

# Indianapolis Museum of Art

## Indianapolis Museum of Art and Scala InfoChannel Guide the Way to Inform Museum Visitors

**INDIANAPOLIS, IN** – When the Indianapolis Museum of Art contacted Digital AV about Scala InfoChannel® software, the Indiana based digital signage company knew it was in for an interesting

### **IMA had a vision for a dynamic visual greeting system for visitors and guests**

artistic journey. Part of the \$220 million expansion program under development at IMA included the vision for a dynamic visual greeting system for visitors and guests as they entered the new Glass Rotunda at the front of the Museum. The entrance was designed with exposed structural steel framework and a glass curtain wall system creating a large, open environment to welcome visitors. The problem was, the beautiful open area left visitors without a focal point of direction and, considering potential visitor counts in thousands for key events, IMA staff knew they had to pull the minds eye of the visitors to a central point of key information.

Enter Mike Prusa, Manager of IMA Ticketing and Visitors Division, who had seen digital signage used in other large museums throughout the country and knew it was exactly what the entrance needed to help guide their guests to the wide range



of museum locations. A call to Tom Johnson, president of Digital AV, brought the museum in closer to their quest for a signage system that would do more than one thing at the same time. Johnson recommended three large digital displays, positioned together on a custom designed steel floor stand from Premier Mounts, with special mounting brackets for flexible positioning.

The Scala InfoChannel software recommended was able to drive the three independent monitors with Scala's robust InfoChannel platform. The computer driven images would be playing in constant rotation but

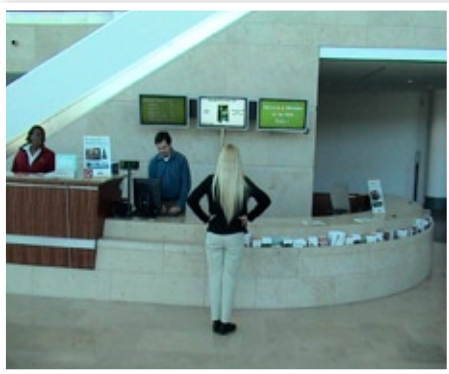
### **Content independently controlled by an external server in a remote location**

independently controlled by an external server in a remote location. Information displayed includes museum ticket prices, upcoming museum events and exhibits, various museum attractions and other important location information.

With InfoChannel, the museum would alleviate the need to replace constantly changing wall hangings, posters or looping videotapes within the beautiful new space. After presentations to the entire IMA

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senior staff, and budget approval, the project was released and the Digital AV team swung into action. The large custom LCD mount was ordered along with the 32" LCD monitors from LG Commercial Displays. Custom computers from Equus with pre-loaded Scala images on a security enabled, "ghost drive" keeps the content secure and the system easy to manage.

Johnson noted the esthetic and ambient light challenge within the large Rotunda. "With all the light and space challenges it turned out very well, easy to read and colorful, and the IMA content looks great on the system." Johnson also spoke about the return on investment for the DS system. "The IMA's challenge was to quickly and efficiently help their guests to a destination decision and to guide them there after the ticket purchase. "We think the Digital Signage System answers both of those challenges

with a high quality, high technology solution", said Johnson. "It has had to already pay for itself with speed to destination efficiencies."

The project was finished in just 90 days and now curators can show a wealth of IMA information through scheduled multimedia playback on the low-profile screens instead of having to cover walls with bulletin boards or worry about replacing degrading or outdated CD's and cassettes.

The Scala InfoChannel display system now shows content that can be updated remotely to run 24 hours a day, 7 days a week. Content is changed by periodic or exact schedule, so the museum staff can easily adjust to the expected audience depending on the season or even the time of day.

The main admissions desk signage includes the 3 high-resolution LG Commercial 32" LCD screens that show information about the latest museum exhibits with options to grow the network. The ticket counter proved to be the perfect place to educate visitors about ongoing exhibits as well as daily events, and it is continuously updated behind the cashier. IMA staff has expressed high satisfaction with the new system.

The screens can also all be tied into the same Scala InfoChannel electronic

signage system and administered centrally by InfoChannel Network Manager in the museum's control room. Creative work and textual updates are also conceived in the same room via Scala's InfoChannel Designer. When published, changes can either be seen instantly or scheduled to appear later throughout the building.

The high-resolution images are transmitted over the IMA Local Area Network (LAN) and can be dispatched anywhere in the buildings. The changing exhibits area was designed with the future in mind for transmitting computer graphics, video and audio



to produce a truly interactive exhibit space.

Visit [www.ima-art.org](http://www.ima-art.org) for more information on the Indianapolis Museum of Art expansion project and exhibits.

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### About Digital-AV

Founded in 2004, Digital AV is the Midwest's largest dynamic digital signage company.

Located in Indianapolis and Fort Wayne, Indiana, DAV is a leader in Scala digital signage development and service. DAV specializes in the deployment of DS software, hardware, content development, managed software services and network management. They manage specialized digital signage technologies linking to IP addresses through networked LANs, FTP distribution networks, broadcast servers and Cat-5 distribution systems.

DAV is a fully authorized and Certified Partner for LG Commercial, Scala InfoChannel, Premier Mounts, Equus Computer, DataCall Tech and many other quality lines of professional AV and DS products. Display mediums include LCD and Plasma displays, LED blocks and walls, plasma walls, projection systems and many other specialty displays.

Deployments include universities, stadiums, convention centers, museums, corporate / industrial sites, churches, hospitals and retail stores. With technology showrooms in Indianapolis their Scala customer list is available for review at [www.digital-avd.com](http://www.digital-avd.com).

Additional capabilities include comprehensive content development, content management and content systems control development.

### About Scala Inc.

Scala, Inc. ([www.scala.com](http://www.scala.com)) is the world's leading provider of software for digital signage software used in retail, education, entertainment, government and other industries. The company's cutting-edge multimedia software platform powers thousands of digital signs around the world including the digital signage networks of Tesco, Best Buy, T-Mobile, ShopRite, Virgin MegaStore, Bloomberg, Burger King, Kiwi, Azizia-Panda Supermarket, McKee Foods, Muvico, Santiago Airport, RaboBank and Warner Brothers Movie World. Since InfoChannel is proven, scalable, and easy to manage, it is the platform of choice for many digital display networks ranging in size from one screen to thousands of screens with uses including advertising displays, touch screens, retail TV, LED billboards, lobby signage, digital menu boards, interactive kiosks, and more. Scala, Inc. pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, PA with operations in California, the UK, Norway, The Netherlands, France, China and Japan.