



 **optec**
DISPLAYS, INC.

**POWER OF
ROCK
EXPERIENCE**
CONNOR THEATER



Innovation in Light™

Optec's array of LED products span high-growth markets from indoor spectaculars to outdoor displays. Our solutions work to give clients increased visibility and lasting value through our innovative products, services, and support.

CONTENTS

History	02
Our Offering	04
Optec Care	08
Products	12
Dealer Network	30
Markets & Clients	32
Featured Projects	34



30 Years of LED Innovation

Optec Displays, founded in 1985, continues to be a major contributor in the development of LED display technology innovations. As a result, Optec has grown into one of North America's leading-edge large format LED display manufacturers.

Over 30 years of research, analysis, application, and constant constructive exchanges, with some of the most challenging dealers and clients, informs our design, engineering, and technological advances.



2005: Optec installed the *Twin Dragon Tower*, the world's first LED display to wrap around a 720° radius. It won a prestigious Digi Award for excellence in creativity.



1980

1985: Optec began operations under the Litek Brand.
Developed the first wireless controlled LED displays for commercial use.

1990

1990: Optec developed the world's first full-color RGB LED display panel.

1996: Optec installed the world's first outdoor full-color RGB LED display.

2000

2002: Optec developed the Hybrid pixel system featuring "hot swappable" pixels and individually louvered LEDs.

2006: Optec developed the DNET cloud-based content hosting and sign management software system.

2010

2015: Optec moved into a new 100,000 square feet manufacturing facility in Ontario, California.

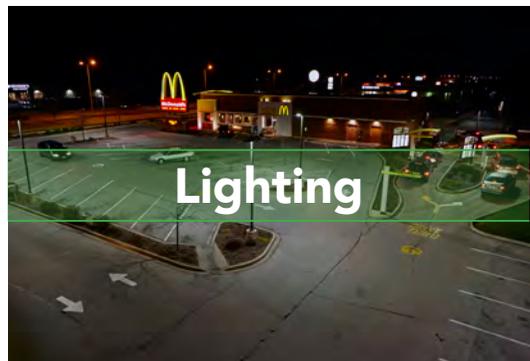
2017: Optec introduced the Intelligent-M2 modular cabinet with 1 CPU per LED tile, diagnostic utility, and advanced five pin power and data connector.

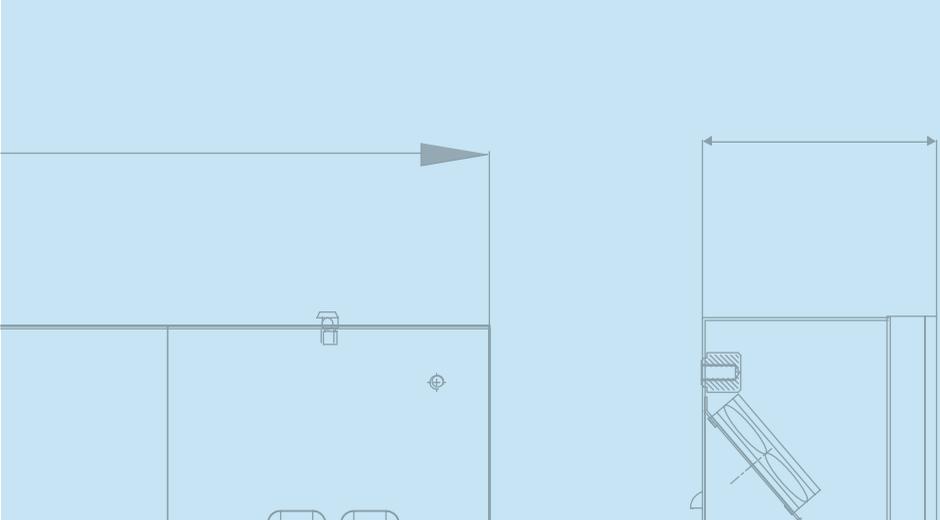


OUR OFFERING

LED SOLUTIONS FOR EVERY APPLICATION

LED is the premier visual solution for indoor, outdoor, and lighting applications, and the top-line product for Optec's dealers and their clients. As a leading innovator in LED solutions, Optec is proud to be among the first in the world investing in this technology and its applications. Our expert display, software, and lighting teams are dedicated to delivering brilliant solutions.



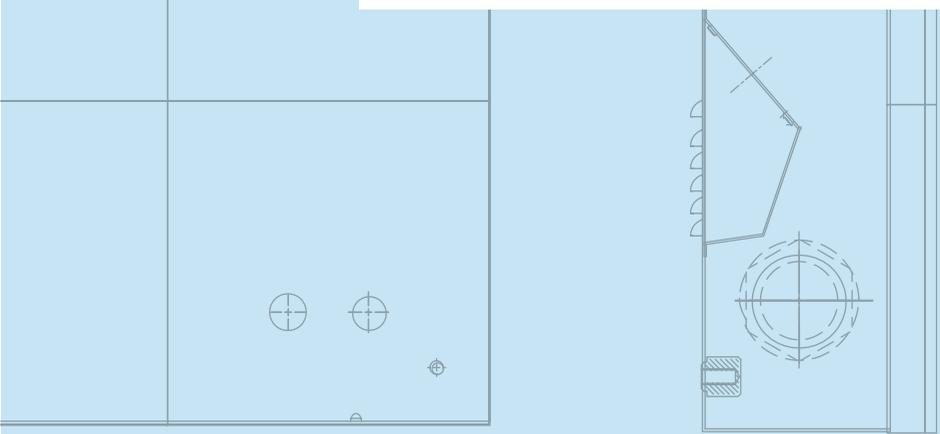
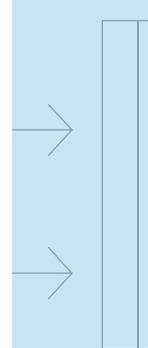


We design everything we produce.

Optec's innovative display solutions are brilliantly designed and engineered. Our LED displays are not only visually compelling, they are intelligent, flexible, and efficient. We incorporate cutting-edge LED technology, materials, and functionality into every display we deliver.

Our display solutions are dynamic systems in which each piece is designed to work in synergy: LEDs, cabinet and components, and software unite to enhance capability. Each display is designed and built to fit our clients' ever-changing needs.

"We design and engineer solutions to fit our clients' ever-changing needs. Every product we deliver is unique."



ONTARIO, CALIFORNIA

DESIGNED, ENGINEERED, AND BUILT IN THE USA

For over 30 years, Optec Displays has been headquartered in the Southern California area. In 2015, Optec moved into a 100,000 square foot facility in Ontario, California, about one hour east of Los Angeles. We are equipped with specialized tools, utilized by our highly qualified personnel, to deploy thousands of custom LED solutions a year. We invite you to visit, and look forward to showing you that the sun isn't the only source of brilliant light in Southern California.



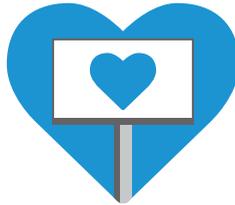
Optec has deployed over
107,007
custom LED solutions.



Many Optec displays are still in operation

15+ years

after installation.



OPTEC CARE

WE ARE HERE FOR YOU

Experience has taught us that second chances never come easy. Optec understands that delivering and supporting dynamic display solutions is a challenging endeavor. With that in mind, our goal is to meet that challenge by first reimagining our approach to customer experience.

We have always believed great projects are a result of detailed planning, clear communication, and accurate timely delivery. Our team of experienced sales consultants and engineers offers individual advice and tailored solutions, as well as assistance from project planning to final implementation.

Optec's support does not end at product selection and delivery. Our care team is available to assist from pre-planning through post-installation training. We offer installation support, communications setup, content services, and unlimited software training sessions. Our new diagnostic features allow us to provide next-level service with triggered event alerts, more accurate part dispatch, and targeted service plans. We are committed to providing detailed test and repair, technical support, and accurate expedited service.

"Optec is committed to providing first-rate customer experience to our dealers, integrators, specifiers, installers, and their clients."



Sales & Support

Optec is here to help. Along with experienced North American sales consultants and U.S. based engineering and technical advisors, we offer installation and training support via phone, online, or in person.

Our specialized sales consultants work side-by-side as your trusted advisors. Over thirty years of experience guiding unique LED solutions from project planning through installation goes into every display solution we provide.

We are your trusted LED solutions partner.

PROJECT OPTIMIZATION

TOGETHER WE GO ABOVE AND BEYOND

Every construction project is special and every Optec display solution is unique. We utilize specialized programs and experienced experts to craft modern, straightforward display solutions. From design consultation to integration review, through project management support and content services, Optec goes above and beyond expectations.



CONCEPT & DESIGN CONSULTATION

Concept, creative, and experience-oriented design consultation.



ENGINEERING & INTEGRATION REVIEW

Engineering and integration review. Product, software, and custom solutions.



INSTALLATION GUIDANCE

Installation, electrical, or communication guidance via phone, online, or in person.



PROJECT MANAGEMENT SUPPORT

Site survey/evaluation analysis, permit and zoning reviews, and pre- through post-delivery support.

ce_02-01.png

Size: 240x336



4

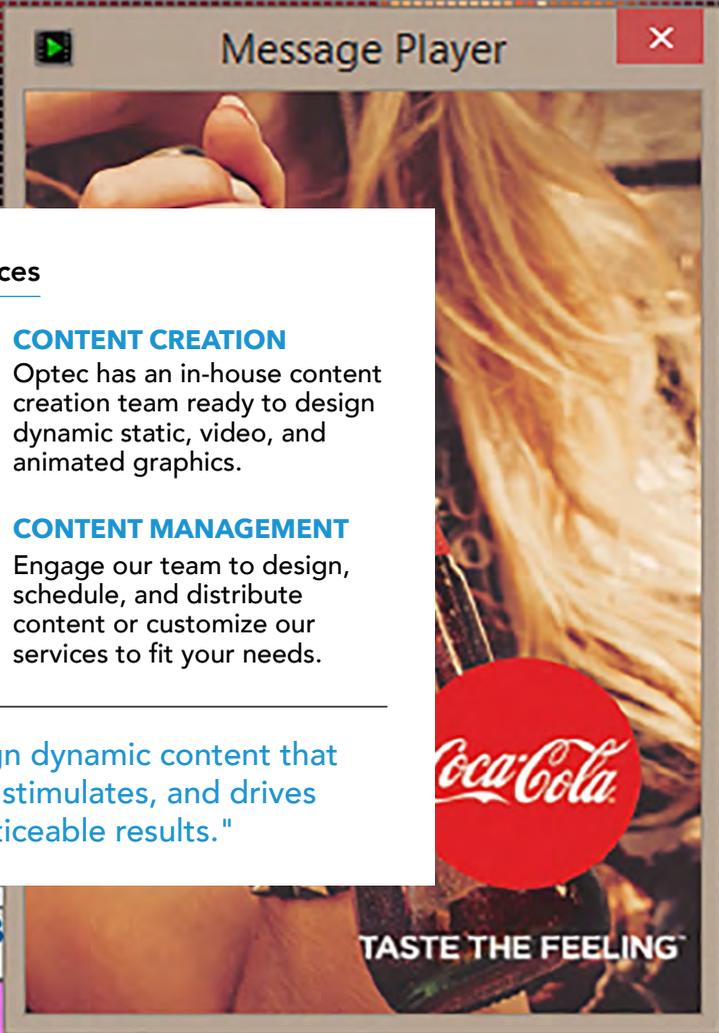


Duration (s)

10



Navigation sidebar with various icons and controls.



Content Services



CONTENT CREATION

Optec has an in-house content creation team ready to design dynamic static, video, and animated graphics.



CONTENT MANAGEMENT

Engage our team to design, schedule, and distribute content or customize our services to fit your needs.

"We design dynamic content that attracts, stimulates, and drives noticeable results."



TASTE THE FEELING

Message Content: IM

Action

de In

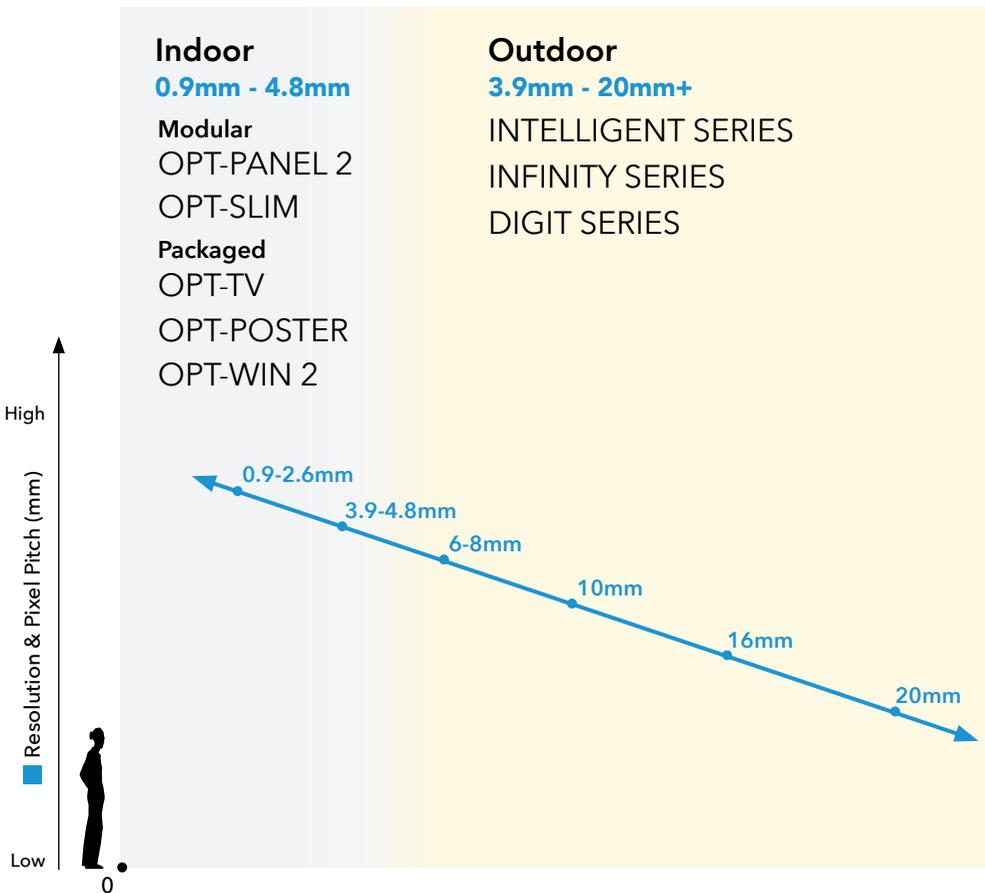
de Out



PRODUCTS

INDOOR & OUTDOOR LED DISPLAY TECHNOLOGY

Optec's LED display design and technological expertise is translated into two product categories: indoor and outdoor. We offer a wide range of products designed and engineered to fit a variety of project and installation needs. For detailed product information, contact your Optec dealer or sales consultant, or visit our website optec.com.

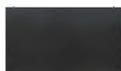




INDOOR DISPLAYS

Optec's indoor product range features ultra-high pixel density LED tiles, designed for close proximity viewing and high resolution visuals.

— Modular —



OPT-PANEL 2
0.9-1.9mm

Opt-Panel 2 is an ultra-high pixel density module, supporting 1080p, or 4K+ resolution.



OPT-SLIM
2.6-4.8mm

The Opt-Slim features bright, high pixel density tiles, and lightweight, low-profile module designs.

— Packaged —



OPT-TV
0.9-1.9mm

Opt-TV is an ultra-high pixel density, 1080p or 4K resolution TV style display.



OPT-POSTER
2.5mm

Opt-Poster is an ultra-thin, portable, all-in-one display designed to place, plug, and play.



OPT-WIN 2
2.5-4.8mm

Opt-Win 2 is an ultra-bright, ±4,000 nits display designed for in-window or bright indoor environments.



OUTDOOR DISPLAYS

Optec's outdoor product range features ultra-bright LED tiles and durable all-weather cabinets, designed for a variety of viewing distances and environments.



INTELLIGENT SERIES
10-20mm

The Intelligent Series is an ultra-high bright discrete pixel LED module featuring 1 CPU per LED tile, 3840hz broadcast ready refresh rate, diagnostic utility, advanced five pin connector, and fully sealed LED tiles.



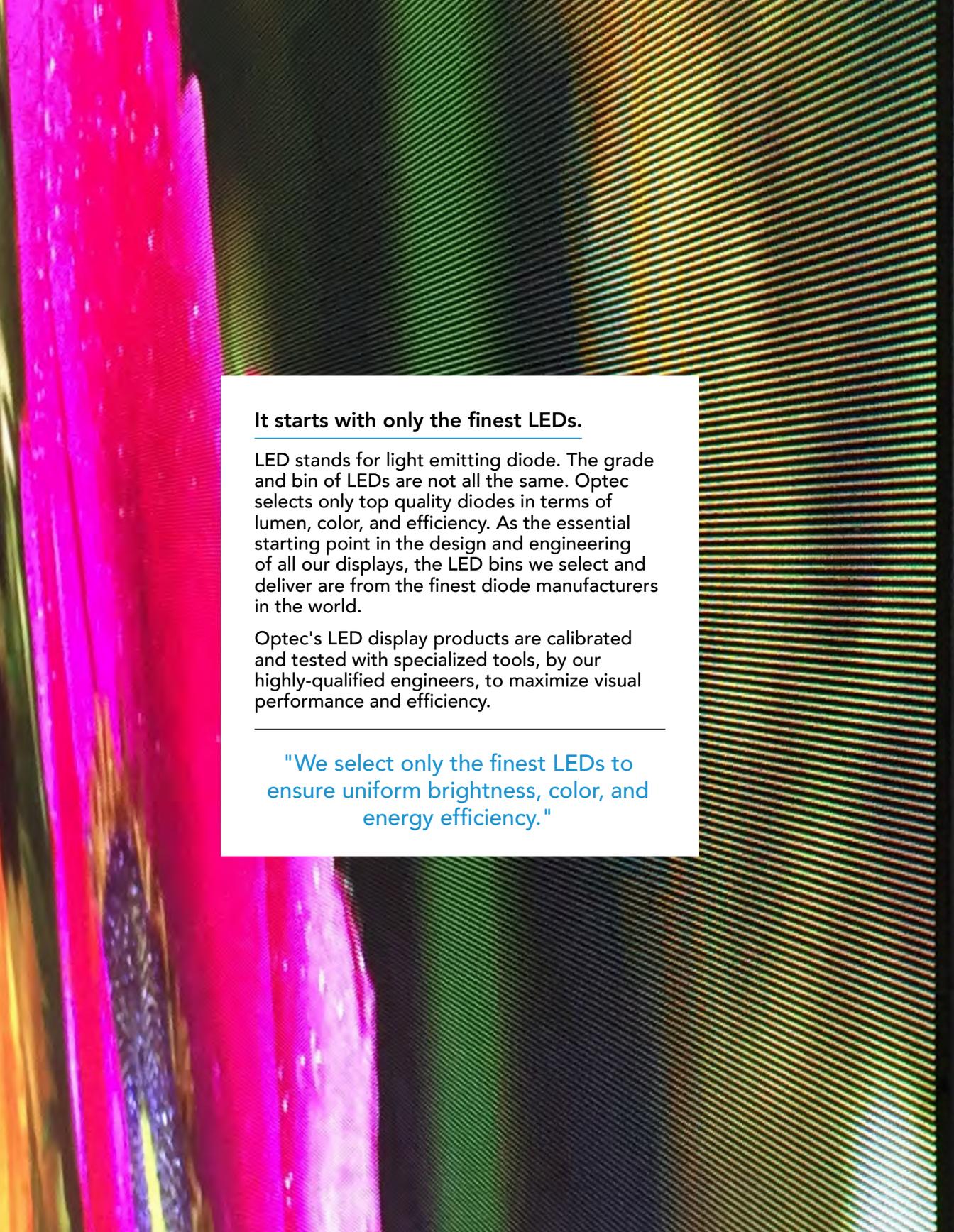
INFINITY SERIES
3.9-34mm

The Infinity Series features a range of LED tile options including SMD, discrete RGB, and monochrome. Infinity is available in three all-weather cabinet designs - modular, traditional and front vent.



DIGIT SERIES
8-36+ Inch

The Digit Series feature bright, clear character displays with remote control and all-weather performance.

The background of the image is a close-up of an LED display. On the left side, there are vertical bands of bright red and magenta light. The rest of the image is filled with a dense grid of small, multi-colored pixels in shades of green, yellow, and blue, creating a textured, digital appearance. A white rectangular box is centered in the lower half of the image, containing text.

It starts with only the finest LEDs.

LED stands for light emitting diode. The grade and bin of LEDs are not all the same. Optec selects only top quality diodes in terms of lumen, color, and efficiency. As the essential starting point in the design and engineering of all our displays, the LED bins we select and deliver are from the finest diode manufacturers in the world.

Optec's LED display products are calibrated and tested with specialized tools, by our highly-qualified engineers, to maximize visual performance and efficiency.

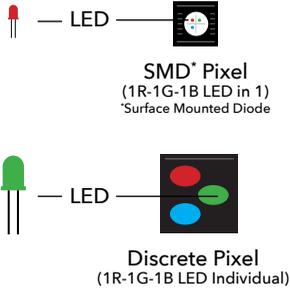
"We select only the finest LEDs to ensure uniform brightness, color, and energy efficiency."



PIXEL

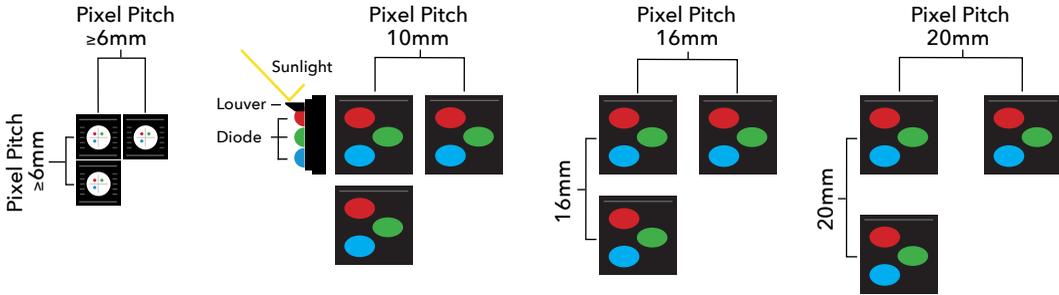
Three LEDs (red, green, blue) combine to form one pixel. The two primary pixel types we utilize are the surface mounted diode and discrete pixel. Each are offered in various sizes, configurations, and brightness levels. Our LEDs are engineered to last an average of 100,000 hours (10 years).

±100,000 hours lifetime



PIXEL PITCH

Pitch is the center-to-center distance between each pixel both vertically and horizontally. The smaller/tighter the pitch of a display, the higher the resolution and closer the viewing distance.

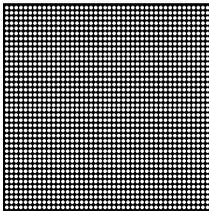


The industry standard measurement for pixel pitch is millimeter (mm).

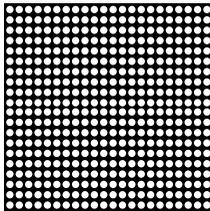


TILE

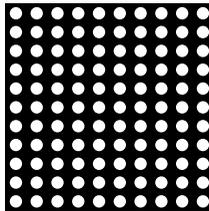
Pixels are fixed together to form tiles. The larger the pixel count per tile, the higher the resolution. Tiles are mounted together to form a display. Each tile is calibrated to ensure uniform color and brightness.



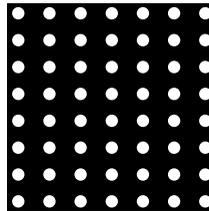
6mm



10mm



16mm



20mm

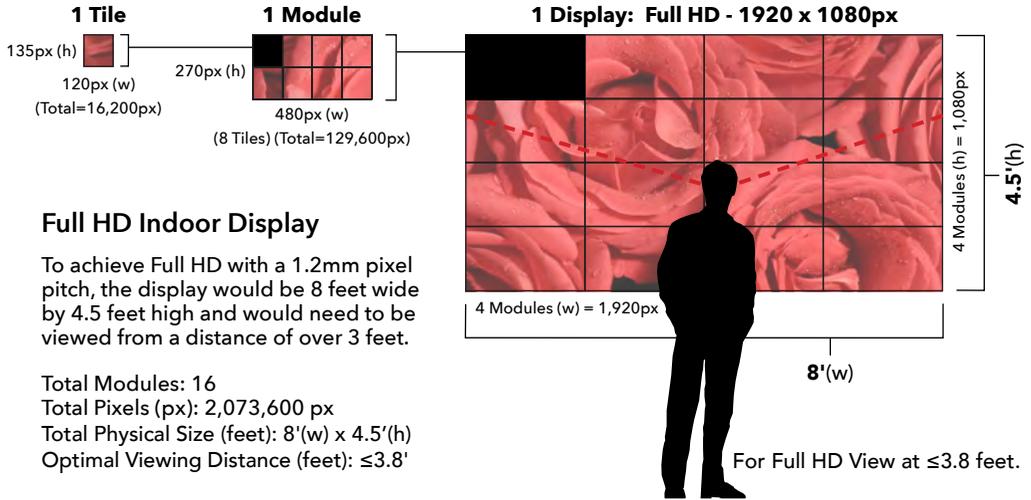


Resolution & Viewing Distance

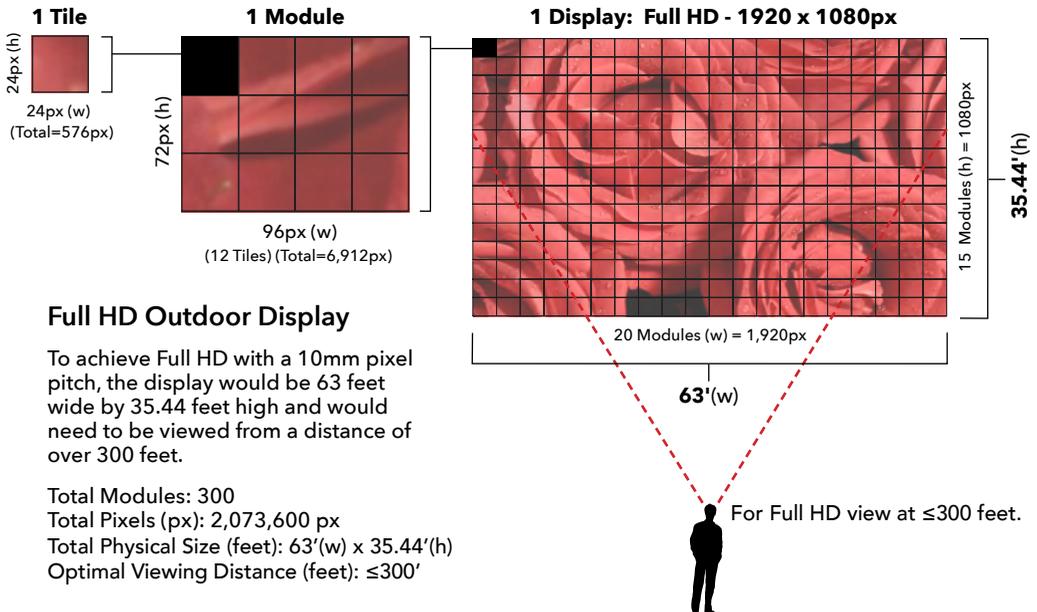
DISPLAY SIZE, PIXEL PITCH, AND IMAGE QUALITY

Display size, pixel pitch, and image quality are related. To illustrate this, below are two Optec products compared at Full HD resolution.

OPT-PANEL 2 - 1.2mm

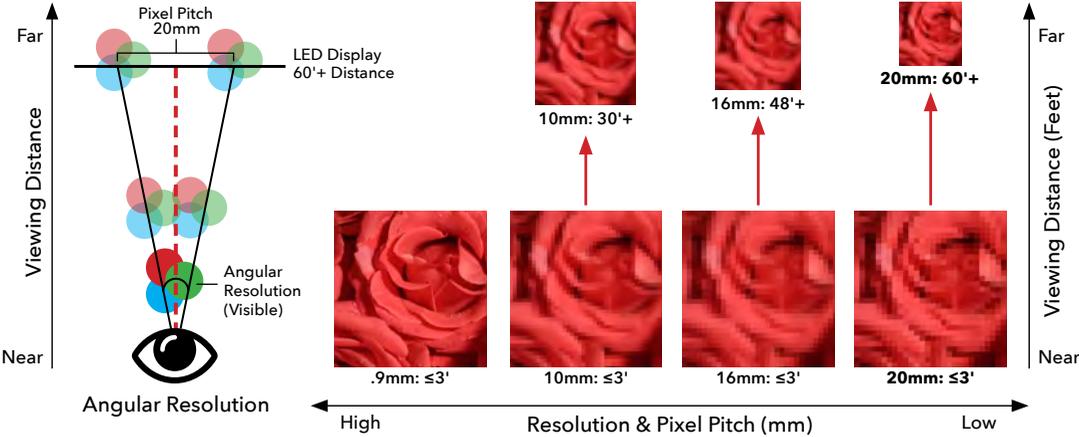


INTELLIGENT-M2 - 10mm



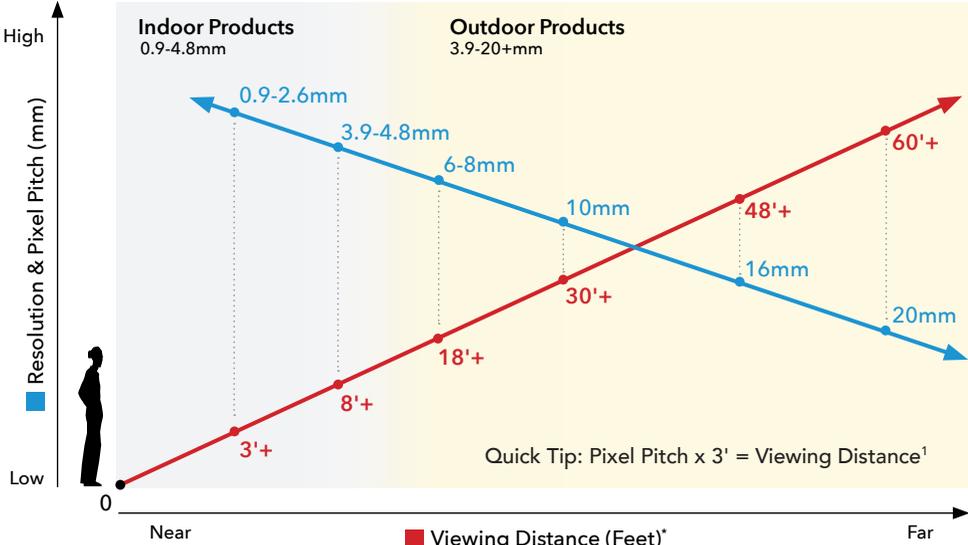
ANGULAR RESOLUTION & VIEWING DISTANCE

An image on a 20mm display, viewed at three feet or less, will appear pixelated. If the display is at the optimal viewing distance of 60+ feet away, the image will appear visible. The physics behind this is angular resolution.



VIEWING DISTANCE CHART

Viewing distance is one of the most important factors in display selection. Close proximity viewing requires a higher resolution display. This chart illustrates product range (pixel pitch) and viewing distance. For individual product and project viewing distance information, consult your Optec dealer or sales consultant.



Quick Tip: Pixel Pitch x 3' = Viewing Distance¹

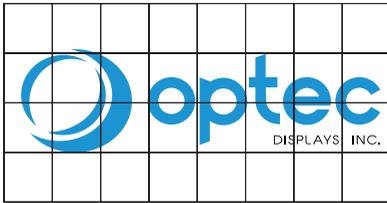
¹Approximate. ²Fixed Position.

Brightness & Color

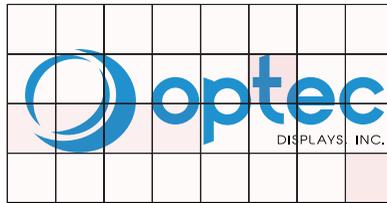


BRIGHTNESS & COLOR CALIBRATION

Each Optec display is calibrated pixel by pixel to ensure uniform color and brightness. The human eye can distinguish around 10 million unique colors. At over 281 trillion colors, our premier full-color displays produce remarkable broadcast quality images.



With Color & Brightness Calibration

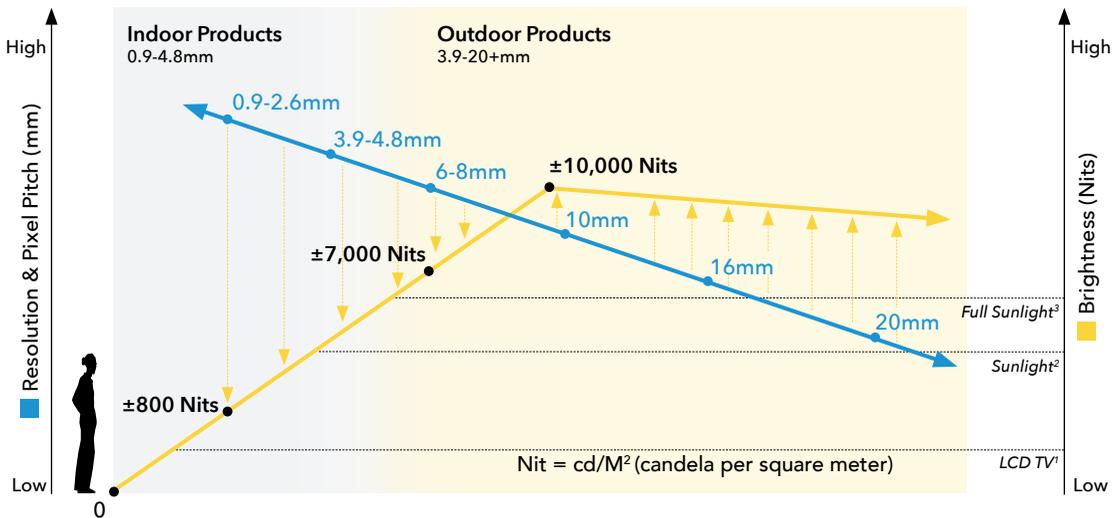


Without Color & Brightness Calibration



BRIGHTNESS RANGE

Optec's displays are designed to operate in a variety of lighting environments. Each display features manual or automatic dimming to maximize efficiency and viewing comfort. The chart below shows the relationship between the Optec product range (pixel pitch), application (indoor/outdoor), and brightness. For individual product and project brightness information, consult your Optec dealer or sales consultant.

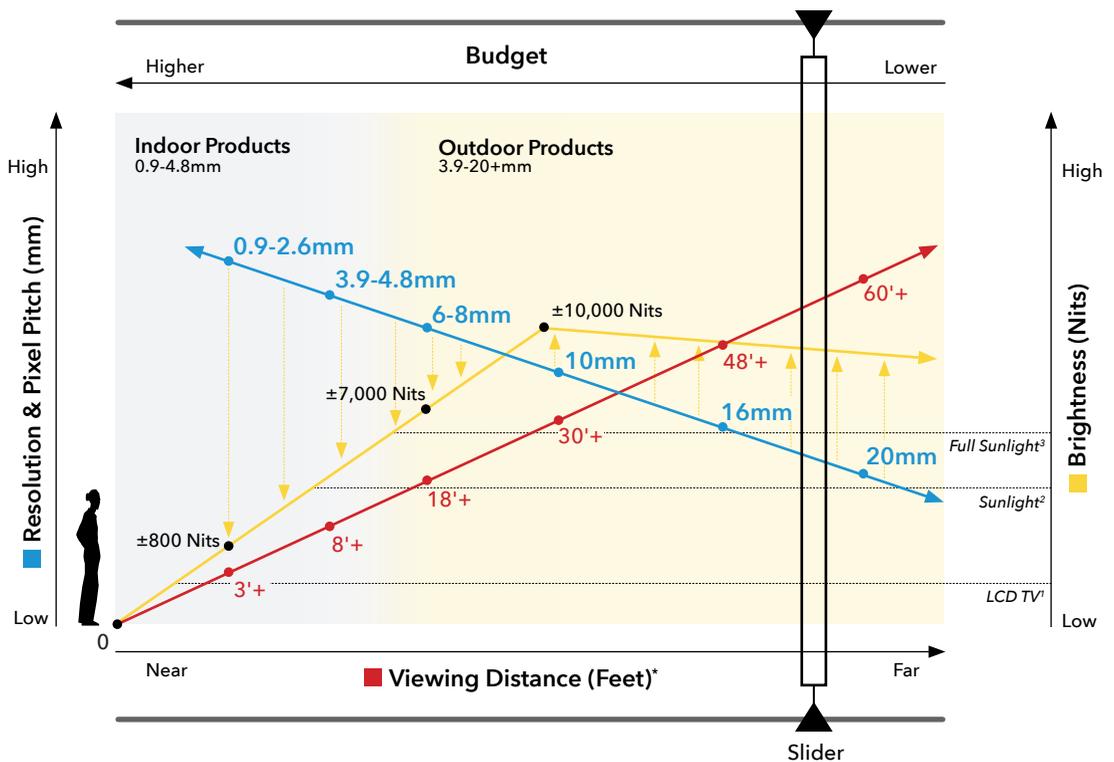


¹Fixed Position ²LCD TV 500 Nit Average. ³Sunlight (indirect) 4,500 Nit Average. ³Full Sunlight (direct) 6,500 Nit Average.

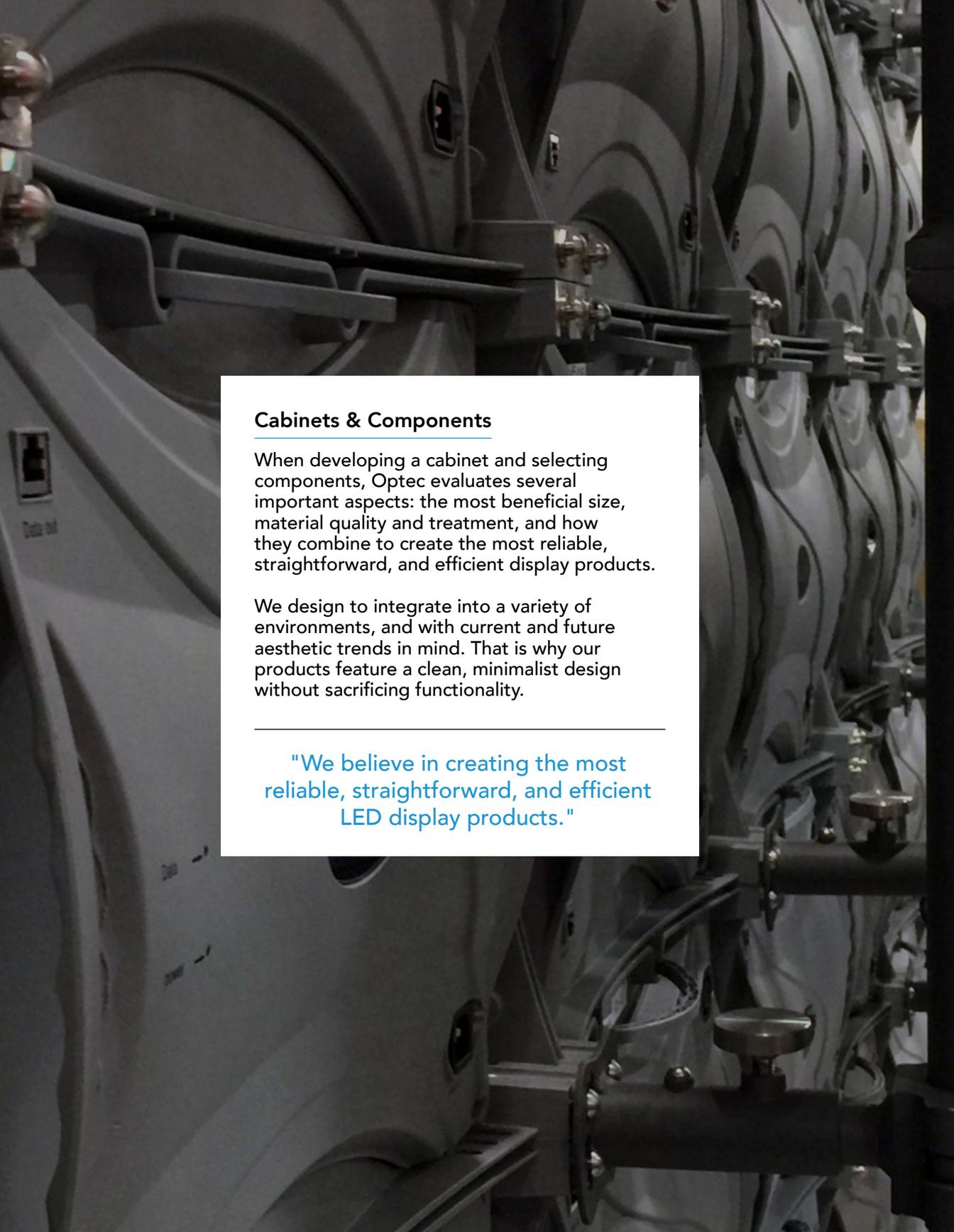
VALUE VISUALIZED

FOUR VALUES GUIDE DISPLAY SOLUTIONS

Optec designs and engineers display solutions based on what values our clients deem most important to them. Balancing the values of resolution, viewing distance, brightness, and budget is essential in order to achieve display satisfaction. We created the diagram below to guide our clients, dealers, and sales consultants in selecting the Optec display solution that achieves balance between all factors. Your display decision starts with the question, "What do you value most?"



*Fixed Position ¹LCD TV 500 Nit Average. ²Sunlight (indirect) 4,500 Nit Average. ³Full Sunlight (direct) 6,500 Nit Average.



Cabinets & Components

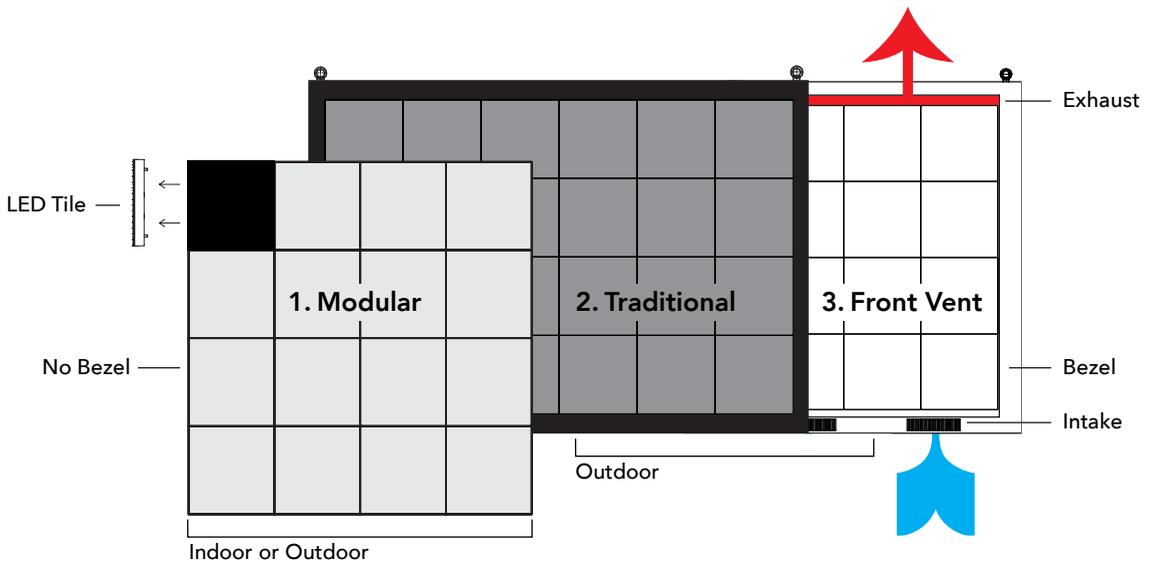
When developing a cabinet and selecting components, Optec evaluates several important aspects: the most beneficial size, material quality and treatment, and how they combine to create the most reliable, straightforward, and efficient display products.

We design to integrate into a variety of environments, and with current and future aesthetic trends in mind. That is why our products feature a clean, minimalist design without sacrificing functionality.

"We believe in creating the most reliable, straightforward, and efficient LED display products."

3 CABINET DESIGNS

Optec offers three cabinet designs. All of our indoor products are modular (1.) and our outdoor modular products feature more pixels (higher resolution) than traditional (2.) bezeled cabinets. They also allow for greater flexibility and larger scale design possibilities. Finally, the front vent (3.) cabinet is engineered for select outdoor installations with rear ventilation limitations.



Additional Cabinet & Component Features



FRONT/REAR SERVICEABLE*

Two service options allow for fast, easy maintenance.

*Varies by model.

13 AI

ALUMINUM CABINET DESIGN

Lightweight, weather resistant, aluminum cabinet design.

79 Au

GOLD-PLATED CONNECTORS

Gold-plated watertight connectors provide high performance and all-weather reliability.



All-WEATHER TESTED*

UV, salt-mist, vibration, ±temperature, voltage, and x2 waterproof tested cabinet and components.

*Outdoor models only



SEALED COMPONENTS¹

IP rated with fully sealed LED tiles and component housing.

¹Select outdoor models

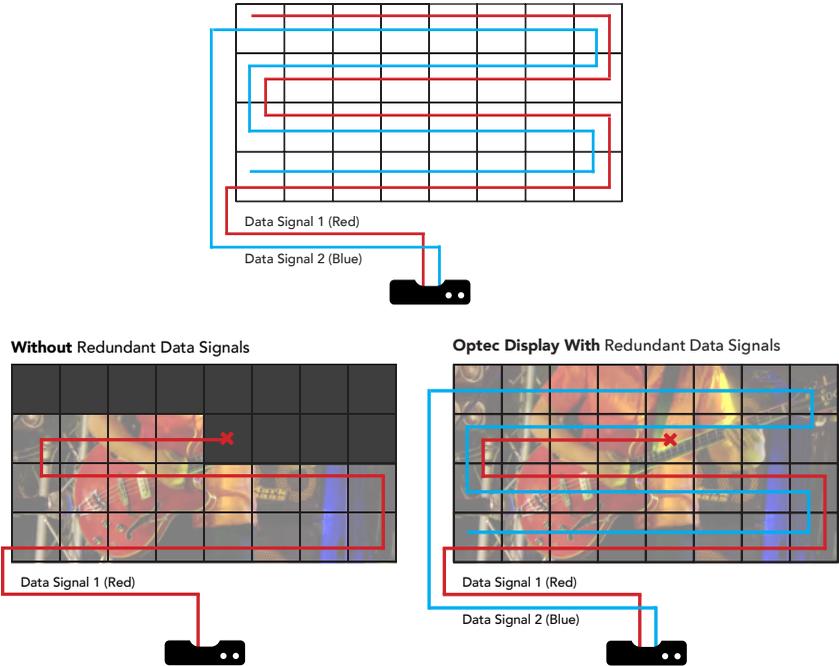
2
**ELECTRONIC
CIGARETTES**



REDUNDANT DATA & POWER

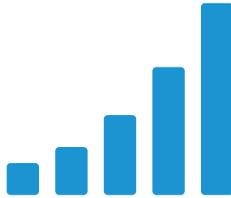
Optec LED displays have the ability to receive two sets of power and data signals. In the event one is deficient, the other will automatically take over. Consult your Optec dealer or sales consultant for details.

Redundant Data Signals Eliminate Outages



At Optec our engineers work to maximize efficiency and increase sustainability. Our products are "green" by lessening power loss and lowering energy consumption. We also utilize greener materials to create environmentally safer products. For individual product and project energy information, consult your Optec dealer or sales consultant.

We design for environments and engineer for sustainability.



CELLULAR SERVICE

CELLULAR SERVICE & NETWORK CONNECTIVITY

Optec's turnkey cellular solution* enables a dedicated secure connection with remote/cloud access to your LED display. Eliminate complicated network setup and wireless interference, and gain greater display installation flexibility.

Our displays can really hear you now.



Additional Connectivity Options



ETHERNET CABLE

Fast, secure, short-range network connection method. Standard on all Optec displays.



WIRELESS RADIO

Point-to-point wireless signal allows for secure longer range communication.



FIBER OPTIC CABLE

High-speed, secure, short-range connection method. Ideal for live video and rich multimedia content.

*Select models only. Additional service fee. Verizon Wireless coverage and services not available everywhere. See Verizon Wireless coverage map for more information. Terms subject to change. Verizon, Verizon Wireless, the Verizon logo, and all other Verizon marks contained herein are trademarks of Verizon Wireless and/or Verizon affiliated companies.



DIAGNOSTIC UTILITY

AUTOMATED LED DISPLAY DIAGNOSTICS & ALERTS

Diagnostics* are performed automatically by and within the LED display. When the system is first powered up, the entire display is scanned for events. The system will continue to monitor the display and its health in the background without disrupting performance. If an event occurs, the system will automatically send an alert.

The doctor is in.

Diagnosics Yield Improved Service Results



AUTO DIAGNOSTIC

Prevent and correct errors, pinpoint possible causes, and auto reboot/recover when unresponsive.



AUTO ALERTS

Email alerts are sent when events are detected. Schedule periodic status reports for preventive service¹.



IMPROVED SERVICE RESULTS

Clear technical support communication. Accurate and timely service plans. Correct parts are sent quickly for an improved service experience.

*Select models only. ¹Fee. Internet connection required.



WARRANTY

WARRANTY AND PARTS COMMITMENT

Every Optec LED product carries a multi-year part and in-factory labor warranty¹. Each display delivered carries a ten-year part availability commitment. For over 30 years, Optec has stood behind its innovative products with industry-leading quality commitments to our clients.

Our warranty is our commitment to quality, reliability, and excellence.

Certifications¹



EMC Class B



¹For warranty and certification details, contact your Optec dealer or sales consultant. *Select models only. All marks contained herein are trademarks of each company and/or their affiliates.

Schedules:

General Schedule

Schedule

Layout Name:

Prev	Sun	Mon	Thr	Fri
0 24:00	0:00 2	0 24:00	0:00	0 24:00

Software

Optec engineers software applications that feature innovative tools for creating, editing, and scheduling dynamic visual content. We develop intuitive programs designed to enable users to deliver engaging content experiences through their LED display.

New for 2018, Optec's cloud-based CNET software has been designed with the single user in mind. A multi-phase development plan was implemented blending the DNET multi-user interface experience with new online content creation features. The result: CNET 1.0.

"We develop intuitive programs designed to enable users to deliver engaging content experiences."

Start Time

11/20/2017 23:59:

end Date/Time

OK

Cancel

Send Schedules

Send Mu

M.E. PRO⁺

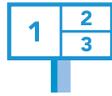
MEDIA EDITOR PRO PLUS SOFTWARE SUITE

M.E. Pro⁺ is the most dynamic version of Media Editor ever. Innovative tools for creating, editing, and scheduling are built around an interface that is designed to deliver content quickly and effectively via desktop application.



CONTENT CREATION

Create, import, layer, edit, manage, and preview with intuitive content creation tools.



CONTENT ZONING

Create a variety of content layouts with up to nine user-defined media zones.



BUILT IN APPS

Display customized time, temperature, date, numerals/characters, and variable data.

Additional Software Options

VIVID

Create basic text, static and animated messages, schedule content, and control primary LED display functions.

VIRTUAL SCOREBOARD 2.0

Virtual Scoreboard allows users to zone their LED display for ads, live video feed, scoreboard functions or a combination of all.

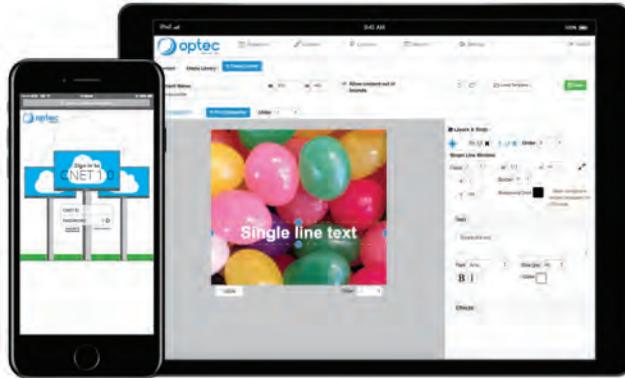
VIRTUAL GPC

Virtual GPC allows users to zone their LED display for ads, digits for price changers, cash/credit functions or a combination of all.

CNET 1.0

CLOUD-BASED SOFTWARE

CNET 1.0 is a cloud-based software allowing access to users on-demand, via Internet access, to manage displays. Use a web browser on a computer, mobile phone, or tablet to network, schedule, create, and manage content quickly and effectively from anywhere*.



DNET 3.0

CLOUD-BASED SOFTWARE

DNET 3.0 is an enterprise cloud-based software allowing access to users on-demand, via Internet access, to manage a network of displays. Use a web browser on a computer, mobile phone, or tablet to network, schedule, and manage content quickly and effectively from anywhere*.



*Internet access required. Select models only.

Apple, iPad, iPhone, the Apple logo, and all other Apple marks contained herein are trademarks of Apple and/or Apple affiliated companies.



DEALER NETWORK

PARTNERED WITH EXPERTS TO DELIVER EXCELLENCE

Since 1985, Optec has worked hard to forge strong relationships with our network of highly skilled and certified dealers and integrators. Our customers expect excellence and professionalism pre- through post-sale. We are unified in our commitment to go above and beyond to meet our clients' highest expectations.

Dealers & Specifiers

A strong relationship between dealer and manufacturer is earned through a combination of standards, including consistency, reliability, trustworthiness, quality, timely delivery and service, and excellent customer care. Your clients are our clients and ours are yours. Our team is committed to being your trusted LED solution provider.

Integrators & Installers

Optec is dedicated to providing our integrators with easy to install, intuitive, high-quality display solutions. Our engineering and care teams are your partners in providing straightforward project delivery and timely support.

Selling Direct

Optec does not sell direct; instead we connect. We work exclusively with a network of experienced dealers and integrators. Our network partners work with us to specify, install, and service our LED solutions. Contact Optec to connect you with the right representative in your area.

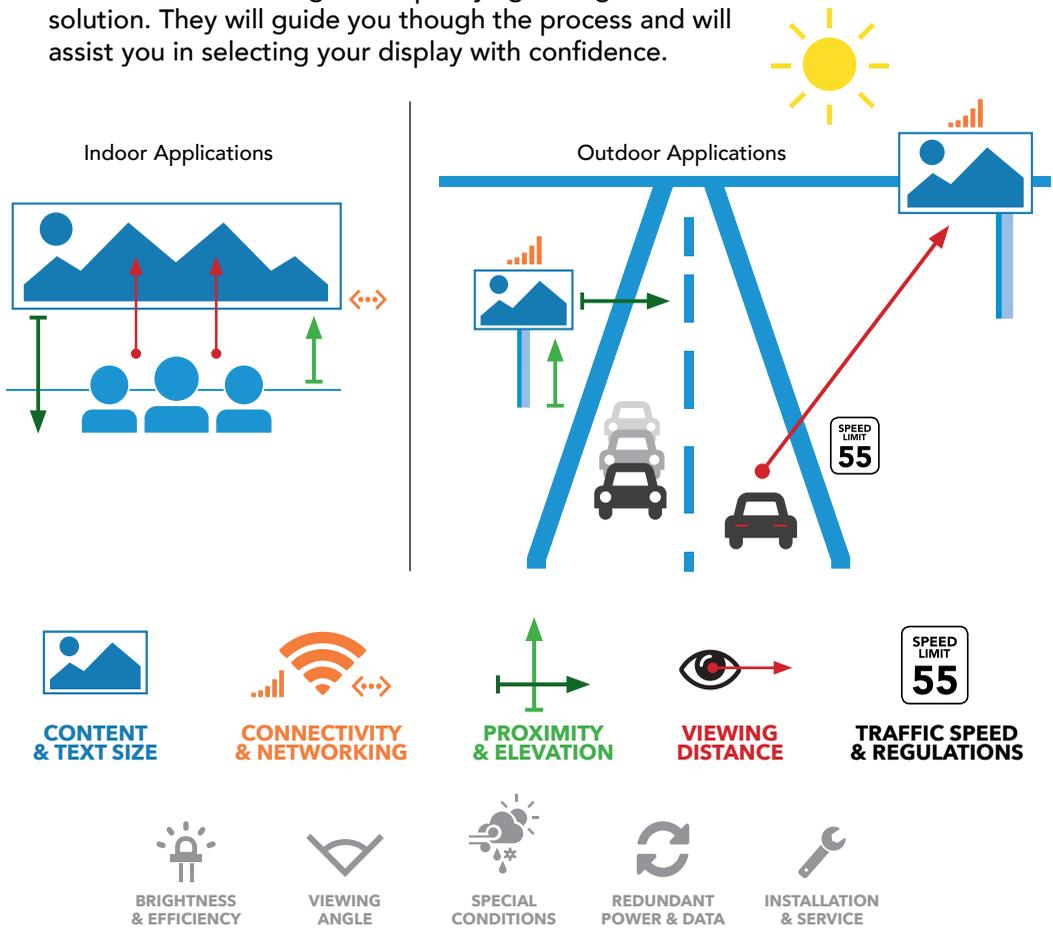
Professional Associations



*Formerly Infocomm International.

Decisions are made together, with confidence.

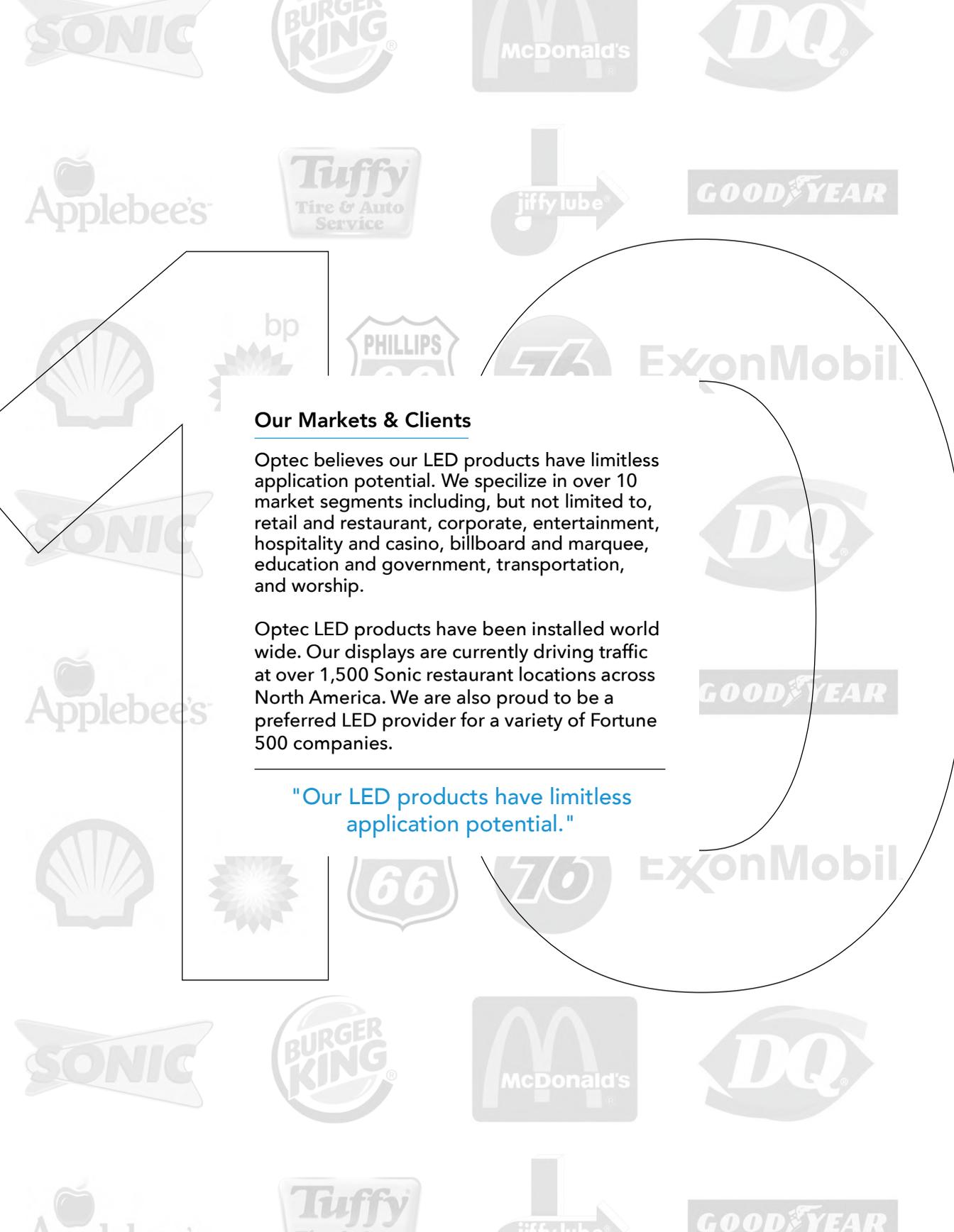
Optec's specialized dealers are experts at addressing the technical factors that go into specifying the right LED solution. They will guide you through the process and will assist you in selecting your display with confidence.



Demos & Experiences

For detailed information about Optec's product portfolio, and to discover the design and material quality of our displays for yourself, visit onsite at our headquarters in Ontario, California, offsite with our field sales team, or at one of the many trade shows where we exhibit. Contact Optec to arrange an appointment to discuss your product, project, and demonstration needs.





Our Markets & Clients

Optec believes our LED products have limitless application potential. We specialize in over 10 market segments including, but not limited to, retail and restaurant, corporate, entertainment, hospitality and casino, billboard and marquee, education and government, transportation, and worship.

Optec LED products have been installed world wide. Our displays are currently driving traffic at over 1,500 Sonic restaurant locations across North America. We are also proud to be a preferred LED provider for a variety of Fortune 500 companies.

"Our LED products have limitless application potential."



Impact-RGB: 20mm pixel pitch (5' x 8')

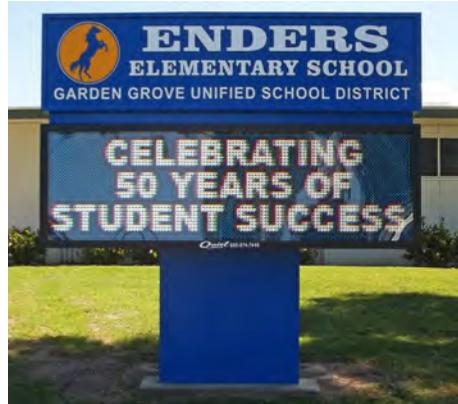
Ruby Tuesday

Rapid City, South Dakota

According to Josh Mulder, general manager Ruby Tuesday Rapid City, the sign drives whatever promotion is being advertised. "Sales have been exceptional since we installed this sign. For example, during the holidays we promote gift cards; spring and summer we publicize patio specials; and intermittently we market high-resolution pictures of food specials," commented Mulder. "Everything we promote experiences increased sales."

"It is so convenient that I'm able to change the messages whenever needed," Mulder said. "While Optec helps with the more robust animation than I'm able to generate, the software has been easy to learn and I haven't had any problems the past three years," Mulder added.

"I anticipated seeing impressive results but I was astounded by the response and increased sales the sign generates," commented Mulder.



Impact-RGB: 20mm pixel pitch (3.5' x 8')

Garden Grove Unified School District

Garden Grove, California

"For Garden Grove Unified School District's 50 schools, using Optec's LED screens provides the quality and flexibility necessary for high-copy visibility and easy changeability," commented Larry Quiel, owner San Bernardino, CA-based Quiel Signs.

"Over the years, we have established a good working relationship with Optec Displays. We really respect them and how they utilize Quiel Signs," said Quiel.

"We have received a lot of positive comments on the signs; they really turned out great," commented a Garden Grove school administrator. "The LED displays are an excellent way to communicate quickly and effectively with our students, parents, staff and community."

Photography: Quiel Signs

Incubating Innovation

LED display showcases Microsoft's latest technologies

Redmond, WA-based Microsoft's Retail Experience Center offers business clients customized demonstrations of the company's latest products and the opportunity to try new technology.

Challenge

Upon entering Microsoft's Retail Experience Center lobby is a screen that displays the company's latest innovative products. Marty Ramos, Microsoft's chief technology officer for retail, consumer products and services, operates Microsoft's flagship Retail Experience Center and knew that using a consumer-quality TV screen was not the most effective medium for highlighting their products.

Solution

"Customers have high expectations when they come to our Retail Experience Center so it's critical that their first impression is compelling, which is exactly why I selected the Opt-Panel," commented Ramos.

The LED display is front-mounted to a pedestal so customers can look at it from many angles. It measures seven-feet diagonally, has a 1.58mm pixel pitch and the display measures 40.5" x 72".

Result

The benefits of Optec's direct view LED displays are the scalability to any size or shape, and the excellent optical characteristics that make video-wall content look great from any angle. Opt-Panel offers 281 trillion colors and a 3000:1 contrast ratio – features that show Microsoft's products in uniform brightness and flawless color.

The Opt-Panel technology is the same as found in lobby displays, TV studios or command rooms, which require display panels with high resolution, and bright, vivid images. Opt-Panel's bezel-free design maximizes the visual display area and creates a clean, continuous experience, making it perfect for Microsoft's needs.



Opt-Panel: 1.58mm pixel pitch (40.5" x 72")



Opt-Panel: 1.58mm pixel pitch (40.5" x 72")



Opt-Panel: 1.58mm pixel pitch (40.5" x 72")



“ WE WANTED A 'WOW FACTOR' WHEN CUSTOMERS ENTERED THE RETAIL EXPERIENCE CENTER. WE COULDN'T BE MORE PLEASED WITH HOW IT SHOWS OUR LATEST PRODUCTS. ”

— Marty Ramos CTO for retail, consumer products and services, Microsoft

Rock and Roll Hall of Fame Upgrades Entry Technology

LED display sets the tone for visitors

The Rock and Roll Hall of Fame (Rock Hall) museum recognizes and archives the history of the best-known and most influential people who have had a major impact on rock and roll.

Challenge

When president and CEO Greg Harris began at Rock Hall he knew upgrades were needed to make for a better visitor experience. This began with the entry that includes an LED display system. Harris wanted a display company that had a turnkey design and installation, and a US-based maintenance and warranty program.

Solution

The Rock Hall engaged BRC Imagination Arts of Burbank, California to design the improvements. Part of the Phase I renovation involved an entrance area on a suspended bridge outside the Hall's Connor Theater. BRC partnered with Optec to provide the LED display used for the pre-show because of their superior display solution and support. BRC selected Optec's Opt-Slim indoor LED display. Because of the installation's complexity – it is mounted over 13 feet from the ground and on an angle – BRC needed a display manufacturer with experience in providing custom solutions.

BRC and Optec's engineers worked to ensure the mounting configuration was optimized for the unique installation requirements, could be seen from many angles, and would meet this environment's unique demands.

Result

BRC and Optec agreed that Opt-Slim's 3.9mm for easy, clear viewing close up or from a distance – in a configuration 6.5' x 24' – would really showcase the continuous video loop.

"Optec's LED display's custom design capabilities were perfect for this unique installation that really needs to engage visitors," commented Edward Hodge, creative technical director BRC.



Opt-Slim: 3.9mm pixel pitch (6.5' x 24')



Opt-Slim: 3.9mm pixel pitch (6.5' x 24')



Opt-Slim: 3.9mm pixel pitch (6.5' x 24')





“THE MODULAR DISPLAY IS MOUNTED ON AN ANGLE DIRECTLY ON THE WALL WHICH COMES WITH MANY ENGINEERING CHALLENGES; NOT MANY MANUFACTURERS ARE CAPABLE OF THIS SOPHISTICATED OF A PROJECT.”

— Edward Hodge creative technical director, BRC

Opt-Slim: 3.9mm pixel pitch (6.5' x 24'). Photography: (1-2) Rock & Roll Hall of Fame, (3-4) BRC Imagination Arts.

Serving up Great Customer Experience

Exterior LED digital display enhances unique restaurant venue

FR8yard, which opened in December 2017, is a vibrant outdoor eatery and entertainment venue made up of shipping containers turned into a full commercial kitchen and bar.

Challenge

Initially, the plan was to have a projection screen to show sporting events and movies, but Hub City Hospitality Group partner Richard Heatly wanted something that would enable FR8yard to show big time events outside during the day as well as in the evening.

Solution

They decided on a large LED digital screen after their sign partner, Hilton Digital, counseled them that this technology would better meet the venue's needs. Hilton Digital then turned to long-time display partner California-based Optec Displays to find just the right solution.

"Over the many years we've worked with Optec Displays, their products have proven exceptionally reliable in exterior applications and the company is also innovative in solving unique installation challenges," commented Scott Andrews, Hilton Digital director of sales.

The 10' x 16', 6.667mm pitch Infinity-SMD LED display can be seen from a 160° horizontal viewing angle, important for this venue. And, because much of the programming will be sporting events, the Infinity-SMD's 60fps and fast refresh rate provide smooth video playback, as if the viewers were watching on a stadium's jumbotron.

The exterior display has weatherproof features, including waterproof modules that are certified IP65/IP54, making it resistant to harsh external elements like rain, wind, dust, and sun.

Result

By installing this large, dynamic LED display, FR8yard's unique venue becomes an even more vibrant and entertaining atmosphere.



Infinity-SMD: 6.667mm pixel pitch (10' x 16')



Infinity-SMD: 6.667mm pixel pitch (10' x 16')



Infinity-SMD: 6.667mm pixel pitch (10' x 16')





“OVER THE MANY YEARS WE’VE WORKED WITH OPTEC DISPLAYS, THEIR PRODUCTS HAVE PROVEN EXCEPTIONALLY RELIABLE IN EXTERIOR APPLICATIONS.”

— Scott Andrews *director of sales, Hilton Digital*

IF ANYTHING LED WAS POSSIBLE,
WHAT WOULD YOU DO?

Let's continue the conversation together...  **optec**
DISPLAYS, INC.



Worldwide Headquarters
1700 S. De Soto Place, Ontario, CA 91761 USA
800.876.1668 | OPTEC.COM