

The How-To Magazine

# Sign Builder

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- > Digital Signage
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## A Miniature Scoreboard Makes a Big Impression



Recently the Cleveland Cavaliers asked ANC Sports Enterprises ([www.ancsports.com](http://www.ancsports.com)) to create a miniature replica of an LED scoreboard display the company had created for them five years before. This scoreboard was hung in the new two-story Cavaliers Team Shop inside Quicken Loans Arena. "They wanted us to replicate [the scoreboard] as close as we could on a smaller scale," says Dave Watroba, vice president of sales at ANC.

ANC used materials similar to the original and scaled down the display's dimensions to fit the Team Shop. The resulting 1,100-pound, 5.5-foot-high-by-8-foot-wide "Q-Tube" display features four 65-inch LCD TVs that mimic the LED video displays of the original. Four 66-inch-wide-by-17-inch-high LED scoring displays are also included on the new system. Content includes scores, live game action, advertiser messages, a digital signage feed, and the proprietary QTV.

Each corner of the structure has an aluminum-curved banner featuring the Cavalier swords and an internally LED-illuminated "Q" logobox. The very top of the display sports a "Q" in an acrylic, second-surface-printed,

twelve-inch-deep vacuformed dome. The Quicken Loans Arena name runs along the top in illuminated push-through lettering.

The display was shipped in one piece, with the exception of the corner Q logos, which were fitted to the display onsite to save shipping space.

At the team shop, the Q-Tube was hung between the first and second-level mezzanine. "We attached stainless steel cables to structural attachment points above the drop ceiling," says Watroba. "We then attached 'self-locking' clevis-type clamps on those cables up near the ceiling."

Four come-alongs were fitted to each of the lifting points attached to the cable. Then the structure was slowly lifted up, leveled, and secured. The come-alongs were released and the lifting points taken off. Meanwhile a hatch was included in the bottom of the display for future service accessibility.

In total, it took about an hour-and-a-half to finish the install and about eight weeks to complete the job from production through installation. —Ashley Bray

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counter. At a bank, the focus could highlight the range of financial services and investment programs available through that institution. "If a bank can get a customer it already has interested in just one more account or service, that's a major win," says Porter.

**Restaurants and fast food.** Restaurant menus change throughout the day. "With these systems, you can feature the current menu, provide nutrition information, and promote a specific item," says Collard.

In a fast food outlet, high-resolution images can be used to encourage

impulse buys of current offerings. In a more formal restaurant lobby, the rotation can highlight the day's specials, promote upcoming offers, and include paid ads for other area businesses.

The ability to easily add or delete content can drive sales in sports arenas. "As the event winds down, prepared content can remind patrons of a pending cutoff of beer sales or announce deep discounts on an item that hasn't sold to expectations," suggests Collard.

**In transit.** Travelers have distinct, immediate concerns, and the flexibility of a digital sign system allows for con-

tent to address them. Consider airport shuttle buses. Travelers heading to the airport are most concerned with making their flights. The system can display the latest information on schedules and departures, traffic, weather—anything impacting their plans.

Passengers in those same shuttles traveling from the airport see a different mix—information about services available at their hotel, restaurants, or other attractions in the area.

"Whatever that person needs to know, with a digital sign system, there's a way to provide it," states Porter. ☐