

CASE STUDY

Greater Wichita YMCA

Wichita, KS

Overview

Greater Wichita YMCA Modernizes Member Experience with APEX Digital Signage The Wichita YMCA, a leading nonprofit community organization, has promoted healthy living and youth development for over 130 years. Serving the community across numerous city-wide facilities, the YMCA is dedicated to providing high-quality fitness programs and safe spaces for community building.

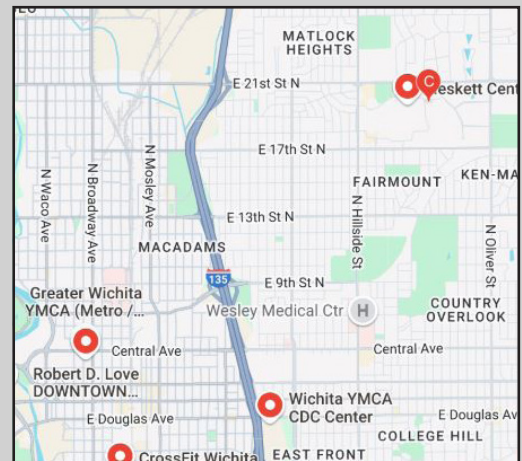
In 2023, the organization partnered with **NEXT LED Signs** to upgrade its indoor signage, choosing the high-definition **APEX 2.5mm** model. This transformation modernized the look of their facilities while significantly improving real-time communication with their members.



CLIENT : Greater Wichita YMCA

PITCH : APEX 2.5MM

PIXEL MATRIX : 624px x 1248px



The Challenge: Modernizing Static Communication Methods

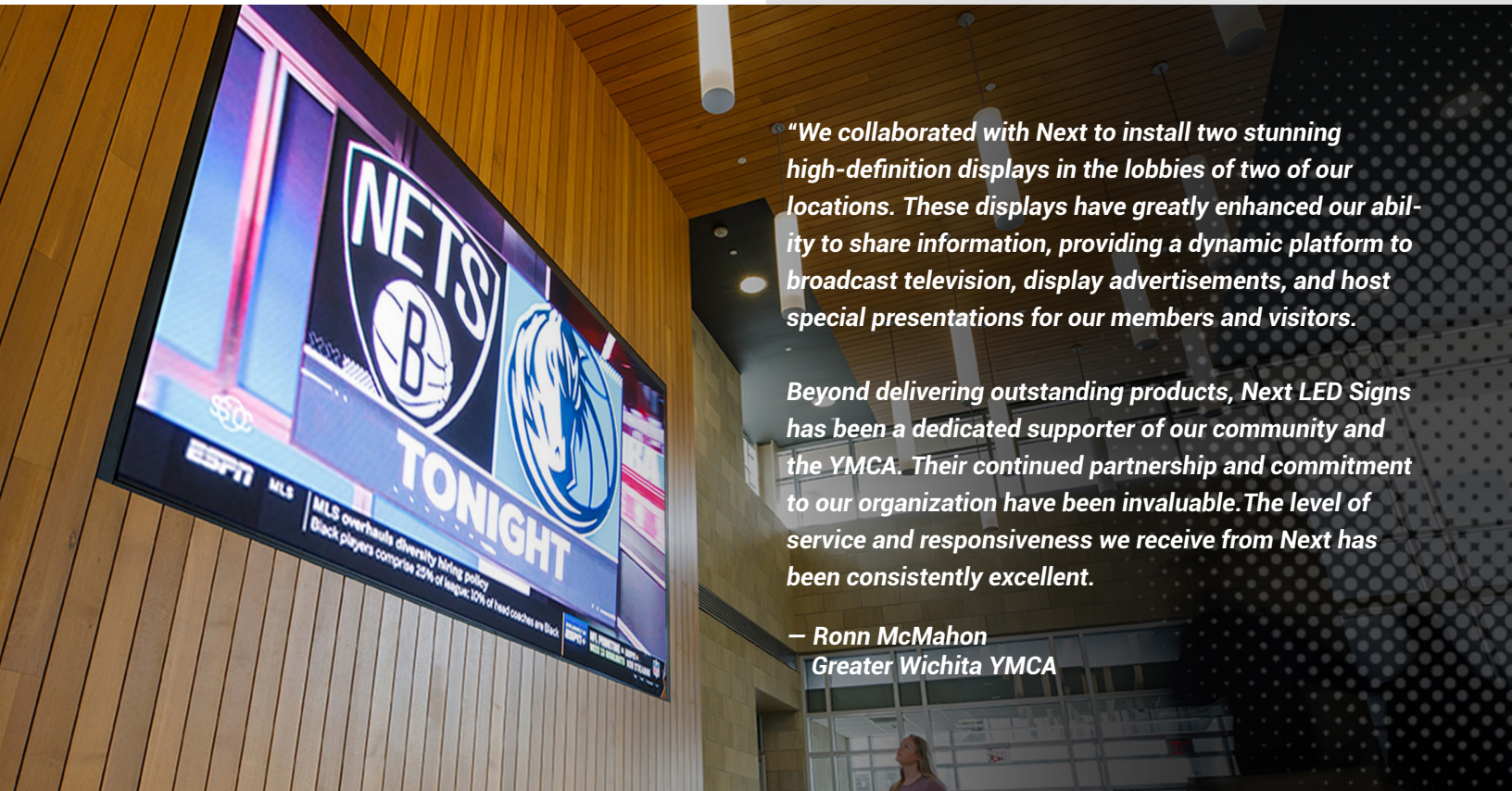
Prior to the digital upgrade, the Wichita YMCA faced several operational and engagement hurdles:

- **Time-Consuming Static Messaging:**
Relying on printed posters, flyers, and manual bulletin boards was costly and required staff to constantly replace outdated materials.
- **Lack of Member Engagement:**
Static signs were frequently overlooked in busy environments, leading to lower-than-expected participation in community events and programs.
- **Limited Communication Flexibility:**
The inability to change messages quickly made it difficult to broadcast time-sensitive updates, such as last-minute class cancellations or schedule changes.
- **High-Traffic Space Constraints:**
The YMCA required dynamic solutions that could effectively convey messages in large, crowded areas like lobbies and fitness centers.

The Solution: High-Definition, Interactive Digital Displays

NEXT LED Signs implemented a versatile indoor solution designed to draw attention and streamline management:

- **Fine-Pitch APEX Technology:**
The 2.5mm pixel pitch provides sharp, high-resolution visuals that ensure advertisements and announcements are legible even at close range in lobbies.
- **Cloud-Managed Real-Time Updates:**
Staff can now update class schedules, membership promotions, and emergency alerts instantly through a centralized software interface.
- **Dynamic Content Mixing:**
The digital platform allows the YMCA to broadcast a mix of live television, promotional videos, and success stories to create a vibrant atmosphere.
- **Durable, Energy-Efficient Design:**
The solid-state APEX model is built for longevity and reduced maintenance, ensuring a low total cost of ownership over the sign's lifespan.



"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*

The Results: Increased Program Awareness and Cost Savings

How do digital signs help community centers increase program sign-ups?

Digital signs boost program awareness by displaying eye-catching graphics and promotional videos in high-traffic areas. By showcasing success stories and real-time class availability, community centers like the YMCA see a measurable increase in fitness class sign-ups and membership interest.

What are the benefits of real-time communication for nonprofit organizations?

Real-time digital signage improves accuracy by allowing staff to broadcast instant updates regarding facility hours or class changes. This reduces member confusion, improves overall satisfaction, and ensures the organization can react quickly to community needs.

Can high-definition LED displays reduce a facility's printing costs?

Transitioning to digital signage eliminates the recurring costs associated with designing, printing, and manually replacing traditional paper posters. A single digital display can cycle through multiple messages, maximizing space while saving significant material and labor costs.

Enhanced Member Experience and Community Feedback

Both members and staff have reported a modern, welcoming atmosphere created by the new displays. The ability to broadcast high-definition television alongside ads has turned the YMCA lobbies into engaging hubs, reinforcing the organization's commitment to modernization and excellence.



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