

THEATER VENUES

Lights. Movement. Attraction!

Digital signage has a memorability rate of 83%, which is nearly double the retention rate for traditional signage.



INF DIP 10MM 4' x 9' 5"



INF HB-SMD 8MM 3' 2"



INF HB-SMD 6MM 11'-9 6" x 6'4"



DISPLAYS, INC.

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Digital media in public venues reaches more customers than videos, the internet, or social media.

Attract Attention

Whether it is historic art house theaters to live performance venues, theater marquees are landmarks of history and their community. Digital displays can breathe new life into vintage marquees while maintaining the charm of the original design. Outdoor digital displays make a big impact on an audience on foot, in cars, or sitting still. Retain the look of older marquees with technology that is more energy efficient with flexible communication to the public and community.



Digital displays have a 47.7% effectiveness rate for brand awareness.

Indoor Engagement

With full video and sound capabilities, indoor LED signs can boost ticket sales and encourage patrons to buy more food and merchandise. Optec indoor LED displays are modular in design, which offers a seamless and scalable design. Build a video wall perfectly suited to display movie trailers, keep your food pricing up-to-date, and display special promotions with digital menu systems. Also, reduce perceived wait times by engaging and entertaining patrons.



Indoor digital displays can reduce perceived wait time by up to 35%, promoting customer satisfaction.

Exceptional Performance

Optec's optimized graphic and video processing capabilities deliver engaging content experiences via desktop or cloud. Manage a single sign or multiple signs from any location on the planet. Optec's dynamic software solutions, content creation services, and U.S. based Care Team work to provide exceptional customer experiences. Optec's LED displays give theater venues increased visibility and lasting value through our innovative products, services, and support.



Digital advertising has an 83% retention rate.



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80% of product brands experienced significant increases of up to 33% in additional sales through digital sign advertising.