



MASSIVE LED DISPLAY PROVIDES AN EPIC EXPERIENCE

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SIZING UP **DIGITAL SIGNAGE:**

VALUE ON DISPLAY



CUSTOM RIDE:
WRAPPING A HOVERBOARD

EVENT SIGNAGE:
BANNERS AND BACKDROPS

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GRAND PRAIRIE, TEXAS—The Epic is a state-of-the-art recreation and lifestyle center that opened this past September in Grand Prairie, Texas (a suburb of Dallas-Fort Worth). The 120,000-plus-square-foot facility has changed the face of recreation centers—it includes not just fitness equipment, walking trails, and indoor tracks but also amenities like a digital library, an Internet radio station, a recording studio, a film-editing bay, culinary classes, and a pub and lounge area, as well as an outdoor amphitheater and an indoor waterpark all co-existing on the 170-acre property.

The City of Grand Prairie and HKS Architects have succeeded in creating an extraordinary guest experience, but with so much going on at The Epic, they knew they were also going to need an outdoor LED video display big enough to not only attract guests' attention but also provide them with a compelling entrance experience. The desired system also needed to withstand the bright Texas sun, adjust its brightness dependent to the time of day, integrated into the campus digital signage system, and be easily front-serviced.

"It was important for us to be able to showcase the film, radio, recording, and

live music events on our property, as well as highlight what we have to offer," says Amanda Alms, general manager of The Epic.

Accomplished AV integrator Infinity Sound, also located in Grand Prairie, was retained to make this a reality. In turn, they selected a 10mm Intelligent-M2 LED display from California-based Optec Display, Inc.

The modular system forms an LED display measuring approximately 23 feet high-by-42 feet wide that's mounted onto the recreational building's exterior wall along the walkway adjacent to the Waterpark. This solution brings an



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added visual element to events and advertisements for recreation center programs, The Epic Waterpark, and the City of Grand Prairie. It features 10,000 nits ultra-high brightness and louvered tiles that help shade the sun and increase the image contrast.

Infinity Sound worked closely with Alms to install the colorful, clarity-filled display, as well as provide their knowledge in order to get everything up and running.

During the site survey, Infinity Sound found that The Epic’s architectural concrete wall wasn’t designed to support the entire weight of the display, so they re-

evaluated the wall with the architect and the structural engineer.

“We learned we had to provide deeper penetrations through the wall to other structural members further inside the building. That’s ultimately from where we mounted the frame,” says Tom Jones, the engineering manager at Infinity Sound who oversaw the design, engineering, and technical implementation of this project.

Optec shipped each one-by-two-foot LED module of the Intelligent-M2 LED display to Infinity Sound.

“It essentially came to us in eight blocks where they pre-assembled as

many of the LED panels as they could,” says Jones. “So instead of us having to assemble a hundred LED panels on-site, we were just putting together eight of the larger pre-assembled panel modules. This helped move the on-site installation a little faster since we didn’t have to go one-by-one for every single LED panel.”

The display, which includes a sound system, shows live and recorded video and TV as well as other animated content and special messages (such as amber alerts and storm warnings). Its 60fps and high 3840Hz refresh rate provide smooth video playback.

Optec’s Intelligent-M2 display is adaptable to Epic’s digital signage software and is easily operated from The Epic’s central control room or from a remote location. “It was important for us that the display had to be user-friendly so we can run it on an ongoing, daily basis,” says Alms. “Parks and recreation professionals aren’t always technology-savvy, and we have to be prepared as our staff grows and eventually move into other positions.”

The large format display provides guests with an entry experience that can be seen from across the grand lawn and large outdoor parking lot. It runs from 5:45am to 10:30pm every day and highlights the walkway in-between The Epic facility and the indoor waterpark, meaning its messages and content can reach thousands of people a day. “The color and clarity have been very good,” says Alms.

The Epic adhered to basic city ordinances for sound with the display. “We have the sound set on a low setting where visitors can hear it off the parking lot,” says Alms. “We could easily blast through the parking lot and into the apartments next door, but we’re not going to do that. It’s important for us to be good neighbors to everyone around us, and we’ve been able to do that even with it operating during early morning hours.”

In the future, The Epic is looking into getting more creative with the display, particularly its video components.

“Currently we have a video playing every fifteen minutes,” says Alms, “So we’re looking to add more video-type commercials to the display that highlight some of our internal aspects, as well as spotlighting potential sponsors.” ■

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