

# CASE STUDY

## Outdoor Digital Sign & Indoor Digital Window Display

Mark Arts  
Wichita, KS

### Overview

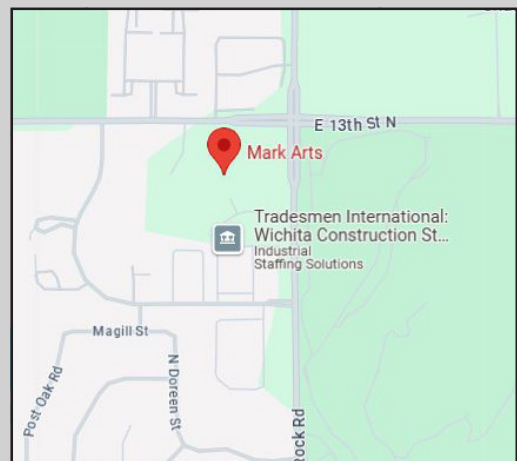
*Mark Arts Enhances Cultural Visibility with Comprehensive Digital Signage Solutions.*

Mark Arts, a premier arts and cultural center in Wichita, Kansas, is dedicated to fostering community creativity through diverse exhibitions, classes, and events. To capture the attention of a busy arts scene and communicate real-time updates to its audience, Mark Arts partnered with **NEXT LED Signs** to implement a dual-signage strategy.

By installing a high-visibility outdoor digital sign and a striking indoor digital window display, the center has successfully modernized its outreach and enriched the visitor experience.



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



## The Challenge: Breaking Through a Crowded Arts Environment

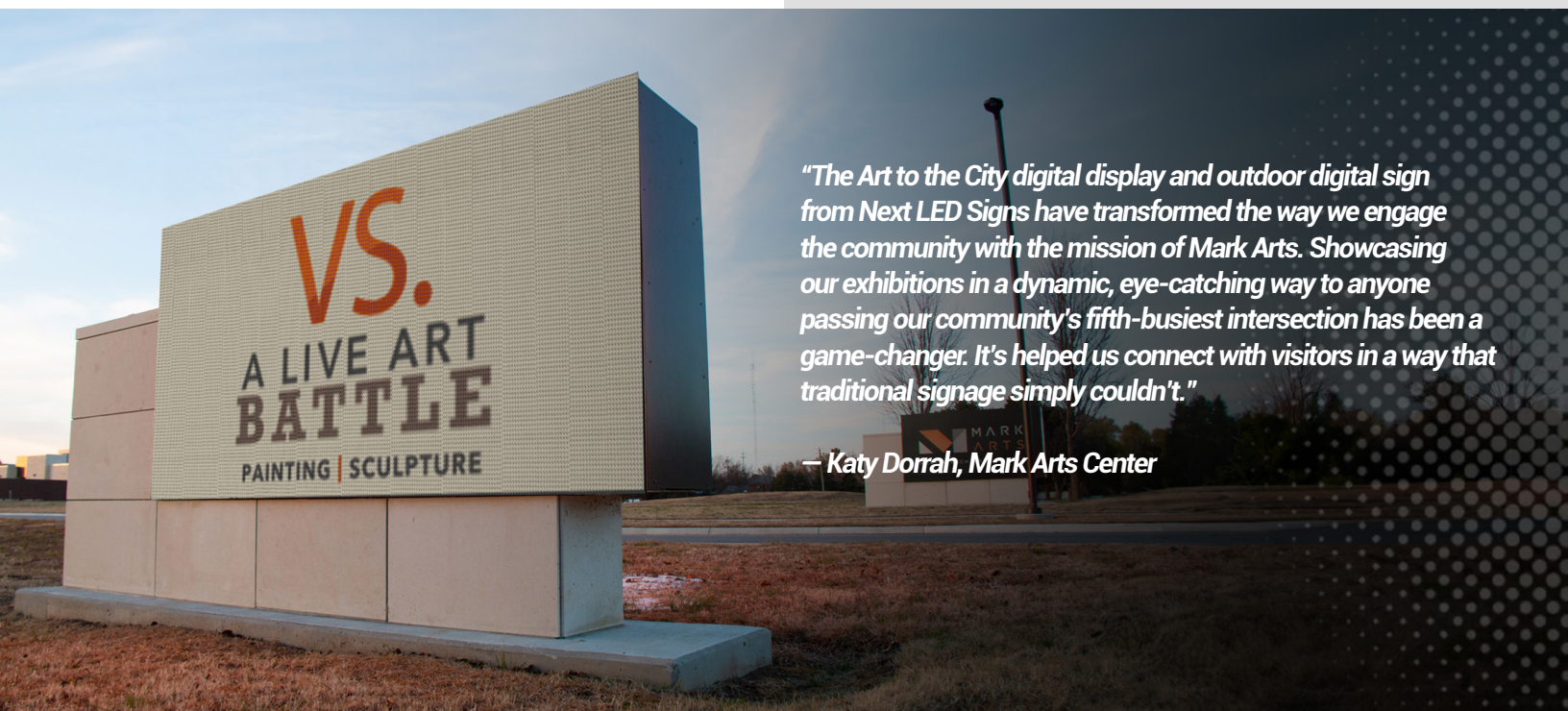
Prior to integrating advanced digital displays, Mark Arts relied on traditional print flyers and static signage, which presented several hurdles:

- **Limited High-Traffic Visibility:**  
Competing businesses and local events often overshadowed the center's static messaging, making it difficult to capture the attention of passing drivers and pedestrians.
- **Underutilized Window Space:**  
The center's front-facing windows were not optimized for communication, missing an opportunity to provide street-level "sneak peeks" into current gallery exhibits.
- **Inefficient Communication:**  
With frequent programming shifts and artist showcases, the staff struggled to share timely information with the community using manual update methods.

## The Solution: A Synchronized Indoor and Outdoor Digital Experience

NEXT LED Signs worked closely with Mark Arts to design a versatile, high-definition solution that maximizes their physical space:

- **Outdoor ONYX Entrance Sign:**  
Strategically placed at the main entrance, this 10mm high-resolution sign displays event schedules and exhibition announcements to high-traffic traffic.
- **Indoor APEX Window Display:**  
This 6mm fine-pitch display was installed in the front windows to showcase featured artist interviews, workshop previews, and vibrant animations for street-level viewers.
- **Unified Content Management:**  
Both displays are integrated into a single, user-friendly software platform, allowing staff to update gallery news and schedule event posts in real-time.



*"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*

# The Results: Driving Foot Traffic and Digital Community Growth

## **How do digital signs help art centers increase foot traffic?**

Digital signs significantly increase visibility by displaying vibrant, high-definition graphics that grab the attention of passersby. By providing a clear visual preview of exhibits and special events, arts centers can intrigue local residents and tourists who may not have previously planned a visit.

## **What are the benefits of digital window displays for cultural organizations?**

Fine-pitch digital window displays turn underutilized glass into interactive storytelling tools. Showcasing artist interviews and “behind the scenes” workshop footage creates excitement and anticipation, offering visitors a professional introduction to the center before they even step inside.

## **Can digital signage drive social media and online engagement?**

Yes. By displaying visually compelling content and promoting digital calls-to-action on the sign, organizations can encourage visitors to share photos, visit the website for class registrations, and follow social media platforms, effectively building a larger digital community.

## **Enhanced Visitor Experience**

The integration of modern digital displays has helped Mark Arts connect with the community on a professional, tech-savvy level. This modernized communication style has led to a marked increase in engagement across all programs, from holiday services to gallery openings.



## **CONTACT US**

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