

CASE STUDY

Outdoor Digital Sign & Indoor Digital Window Display

Mark Arts
Wichita, KS

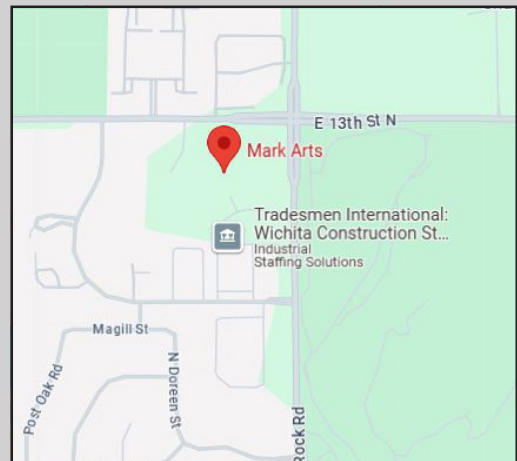
Overview

Mark Arts Outdoor, an arts and cultural center located in Wichita, Kansas, is dedicated to fostering creativity and community engagement through various art exhibitions, classes, and events. As an organization that thrives on community involvement and outreach, Mark Arts Outdoor sought a modern, dynamic way to engage visitors and communicate events, exhibitions, and other activities in a visually appealing manner. To accomplish this, they turned to **Next LED Signs** for a comprehensive digital signage solution, installing both an outdoor digital sign and an indoor digital window display to enhance their visibility and enrich the visitor experience.

Before integrating these advanced digital displays, Mark Arts Outdoor had relied primarily on traditional signage, printed flyers, and handouts to communicate with their audience. However, they faced challenges in capturing attention, effectively sharing real-time updates, and making their messages stand out in the busy arts and culture scene of Wichita.



CLIENT :	Mark Arts
PITCH :	APEX 6MM ONYX 10MM
PIXEL MATRIX :	1440px x 528px 300px x 150px



Challenge

Mark Arts Outdoor faced several challenges before choosing to install digital signage:

○ Limited Visibility for Key Messages

The outdoor environment surrounding the center was often crowded with competing businesses and events. The static signage and traditional methods of communication were not capturing the attention of passersby or visitors to the area. Limited Fan Engagement: The old scoreboard did little to enhance the game-day atmosphere. With minimal content options, the fan experience was largely passive, and opportunities for fan interaction were limited.

○ Ineffective Use of Space

The indoor window space was underutilized and not optimized for digital communication, limiting the ability to share art exhibitions, special events, or new offerings with those outside the center.

○ Real-Time Communication

With frequent event changes, artist showcases, and updates to programming, Mark Arts Outdoor struggled to share timely information with the community in an efficient and engaging way.

Solution

After evaluating their needs, Mark Arts Outdoor partnered with **Next LED Signs** to install both an **outdoor digital sign** and an **indoor digital window display**. The goal was to maximize their physical space for better communication, attract more visitors, and provide a vibrant platform for showcasing their offerings.

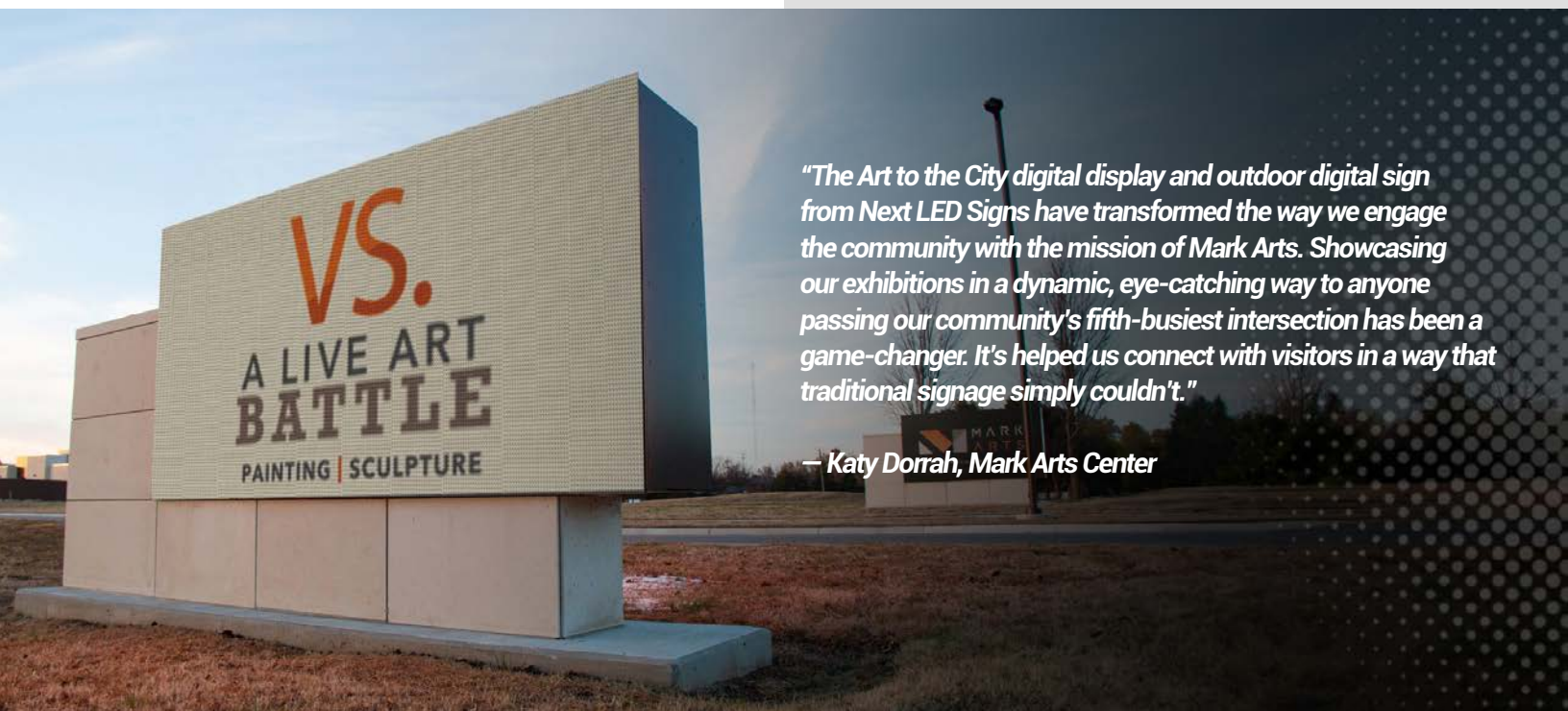
Outdoor Digital Sign

The outdoor digital sign was strategically placed at the front entrance of Mark Arts Outdoor, facing a high-traffic area where passersby and visitors could easily view it. Equipped with high-resolution LED technology, the sign was designed to display event schedules, exhibition announcements, and general information about the arts center's offerings. The bright, dynamic content was intended to catch the attention of both pedestrians and drivers in the area, drawing them into the center.

Indoor Digital Window Display

The indoor digital window display was installed in the front-facing windows of the center, creating a visually striking experience for visitors as they approached. This display was used to showcase key exhibits, upcoming classes, or special art programs, allowing people on the street to get a sneak peek into what was happening inside. It was also utilized for interactive content, providing a preview of exhibitions and offering information about featured artists and artworks.

Both displays were integrated with a user-friendly content management system, giving Mark Arts Outdoor the ability to update the content in real-time, schedule upcoming posts, and adapt messaging to fit changing needs.



"The Art to the City digital display and outdoor digital sign from Next LED Signs have transformed the way we engage the community with the mission of Mark Arts. Showcasing our exhibitions in a dynamic, eye-catching way to anyone passing our community's fifth-busiest intersection has been a game-changer. It's helped us connect with visitors in a way that traditional signage simply couldn't."

— Katy Dorrah, Mark Arts Center

Results

Since the installation of the digital signage, Mark Arts Outdoor has experienced a number of positive outcomes, including:

Increased Foot Traffic & Awareness

The **outdoor digital sign** has significantly increased the visibility of Mark Arts Outdoor within the local community. Its vibrant displays grab the attention of pedestrians and drivers alike, encouraging them to stop by the center. Since its installation, the center has noticed a marked increase in foot traffic, especially from people who had not previously visited the facility.

The **indoor digital window display** has also enhanced the center's visibility from the street, providing a clear preview of exhibitions and events that has intrigued passersby, many of whom were drawn in by the engaging content

Improved Event Promotion & Real-Time Updates

The flexibility of the digital signage has allowed Mark Arts Outdoor to easily promote a wide variety of events in real-time. Whether it's a last-minute change in the schedule, a new exhibit opening, or an upcoming class registration, the outdoor digital sign and indoor window display have provided an immediate and effective platform for communicating with the public.

The ability to update the content quickly has been especially valuable during high-traffic periods like gallery openings or special art events, where timing and visibility are crucial.

Enhanced Visitor Experience

The dynamic content displayed on the indoor digital window display has greatly improved the visitor experience, offering them a visual introduction to the center's activities before they even enter. The display showcases the featured artists, upcoming workshops, and the latest exhibits, creating excitement and anticipation.

Visitors have also responded positively to the interactive elements of the digital window, such as video interviews with artists or previews of new exhibits, which have enriched their overall experience and engagement with the center.

Increased Social Media & Online Engagement

The vibrant and engaging content on the digital signage has also had a positive impact on Mark Arts Outdoor's social media presence. With visually compelling graphics and video content on the digital displays, the arts center has been able to encourage more interaction with their online platforms, helping to build a larger digital community.

They've successfully used the digital signage as a tool to drive online engagement, encouraging people to visit their website, share content on social media, and stay informed about upcoming events and exhibitions.



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