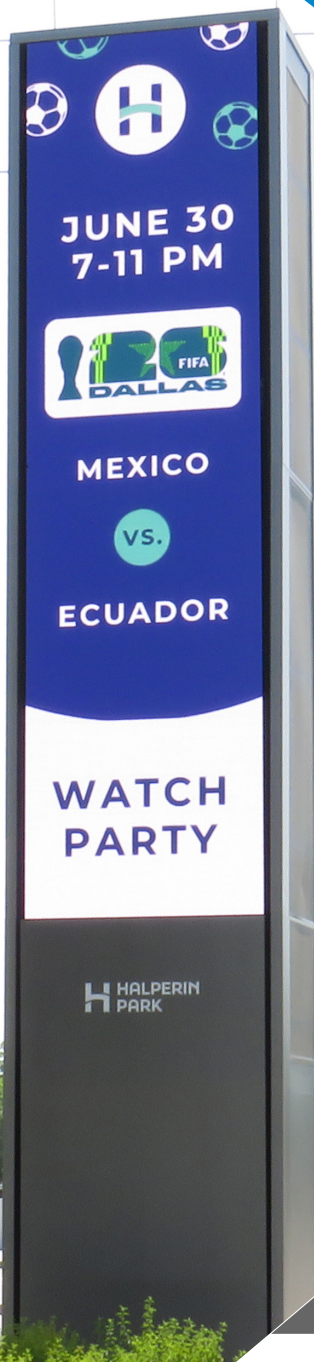


Bridging a Divide with Digital Signage

Digital signage improves the
messaging at a “park with
a purpose.”



Building a Solution



Two double-sided, 6mm Optec Infinity HB-SMD displays flank the amphitheater.

Halperin Park, a five-acre bridge park that spans across Interstate 35E in Dallas, Texas opened in May 2026, but it already has a storied history.

The project began in 2016 when the Texas Department of Transportation was planning the reconstruction of the interstate. Residents saw an opportunity to repair a divide that had been created more than 70 years earlier, when the highway was built directly through the Oak Cliff neighborhood, splitting it in two.

Halperin Park, which is part of the efforts of the Southern Gateway Public Green Foundation, aims to heal that divide by reconnecting the Oak Cliff neighborhood through a “park with a purpose” that expands access to amenities.

The park is being completed in two phases, with the first finishing in spring 2026. It includes a 2.8-acre section with a pavilion, amphitheater, playground, fountains, large event room, and a second level overlooking the Dallas Zoo.

It also includes two double-sided LED pylon towers from Optec Displays.

Optec’s early involvement in the project allowed them to make recommendations on ventilation, power, data, and visual requirements for the signs.

Originally, the park had requested a 3.9mm pixel pitch for the 900-pixel-high-by-240-pixel-wide displays. However, Optec convinced the park to go with the 6mm pitch, which offers higher brightness to combat the intense Texas sun. Since the digital displays were not at ground level, what was lost in resolution would not be noticeable. In addition, the 6mm displays include 10-year warranties instead of the industry standard of five years, ensuring the park would have many years with the new signs.

“We were able to listen to what they had and make a recommendation that would ensure them they’d have 10-plus years of longevity, which was their objective,” said Shawn Klinger of Optec Displays.

Signs at a Glance

- ✓ **Double-sided**
- ✓ **Optec Infinity HB-SMD Outdoor LED display**
- ✓ **6mm**
- ✓ **20 feet high-by-5 feet wide**

Partnering Up



Space on the displays is also being built into sponsorship packages.

Optec worked closely with a number of partners on this project, including Red Elephant, a full-service architectural and custom signage company based in Lewisville, Texas. The sign company built the cabinet and installed the two pylons onsite.

Each pylon tower features a fully welded steel interior frame. The exterior includes an aluminum cladding finish, Chemetal specialty metal finishes, donor panel cabinets, perforated aluminum panel accents, and custom-finished dimensional logo elements.

Another key partner on the project was eSI2 Networks, which served as a solutions provider and problem solver on all things tech for the project. One of the biggest challenges came when the project was about 80% completed. The Texas Department of Transportation mandated that the sides of the pylons facing the freeway could only show static images that held for a minute so as not to distract people driving by.

"So now we had the problem of visuals," said Randy Smith of eSI2 Networks. "We have two pylons with four digital signs—two face east, two face west. We needed the two displays that face the east, even though they're on different pylons, to operate concurrently."

Optec worked with eSI2 Networks to program the signs so that the two displays facing the freeway could be programmed together to only show static signage, while the displays facing the interior of the park are programmed together to show videos, images, and more at a faster rotation.

"Optec offers great support. Quality service is what makes a customer experience so successful."

—Randy Smith, eSI2 Networks

Connecting Through Content



Halperin Park manages the content for the pylon towers in-house using Optec Display's cloud-based software solution, M.E. Cloud.

Stills of artwork and park information are displayed on the freeway-facing side, with more robust content on the displays facing the interior.

"When we have events in the neighborhood, or if we're in partnership with the zoo, who's right next door, we're able to put things on there to bring awareness to both events," said Tiffany Howell, who handles the content management and is manager of Special Events and Public Programs for Halperin Park. "And then while people are attending anything at the park, all of our scrolling weekly regular programs are on there, so they can plan ahead if they would like to come back."



The displays also bring in sponsorship dollars. "Whenever we are doing sponsorships, we now can build that into our package to say that your logo or any imagery can be displayed on the screen," said Howell.

Now Playing

Halperin Park displays a variety of content on the digital signs.

- ✓ **Events: yoga in the park, World Cup watch parties, and more.**
- ✓ **Sponsorship messaging and logos.**
- ✓ **Artwork, time and temperature, and other general information.**

Fostering the Future

Phase two of Halperin Park's construction is currently underway, with design and engineering details being confirmed. This next phase will add the park section toward Marsalis Avenue, creating a total park of 5.3 acres.

The park is expected to generate \$1 billion in economic impact within its first five years, and Optec's digital displays will be there every step of the way to promote the programs, sponsors, and purpose of Halperin Park.

