

AccelerOptics Displays Capture Attention and Generate Revenue at Mall

Job Specific Information:

- Three CAPTURE 100 digital displays, two custom-sized, all receiving images from 6,000-lumen Panasonic PT-D5700U digital projectors.
- Energy: 770 W
- Display weight: 90 lbs.
- Mounting hardware: Standard flat-panel mounts, with no reinforcement required.
- Operation: Programmable media player, operating continuously during business hours.
- Cost to operate: Running an average of 12 hours a day in high power mode, the annual electricity cost for each system is \$202 (\$.06 KWH) and the annual lamp replacement cost is \$1,490 based on 2 lamp changes.



Northpark Mall, Joplin, MO – As the most visited destination in the Joplin area, Northpark Mall serves as the retail hub for over nine million people each year. To better leverage that market share, mall ownership began searching for a bold new tool to showcase products and services – all while generating new outside advertising revenue.

After viewing a demonstration of CAPTURE™, an innovative large digital signage display manufactured by AccelerOptics in nearby Carthage, Mo., mall leaders knew they had found the answer

“We were impressed by the CAPTURE concept because we felt it was the best, most cost-effective tool available to communicate key internal advertising messages, while offering flexibility for outside sales,” said **Lori Jones, marketing director at Northpark Mall**. “We wanted to position ourselves as a true advertising powerhouse, and CAPTURE helped us meet that goal.”

After reviewing available large-screen plasma, LCD and LED technologies, which Jones said could not match CAPTURE’s cost, ease-of-use, and visual impact, Northpark Mall installed three of the 100-inch digital displays within the retail complex. To maximize customer impact, the signage is positioned in high-traffic locations. This includes one screen in the main food court and two on opposite ends of the mall’s main corridor between anchor stores. Each day, hidden media players upload customized advertising content, which is then beamed to the screens by rugged, commercial-grade projectors. All projectors and media players are programmed to turn on and off at designated times, which save power and reduce system maintenance.

Despite the mall’s open layout, which includes glass walls and overhead skylights, the CAPTURE 100 displays deliver sharp, crystal clear images with no surface glare or side distortion. Additionally, the system requires no special mounting reinforcements – a key selling point given that comparable plasma units weigh nearly 500 pounds and use twice as much power as the CAPTURE system.

“In many respects, I think this technology may become a game-changer for in-mall marketing programs,” said Jones. “It’s light, energy efficient, easily customized to several screen sizes, and delivers an impressive display without glare or screen burn. What more could you want?”

