

Ballantyne Village Converts Former Lack-Luster Digital Signage System to Scala InfoChannel

Ballantyne Village & Theatre Leads the Way for High-End Shopping Centers in Charlotte, NC

THE CHALLENGE

Ballantyne Village & Theatre is Charlotte's premier venue for one of the most technologically advanced, multi-purpose real estate developments in the United States; the ten acre site houses an impressive list of Charlotte's most high-end Shops and Restaurants. Currently, Ballantyne Village & Theatre is located in Charlotte's fastest growing multi-million dollar real estate area and is expanding quickly to encompass business centers and corporate offices and will include more than 400 luxury condominiums, restaurants, retail shops, and a hotel at its completion.



Originally, Ballantyne Village & Theatre utilized a Nexus Media solution that fell short of high expectations and ultimately left the property management looking for a better option. Their management team consulted with DaVinci Bridge, a Scala Certified Partner, to find a solution that met the following requirements: scalable software solution, impressive dynamic content, split screen and multi-region technology, HD video compatibilities, and remote access for deployment and management. However, the main objective was to provide an effective solution that was impressive to both Ballantyne Village & Theatre and their customers.

Da Vinci Bridge

THE SOLUTION

Initially, DaVinci Bridge assisted in the deployment of the Scala InfoChannel[®] solution and installed a complete digital signage network -- the Ballantyne Village network was born! The network was composed of five player channels that controlled multiple screens within the Ballantyne Theatre. DaVinci Bridge was on-site for the complete end-to-end deployment,



covering network design and setup as well as a software and content configuration.

The locations for the screens were chosen to maximize the customer experience. In the cinema, screens are positioned around the doors and throughout the lobby area displaying movie trailers, menuboards and brand advertising. Other interactive "Touch Me for Info" screens are positioned around the property to assist customers with wayfinding and shopping information.

Following a successful deployment of the Ballantyne Village network, Ballantyne Village & Theatre sought to further expand their conversion project to all passive and interactive screens throughout their property. Overall, their network was expanded to 12 player channels that now control all 28 screens on site.

THE BENEFIT

Ballantyne Village & Theatre as well as their management company, RBB Investments, is more than pleased with the outcome. After using the Ballantyne Village network for a few months, facility management rated the solution a 10 on a 1-to-10 scale, the highest possible rating. Furthermore, the management team awarded DaVinci Bridge a 15 on

the same scale, for far exceeding expectations and thus, overextending the known scale on a basis of excellence.

Ballantyne Village Theatre General Manager, Leon Putman, states that they are "Far and away more satisfied with Scala and DaVinci Bridge. The service is superior, the product is more user-friendly and the price is more amenable to our budget."

Mr. Putman goes on to further state that "with Scala all of the bells and whistles are innate to the software and you are not relying on anyone else to create dynamic solutions for continuous and hidden costs."

