

# CASE STUDY

**Midwest Light & Sign**  
Farmington, MO



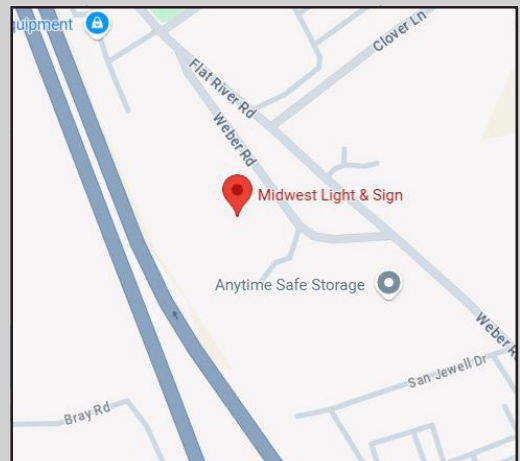
## Overview

**Midwest Light & Sign Showcases Digital Innovation with NEXT LED Signs.**

Midwest Light & Sign, a leading signage provider in Farmington, Missouri, specializes in high-quality design, production, and installation for businesses across the region. To modernize its own headquarters and demonstrate cutting-edge technology to prospective clients, the company installed a **NEXT LED Signs** full-color outdoor digital display. This dual-purpose installation serves as a dynamic branding tool and a live portfolio, proving the company's capability to deliver modern, reliable digital signage solutions.



<b>CLIENT :</b>	Midwest Light & Sign
<b>PITCH :</b>	ONYX 10MM
<b>PIXEL MATRIX :</b>	320px x 176px



## The Challenge: Modernizing Visibility and Client Demonstrations

Before the 2023 upgrade, Midwest Light & Sign faced several branding and operational hurdles:

- **Limited External Visibility:**  
Despite a busy location, traditional static signage made it difficult for the business to stand out among local competition.
- **Static Marketing Limits:**  
Conventional signs could not provide real-time updates or adapt to seasonal promotions, limiting the effectiveness of their on-site advertising.
- **Need for a Live Portfolio:**  
As a signage expert, the company required a way to showcase the full potential of high-definition digital displays to businesses interested in modernizing their own branding.
- **Durability in Fluctuating Climates:**  
The new solution needed to withstand Missouri's extreme weather, from intense summer heat to heavy winter snow.

## The Solution: High-Definition, Weatherproof Digital Display

Next LED Signs implemented a versatile solution designed for maximum engagement and long-term reliability:

- **Full-Color ONYX Technology:**  
The 10mm digital canvas supports vibrant animations and video, allowing the company to capture the attention of passing traffic with high-fidelity visuals.
- **Cloud-Based Content Management:**  
Remote software allows staff to update client showcases and promotional offers instantly, ensuring the messaging remains relevant throughout the day.
- **Solid-State Engineering:**  
Built specifically for outdoor durability, the display features a weatherproof design that ensures consistent performance year-round with minimal maintenance requirements.

*"We have worked with a lot of different brands of digital boards. What I appreciate about Next LED is their simplicity, reliability, and they have great looking product that we have been able to trust for years and I feel we can trust for the future. "*

— Jason Buxton  
Midwest Light & Sign



# The Results: Driving New Client Inquiries and Operational Savings

## **How do digital signs help signage companies grow their business?**

A high-resolution digital display acts as a live portfolio, allowing signage companies to demonstrate the quality and versatility of their work in real-time. This hands-on showcase intrigues prospective clients and leads to increased inquiries for custom digital installations.

## **What are the benefits of cloud-based content management for businesses?**

Cloud-based software provides the flexibility to promote time-sensitive offers or showcase new projects instantly. This responsiveness allows businesses to stay relevant to market trends and ensure their messaging reaches the right audience at the ideal time.

## **Can energy-efficient LED signs reduce long-term operational costs?**

Yes. Modern LED technology significantly lowers energy consumption compared to traditional mechanical systems. Additionally, solid-state designs reduce the need for frequent repairs and maintenance, providing a high long-term return on investment.

## **Enhanced Brand Awareness and Community Feedback**

The display has become a local landmark in Farmington, driving more foot traffic to the headquarters and fostering a deeper connection with the community. The professional, tech-savvy appearance has also generated positive word-of-mouth among local business owners, leading to new partnership opportunities for NEXT LED Signs and Midwest Light & Sign.



## **CONTACT US**

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