

CASE STUDY: WALMART ARKANSAS MUSIC PAVILION

Samsung Videowall Displays and Tablets Deliver World-Class Entertainment Experience



OVERVIEW

Customer Need

The Walton Arts Center wanted the latest technology to outfit its large, new outdoor amphitheater – the Walmart Arkansas Music Pavilion (AMP). It needed a videowall solution to visually amplify onstage performances, as well as displays to showcase venue information, menu items and video feeds in other parts of the venue. The Walmart AMP also wanted to enhance the VIP lounge experience with a mobile solution to streamline ordering.

Samsung Solution

The Walmart AMP chose to deploy Samsung displays and tablets throughout the new venue. Seventy-two UD Series displays were combined to form two large videowalls, one on each side of the stage. Samsung displays were also installed as digital menu boards in the concession areas, as well as to keep guests entertained in the VIP lounge and green rooms. The Walmart AMP also deployed Galaxy Tab 4 tablets for drink order processing in the VIP lounge.

Results

Samsung displays and tablets have helped the Walmart AMP deliver a world-class entertainment experience. The large videowalls enhance the on-stage performance for the artist and enable a multi-sensory experience for the audience. Samsung digital menu boards in concession areas facilitate easy menu rotation and experimentation. In the VIP lounge, Samsung displays showcase venue promotions and sponsor content, while the Galaxy tablets help ensure that drink orders are processed efficiently and accurately.



THE CUSTOMER

The Walmart Arkansas Music Pavilion (AMP)

The Arkansas Music Pavilion (AMP) is the largest outdoor music venue in the state with a capacity of 10,000 attendees. The AMP started out as a temporary, tented venue that was only used seasonally for music concerts. A few years ago, the AMP was acquired by the Walton Arts Center, a leading non-profit organization whose mission is to enhance the cultural life of Arkansas residents through music and the performing arts.

Based on extensive community outreach and research, the Walton Arts Center determined that the AMP could be a valuable multi-use outdoor venue for the entire region and formed a public-private sector initiative to build a world-class amphitheater. Private sector companies donated land and made contributions to the building campaign and Arkansas-based Walmart acquired long-term naming rights to the venue.

The \$11 million facility now hosts year-round music concerts, charity engagements, private events and corporate meetings. The Walmart AMP strives to provide a world-class experience at every event and in every part of the venue.

“Our mission was to design and build a world-class venue that would rank in the top 100 in the nation.”

- Brian Crowne

General Manager of Operations and Programming



Samsung ME Series displays entertain and inform visitors in the VIP Lounge

THE CUSTOMER NEED

Leverage Technology Throughout New Venue to Accommodate All

In designing the new Arkansas Music Pavilion (AMP), the Walton Arts Center team conducted extensive community research. Its survey found that 67 percent of residents were supportive of a permanent outdoor amphitheater that could attract high-profile musicians to the region and positively impact the north Arkansas economy. The community also wanted a multi-purpose facility that could be used for cultural shows, private gatherings and charity events.

“Our mission was to design and build a world-class venue that would rank in the top 100 in the nation and that would give both the audience and the artist a high-quality experience,” says Brian Crowne, general manager of operations and programming at the AMP. In addition to concerts, the venue would be used for company meetings and special events, so the ability to visually amplify the performer or presenter was a big element of the experience the AMP wanted to create.

The AMP also considered audience demographics in planning the display technology to implement. “Since many of our attendees would be millennials in their 20s and 30s, we needed to use visually

appealing technologies that connect and meet their expectations,” says Emily Williams, director of corporate relations. “We wanted the facility’s technology to impress this segment and compel them to return time and again.”

For fans to enjoy concerts from a lawn that is up to 400 feet from the stage, the AMP needed large videowalls that could showcase performers from every vantage point. “With the size of the venue, we really wanted to have quality, high-definition videowalls at the venue. It’s another way that we were going to provide a higher level of entertainment quality to concert-goers,” Crowne says.

In addition to the videowalls, the Walmart AMP sought to utilize displays to entertain customers in the VIP lounge and artists in the green room. It also wanted to integrate digital menu boards in the concession area that would be easy to view and could be updated quickly and easily. “We wanted the ability to customize our menus not just to time-of-day, but also to specific client events,” says Crowne.

Last but not least, the AMP wanted a tablet point-of-sale solution for processing drink orders in the VIP lounge.

THE SAMSUNG SOLUTION

Samsung Displays & Tablets Deliver Memorable Customer Experience

The Walmart AMP chose to deploy a variety of Samsung commercial displays and tablets to meet the needs of attendees, performers, and employees throughout the venue.

At each side of the main stage, two massive vertical videowalls hang from the roof to provide a powerful viewing experience. Each videowall is 25 feet high and 14 feet wide, utilizing 36 Samsung UD Series ultra-narrow bezel displays. The 55-inch displays create a near seamless visual experience, providing a stunning showcase for artist close-ups, video imagery, upcoming events and sponsor acknowledgements.

The UD Series displays deliver sharp, bright, impactful messages, supporting full HD resolution and easy content delivery across the entire videowall. The displays are factory-tuned with advanced color calibration for optimal uniformity and image quality.

At the concession areas, the Walmart AMP installed digital menu boards using Samsung's 40" DM Series Smart Signage displays. The displays attract viewers with bold, bright, eye-catching content.

With the variety of concerts, meetings, and events that the AMP hosts, Samsung digital menu boards enable the Walmart AMP to quickly change menu items and test pricing without the hassles of printed sign boards.

In the VIP lounge, wait staff use Samsung Galaxy Tab 4 devices to take drink orders. The 8-inch Galaxy Tabs run on the Android platform and integrate with the Walmart AMP's order processing software. The orders are sent instantly to bartenders to improve order accuracy and speed up delivery.

In addition to videowalls, menu boards and ordering tablets, the Walmart AMP has also installed Samsung ME Series displays in the VIP lounge to entertain customers. The 55-inch displays have a slim profile that fits with the VIP lounge's modern décor and are suspended from the ceiling to ensure a great viewing experience throughout the space.

Lastly, in the green room (where artists wait before and after the performance), the Walmart AMP installed 40" DM Series displays to keep artists entertained and relaxed.

QUICK PROFILE

UD SERIES 55" VIDEOWALL DISPLAY



DISPLAY: Direct-lit LED Backlit LCD (1920x 1080 Full HD)

BRIGHTNESS: 700 nits

BEZEL WIDTH: 3.7mm (U/L), 1.8mm (R/B)

WEIGHT: 52.8 lbs

DM SERIES 40" SMART SIGNAGE DISPLAY



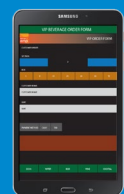
DISPLAY: Direct-lit LED Backlit LCD (1920x 1080 Full HD)

BRIGHTNESS: 450 nits

FEATURES: Embedded media player; WiFi

WEIGHT: 16.6 lbs

GALAXY TAB 4 8"



PROCESSOR: 1.2 GHz Quad Core

DISPLAY: 8.0-inch TFT PLS (1280 x 800)

OS: Android 4.4 (KitKat)

CAMERA: 1.3 MP FF + 3 MP

CONNECTIVITY: Dual-Band Wi-Fi 802.11 a/b/g/n; GPS

MEMORY: 1.5GB + 8/16GB; Micro SD (up to 64GB)

WEIGHT: 0.72 lbs



Samsung Galaxy Tabs make the drink ordering process more efficient and accurate

THE RESULTS

Samsung Displays and Tablets Amp up Every Event

The integration of Samsung displays and tablets at the Walmart AMP has created a richer entertainment experience that is being embraced by visitors and performers. The videowalls enhance audience engagement during events and help attract high-profile performers, who are impressed with the venue's cutting-edge technology.

"The artists have been very pleased that we have the Samsung videowalls in place to enhance their shows and create a richer concert experience," says Crowne. "We recently had a famous comedian do a show and even if you're sitting close to the stage, there is so much subtlety to his facial expression and delivery. The Samsung videowalls enable everyone to see close-ups and engage with the performer. Now that we have the videowalls, I can't even imagine doing any show without them."

The Samsung digital menu boards in the concession areas have enabled the venue to be flexible in its offerings, while saving time and resources that would otherwise be spent on paper signage. "The Samsung smart signage displays give us the ability to quickly change menus, which provides great flexibility to try out different food items and test price points," says Crowne. "With Samsung displays, we're not wasting time and money reproducing static paper boards."

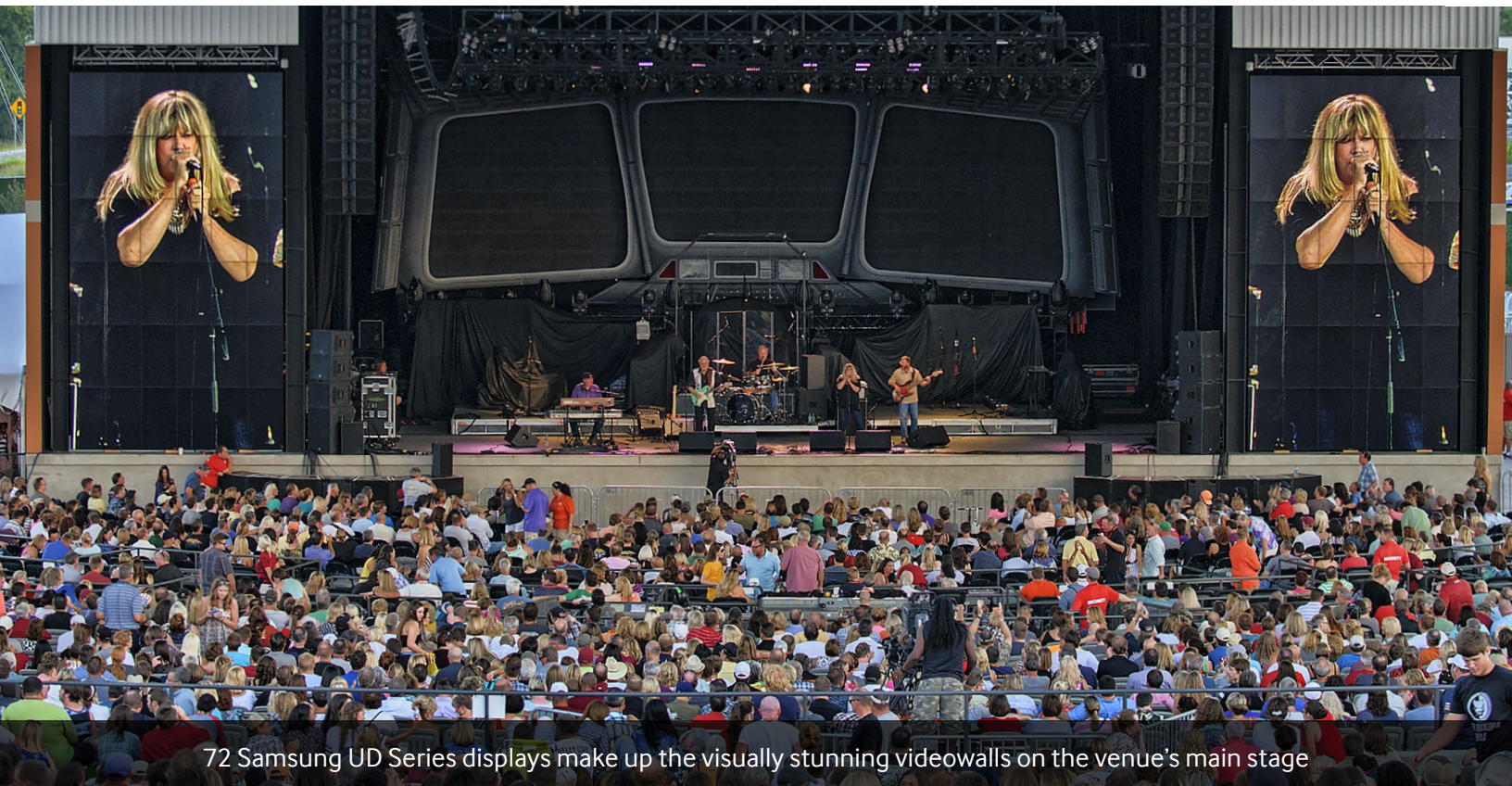
In the VIP lounge, the Samsung displays showcase promotional and sponsor content. "From a marketing outreach perspective, the displays enable us to break through the clutter and deliver messages about upcoming events," says Williams.

And with the Galaxy Tabs, VIP lounge wait staff can efficiently process drink

orders and reduce errors. "We also want to provide a modern, world-class VIP experience in the lounge and the Galaxy Tabs help reinforce that experience," says Crowne.

"We want all of our visitors to have good memories of their time at the venue, and getting their drink orders right and fast is another way that we make sure they have a great experience," Williams says.

The AMP is extremely pleased with the extensive support that Samsung provided before, during and after the implementation of the displays and tablets. "The experience with Samsung has been nothing but positive and professional," says Williams. "Our partnership has been really dynamic; it's been easy, and it's been fun."



72 Samsung UD Series displays make up the visually stunning videowalls on the venue's main stage

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