



BIGGER, BRIGHTER, BOLDER, BETTER:

BENEFITS OF LARGE-FORMAT LED DISPLAYS FOR ATTRACTIONS AND AMUSEMENTS

By Dan Smith

Vice President Business Development
LG Business Solutions USA

The attractions and amusements industry may be the most aptly named economic sector, relying on a business model that literally requires attracting and amusing customers. Whether the entertainment offering is in the form of games, go-karts, roller coasters, museum exhibits or interactive digital art installations, what better way to engage and delight customers than with dynamic large-scale imagery. Digital displays are virtually guaranteed to play a major role in creating and shaping this actual experience. As crowds begin returning to these venues, integrators have a prime opportunity to show business owners how new Direct View LED (DVLED) video display solutions can help improve communication, entertainment and interaction year-round, in any weather, at any size.

THEY'RE BRIGHTER AND MORE EYE-CATCHING

Amusement operators know the value of guest engagement, and many of them already use some form of display network for entertainment, queue management, wayfinding, food courts merchandise sales and emergency messaging, as well as creating a 'wow factor' with scalable video walls with no bezels. With the price of DVLED displays now approaching the affordability of LCD solutions, integrators can help innovative business owners initiate new opportunities with a technology that can do far more than present a rectangular video on a wall.

The inherent benefits of the latest DVLED technologies include ultra-high brightness capabilities, a working lifespan of 100,000 hours or more, low weight and energy requirements, and the option to use preconfigured, all-in-one solutions or to design a custom display in nearly any size or shape for a specific need. Leading manufacturers such as LG have designed various types of customizable DVLED solutions that can be used indoors and outdoors, can conform to fit curved walls, are able to offer double-sided visibility, non-standard shapes and aspect ratios, and even offer interactive capabilities through touch-sensitive or motion-activated add-ons.



GIVE THE PEOPLE WHAT THEY WANT

Customers today are accustomed to digital displays being a part of nearly every daily activity, conveniently available in their pockets, on their walls and in their vehicles. It's no surprise, then, that customers have come to expect attraction businesses to integrate digital displays throughout the experience.

Enhancing the customer experience while in the queue is often considered a key aspect of optimizing the guest experience. If customers encounter wait times or lines for specific attractions, business owners have a prime opportunity to reduce perceived wait times, entertain, inform, advertise, engage and connect with patrons of all ages. And with the natural flexibility of placement offered by the technology, a DVLED display can go on a wall, be hung from the ceiling or even wrap around a column to place messaging wherever a customer is located.



REACH EVERYONE ALL AT ONCE

No matter what content a display presents, visibility is key. Simply put, the more eyeballs that can see a visual, the more effective the engagement. In nearly all cases, visibility comes down to size, resolution, brightness and placement.

There's virtually no limit to the shape or size of a custom DVLED display. If an amusement park or sports stadium wants a welcome banner over their entrance booths, they no longer need to design a paneled video wall with multiple LCD screens and content processors, but instead can utilize a single curved DVLED display with a 1:5 ratio, for example. The same goes for video walls and large interactive exhibits, games or information displays, where DVLED virtually eliminates the need for bezel lines and helps guarantee color and timing consistency across the entire digital surface.

Since resolution (pixel pitch) and brightness are customizable, a display's size and expected viewing distance can greatly affect its cost and what characteristics are required. For large displays intended to be viewed from far away, a lower resolution DVLED solution with high brightness may deliver excellent results with lower costs. Weatherproofing and brightness capabilities as high as 8,000 nits deliver outstanding performance for outdoor or window-facing situations. Displays intended for close-up viewing or interactive experiences, on the other hand, require a higher resolution with smaller pixels, and may not need such extreme brightness capabilities.

CAPITALIZE ON THE MOMENT

Amusement and attraction owner/operators are eager to resume somewhat-normal operations, and most are willing to consider investments in displays to enhance the guest experience in ways that will make customers feel safe, welcome and excited to be back. In addition to sharing daily updates on health and safety protocols, business owners can use DVLED installations and experiences to show that they are just as excited as their customers, to get back to the job at hand – having fun. And they have been working to make their amusements even more fun over the past year. Our job now is to present these opportunities and possibilities to these businesses' key decision makers and help deliver entertaining, engaging, meaningful, creative digital solutions for all of their on-site communication needs.



*Dan Smith is Vice President
of Business Development for
LG Business Solutions USA*