

*Engaging digital signage advertises events and emphasizes wayfinding.*

## The Opportunity

The Classic Center expanded the size of their convention center and performing arts theatre in northeastern Georgia. The facility's exhibit hall recently doubled in size and provides even more space for conventions, trade shows and special events.

## The Challenge

The Classic Center's manager wanted to make a big impact with digital signage and contacted FASTSIGNS® for help getting the attention of visitors and guests. The Classic Center wanted to make it easier for people to find their way within the facility and to provide information about events and schedules. The Classic Center holds a variety of events and needed coverage throughout their facility to advertise the events of the day and convention center happenings.

## The Solution

FASTSIGNS consulted with the Classic Center on digital signage and wayfinding solutions to engage visitors and guests. FASTSIGNS provided 42" digital displays powered by Scala system in nine strategic locations to communicate the Classic Center's specific messages to their audience.

"We blended wayfinding with digital events listings," FASTSIGNS' Burney Dobbs said. "The Classic Center wanted to come into the world of digital and replace flyers."



The digital signs provide an excellent way for the Classic Center to go green, remove bulletin boards and eliminate the need for printed flyers.

FASTSIGNS manages the content of the digital signs remotely on behalf of the Classic Center and has created a program for the digital signs in Scala that pulls information from their booking software and populates the screens automatically and embraces their center branding.



"Everywhere we placed a digital sign, we have wayfinding and information center maps," Dobbs mentioned. "FASTSIGNS put digital signs in the hallways of the new section of the Classic Center"

and we added two digital signs just outside the parking garage.”

FASTSIGNS transformed the wayfinding maps into works of art with brushed aluminum stand-off signs that can be easily changed. The wayfinding maps point out the names of the rooms, emphasizing an “I” for information center in each location and are color-coded for maximum impact.

“The Classic Center is really excited about the new wayfinding signage. FASTSIGNS put the maps on brushed aluminum so that changes to the map could be made. We put the maps on one-inch stand-offs to add some depth,” Dobbs said.

When the Classic Center reopened the newly renovated facility with a grand opening event, FASTSIGNS provided signage for food vendors and sponsorship banners to promote local businesses including a hospitality group and area hotels.

In the future, FASTSIGNS plans to add several portable digital kiosks that may be moved throughout the convention and trade show floors.

\*FASTSIGNS® of Athens, Georgia is owned by Burney Dobbs.



## The Result

FASTSIGNS created a modern yet sophisticated look with digital signs and wayfinding for the Classic Center. The new digital signage revealed the facility’s new image and embraced the Classic Center’s motto, “Be Impressed.”

