



OPT-PANEL: 1.5mm pixel pitch (14'x 14')



## LED DISPLAY TECHNOLOGY

### Inspire Brands

Inspire Brands, a multi-brand restaurant company whose portfolio includes more than 11,200 Arby's, Buffalo Wild Wings, Sonic Drive-In, Jimmy John's, and Rusty Taco locations worldwide, recently opened its new headquarters and Global Support Center in Sandy Springs, Georgia. The state-of-the-art Support Center has unique amenities for team members, ranging from desks that can transition from sitting to standing at the push of a button, to a common area complete with its very own beer tap wall.

### Challenge

The company wanted a way to communicate announcements and events, and welcome guests upon entering the space. The 14-story building has an impressive two-story reception area with floor-to-ceiling windows on one side. Because of the reception area layout and proximity to where the display would be mounted, the resolution and ambient light were important considerations.

### Solution

The company turned to Georgia-based Baker Audio Visual (Baker) for a solution to meet Inspire's goals and that would work within this challenging physical environment. Baker understands the value of LED displays and knew it would be the perfect solution to show engaging, seamless, high-resolution video to reinforce the Inspire brand and communicate to both employees and guests.

Baker selected California-based Optec Displays, Inc., to leverage their experience working in unique corporate settings. Optec's knowledge of corporate operations and experiential design made them an ideal display partner. As a digital display solutions provider, Optec Displays designs, engineers, and manufactures LED displays to fulfill end-users' many different installations.

After discussing goals and considering the challenges – scale of the reception area, resolution, and ambient and bright sunlight – Inspire selected the OPT-Panel



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**“OPTEC IS A SEAMLESS SOLUTIONS PARTNER AND PROVIDES EXCEPTIONAL SUPPORT NOT JUST WITH INSPIRE, BUT ON ALL OF THE PROJECTS WITH WHICH WE’VE WORKED TOGETHER.”**

— Jacob Dylan *project executive, Baker Audio Visual*

Ultra-HD indoor LED display. The 1.5 mm pixel pitch display measures 14' x 14', expanding from the floor to the ceiling. The fine pixel pitch display helps convey Inspire's forward-thinking brand when guests and employees enter the building.

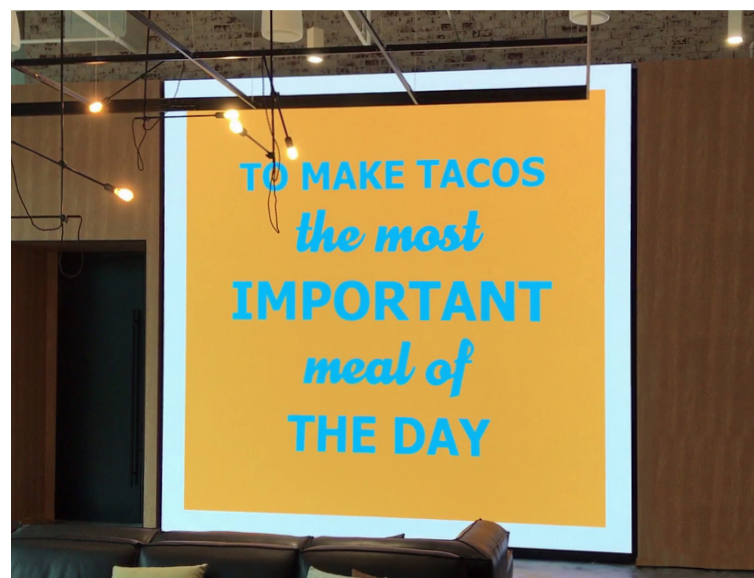
Messages, videos and graphic content are easily managed and scheduled to the display using Four Winds Interactive, Inspire's digital signage system.

### Results

The room was assembled around the awe-inspiring video board and also features hardwood floors, exposed light fixtures and modern brick textures. This area represents the look and feel of Inspire: innovative and invigorating. The space also includes a variety of work and lounge areas, including conference rooms, a community table and comfortable sofas.

This LED video display broadcasts Inspire's many branded videos and commercials, messages from the executive team, social media feeds, and news items. The display is making a statement to guests, potential clients, employees and prospective employees, helping to further brand Inspire as a creative, innovative company that is on the cutting edge of technology.

"Optec is a seamless solutions partner and provides exceptional support not just with Inspire, but on all of the



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projects with which we've worked together," said Baker Project Executive Jacob Dylan.

Paul Brown, Inspire CEO, also took particular interest in this project and is very satisfied with its outcome.



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