

# THE EPIC

The Epic recreation and lifestyle center's engaging LED display helps inform a community.

*Massive exterior LED display provides an Epic experience.*



INTELLIGENT-M2: 10mm pixel pitch (23'x42')



## LED DISPLAY TECHNOLOGY

Based in Grand Prairie, Texas, The Epic recreation and lifestyle center recently opened to rave reviews. The 120,000-plus-square-foot facility includes fitness equipment, indoor tracks, a digital library, an Internet radio station, recording studio, film-editing bay, live entertainment theater, culinary classes, and a pub and lounge area. Additionally, over two miles of trails wind through the campus connecting to a 10-acre, state-of-the-art, all-accessible interactive playground. The facility is part of a multi-year, 170-acre development that combines park space, recreation facilities, entertainment and more for residents and visitors to the Dallas-Fort Worth suburb.

### Challenge

The City of Grand Prairie and HKS Architects wanted to create a special environment and an extraordinary guest experience that would change the face of recreation centers. Since the facility is so large and has many daily activities, HKS wanted an LED video display big enough to attract guests and provide them with a compelling entrance experience. The system also needed to withstand the bright Texas sun, adjust brightness to the time of day, be easily front-serviced without being removed from the wall, and integrated into the campus

digital signage system. To implement this, the architect retained Infinity Sound, an accomplished AV integrator.

### Solutions

To complement the scale of the site and address the other challenges, Infinity Sound turned to California-based Optec Displays, Inc., and selected the company's flagship Intelligent-M2 LED display. Its unique modular cabinet design allows it to be pre-built in sections and ships ready for quick assembly on site to create a massive display solution.

"Within four days the display was installed and operating, it couldn't have been any easier," commented Jerry Hawley, Infinity Sound sales manager.

The display is located at the Epic Central complex and mounted to one of the recreation center walls, providing guests with an entry experience that can be seen from across the grand lawn and large outdoor parking lot.

The impressively large Intelligent-M2 features 10mm pixel pitch for tight resolution and superb image quality, 10,000 nits ultra-high brightness, and louvered tiles that



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help shade the sun and increase the image contrast. The modular system forms a display measuring approximately 23' h x 42' w that is mounted on the recreation building wall adjacent to the Waterpark to bring an added visual element to events, advertise for recreation center programs, The Epic Waterpark and the City of Grand Prairie. The display, which includes a sound system, can show live and recorded video and TV, as well as other animated content and special messages such as amber alerts and storm warnings.

"We really like the Intelligent-M2's modular design flexibility, which made it incredibly easy to install. With its design innovations, and high-end visual performance and refresh rate we see this installation as creating the perfect entrance experience," continued Hawley.

The display's 60fps and high 3840Hz refresh rate provide smooth video playback. Optec's Intelligent-M2 display is adaptable to Epic's digital signage software, able to display live video feeds, and easily operated from The Epic's central control room or from a remote location.

### Results

The large format display met the challenge of the installation wall's tremendous size and really helps draw guests into the recreation center. Visitors see a clear, crisp image that only adds to the complex's myriad daily activities and robust amenities.

"It was a seamless experience working with Optec on this project; we received unprecedented pre- and post-installation support," added Hawley.

During the summer in Texas, it often doesn't get dark until about 9:00 p.m. so Infinity Sound needed to make sure The Epic could show content during peak daylight hours. This was a big factor in their decision to select Optec's Intelligent-M2 that can easily provide crisp, clear images day or night.

The Epic is going to completely change the way people think about recreation centers and municipal facilities, and this large format LED display adds to this innovative experience.

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— Jerry Hawley sales manager Infinity Sound



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