



CASE STUDY

Greater Wichita YMCA Wichita, KS

Overview

The Wichita YMCA, a nonprofit community organization that promotes healthy living, youth development, and social responsibility, has been serving the Wichita community for over 130 years. With numerous facilities across the city, the YMCA is committed to providing its members with high-quality fitness programs, child care services, and a safe space to engage in community-building activities.

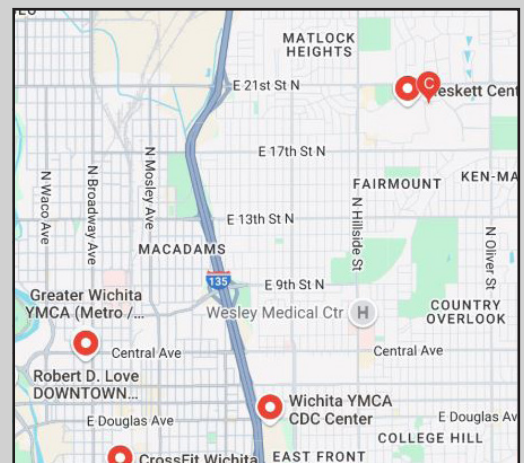
In 2023, the YMCA decided to upgrade its indoor signage to improve communication, increase engagement, and modernize the look and feel of its facilities. After evaluating various options, the YMCA selected the Next LED Signs Apex model indoor digital signs to meet these objectives.



CLIENT : Greater Wichita YMCA

PITCH : APEX 2.5MM

PIXEL MATRIX : 624px x 1248px



Challenge

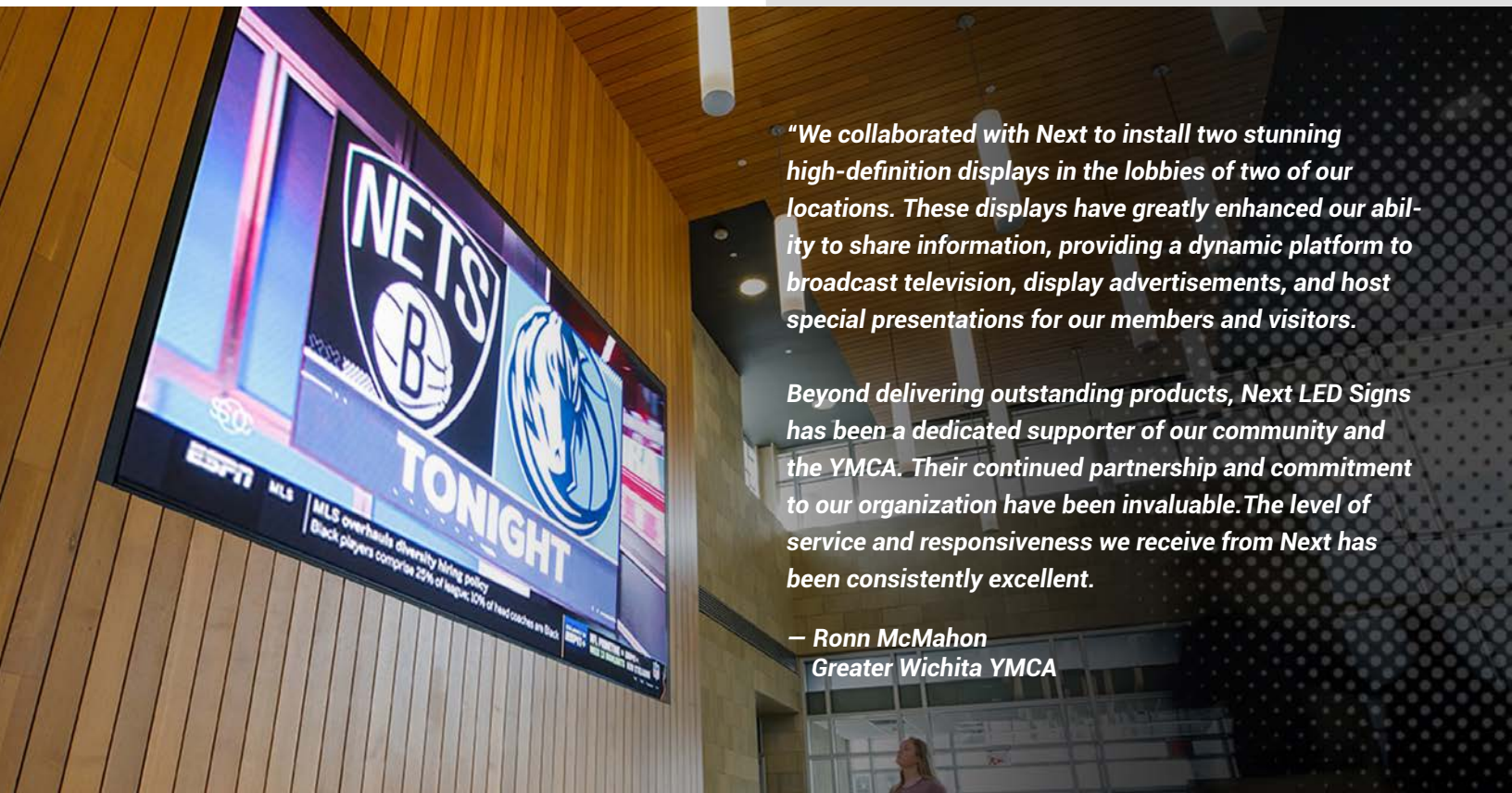
Prior to the installation of the Next LED Signs, the Wichita YMCA faced several challenges related to its communication and signage:

- **Static Messaging**
The existing signage was largely static—posters, flyers, and bulletin boards—which required regular updates. This was both time-consuming and costly, as staff had to manually replace outdated materials.
- **Lack of Engagement**
The old signage was not interactive and failed to capture the attention of members. As a result, announcements and updates were often overlooked, and engagement with community events or programs was lower than expected.
- **Limited Flexibility**
The static signs lacked the ability to change messaging quickly or dynamically. This was especially problematic for time-sensitive information, such as class cancellations, event updates, or last-minute announcements.
- **Space Constraints**
The YMCA's large facilities required more visible and dynamic signage solutions to effectively convey messages in high-traffic areas, including lobbies, fitness areas, and halls.

Solution

To address these challenges, the YMCA chose the Next LED Signs Apex Model for several key reasons:

- **High-Quality Digital Display**
The Apex model offers high-resolution, full-color LED displays that ensure vibrant and eye-catching content. The sharp visuals have the power to draw attention in busy, high-traffic areas of the facility.
- **Real-Time Updates**
The Apex digital signs allow YMCA staff to update content instantly through a cloud-based software interface. This provides the flexibility to announce class changes, event schedules, promotions, and emergency alerts in real-time.
- **Customizable Content**
The digital signage platform allows for dynamic content creation. The YMCA can showcase a mix of promotional videos, health tips, upcoming events, program schedules, and community highlights.
- **Energy Efficiency and Durability**
The Next LED Signs Apex model is energy-efficient and built to last, offering a long lifespan, which reduces long-term maintenance



"We collaborated with Next to install two stunning high-definition displays in the lobbies of two of our locations. These displays have greatly enhanced our ability to share information, providing a dynamic platform to broadcast television, display advertisements, and host special presentations for our members and visitors.

Beyond delivering outstanding products, Next LED Signs has been a dedicated supporter of our community and the YMCA. Their continued partnership and commitment to our organization have been invaluable. The level of service and responsiveness we receive from Next has been consistently excellent.

*— Ronn McMahon
Greater Wichita YMCA*

Results

The implementation of the Next LED Signs Apex model has had a profound impact on the YMCA's operations, member experience, and community engagement:

Improved Communication

The ability to update signage in real-time has significantly improved the timeliness and accuracy of information. Members are now immediately aware of class changes, program updates, and facility hours. This has reduced member confusion and improved overall satisfaction.

Increased Member Engagement

The dynamic nature of the digital signage has captured the attention of members in a way that static signage never could. The vibrant visuals and interactive content, including program highlights, promotional videos, and success stories, have led to greater engagement with YMCA offerings.

Enhanced Member Experience

By offering real-time updates, personalized content, and engaging visuals, the digital signs have created a more modern, welcoming atmosphere within the YMCA. Members feel more connected to the programs and activities available to them, increasing the likelihood that they will participate in more programs and events.

Cost Savings

The YMCA has experienced a reduction in the costs associated with printing, designing, and replacing traditional posters and flyers. The Apex model's ability to display multiple messages on a single screen has also helped maximize the use of available space, cutting down on the need for physical signage.

Increased Program Awareness

The YMCA has seen a noticeable increase in participation for certain programs and events that were promoted via the digital signage. For example, fitness class sign-ups have risen, and special promotions (like discounted memberships) have garnered more attention and interest from members.

Positive Feedback from the Community

Both members and staff have expressed positive feedback about the new digital signage. Staff members have reported that the system is easy to use and allows them to quickly communicate important information, while members have noted the modern, engaging atmosphere created by the dynamic displays.



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