floor-standing, 3x1 monitor ribbon wall at the Franklin Foodworks Express Café and a custom, floor-standing, 4x1 monitor ribbon mounting structure at the Ff Café. The screens are powered by Scala digital signage software. The decision to move forward with digital signage allows the Franklin Institute to easily plan promotional content with upcoming events, enabling them to maximize the exposure of upcoming feature exhibits and other events, while keeping content fresh and timely. AVT continues to support and train Franklin Institute staff.



"When we decided to convert our traditionally printed ticketing signage into a multi-screen digital sign, AVT was quickly on board. AVT worked with us throughout the planning process, offering the option of a media wall that would be installed as consecutive screens that run off of one player. They assisted with the specification of monitors to create a virtually seamless digital display. The AVT team worked on-site to build the overhead monitor support structure and install the screens, connections and player until operational. The installers also accommodated us by working off hours in an effort to not negatively impact our visitors' ticketing experience."

JEANNE MAIER, THE FRANKLIN INSTITUTE

KEY PRODUCTS



- Scala Digital Signage Software
- Scala Ultra-Small Form Factor Hardware
- Samsung Monitors
- RP Visual Custom Mounting Structures