



DAKTRONICS

# GREEN SPACE

LED VIDEO DISPLAYS

# ACTIVATE YOUR GREEN SPACE ENVIRONMENTS

## ENTERTAIN AUDIENCES WITH LED VIDEO

A growing trend in the retail outdoor digital signage is to host events in open or “green” spaces, using displays to entertain the crowd with movies or live event coverage. These spaces are typically defined as maintained natural landscapes in urban areas, and are popular public event locations for large crowds.

Whether it’s an LED billboard marquee, large-format LED video in retail green spaces, digital way-finding signage, or designed into the outer architecture, LED displays are creatively used throughout retail environments, both indoors and out.

Retail entertainment centers embracing this live, work and play concept are transforming their open to the public green spaces into destination hotspots. The green spaces are there - and they’re activating them. Daktronics high resolution outdoor LED screens create unique atmospheres and revenue opportunities, entertaining the public with:

- Movie nights
- Yoga classes
- Live concerts
- Live events like World Cup soccer and March Madness

All these activities and more increase foot traffic and lead to greater retail and food/beverage sales at a minimal capital investment.



**BAYBROOK MALL**  
FRIENDSWOOD, TX  
8MM SMD TECHNOLOGY  
13' x 22'

## WHAT MOTIVATES MILLENNIALS?

### ENTERTAINMENT

Millennials want multi-sensory experiences — the appeal of testing or sampling and social interaction while they shop.

### EXPLORATION

The ideal shopping experience is a treasure hunt that reveals exciting new products and innovations (66% of Millennials say they purchased a new product on their last shopping trip).

### SPEED

Millennials want the retail shopping experience to match the speed, convenience and immediacy of a purchase that they experience online.

SOURCE:  
[www.chaindrugreview.com/millennials-want-within-reach-retailers](http://www.chaindrugreview.com/millennials-want-within-reach-retailers)



bareMinerals

**OAKBROOK CENTER**  
OAK BROOK, IL  
10MM SMD TECHNOLOGY  
16' x 28'



**NATIONAL HARBOR**

NATIONAL HARBOR, MD

10MM SMD TECHNOLOGY

18' x 31'

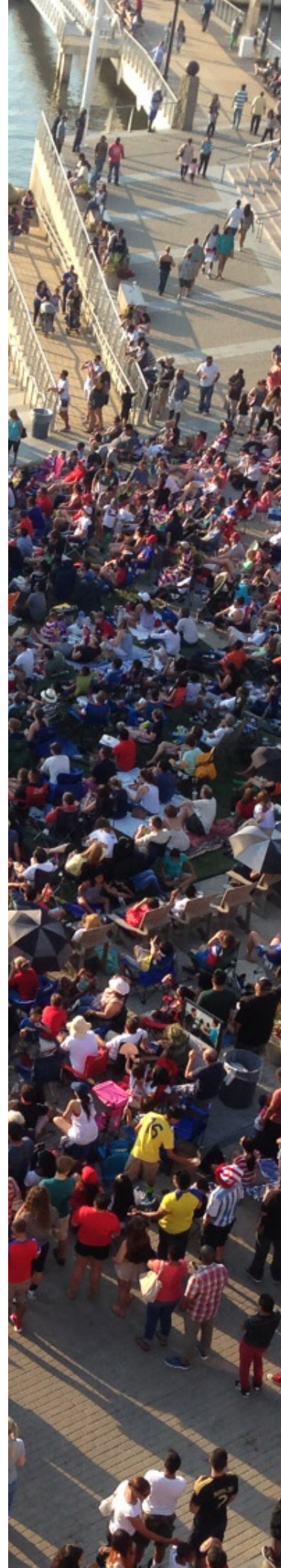
# CREATE A DESTINATION

## IF YOU DO IT – THEY WILL COME

The overall premise of creating a destination truly works. For example, Baybrook Mall in Friendswood, Texas regularly increases their foot traffic by hosting green space movie nights at their property. Attendees enjoy the outdoors while watching movies on a high resolution outdoor LED screen. National Harbor, a development along the Potomac River just south of Washington, D.C. enhances their local community by screening live events such as the World Cup to the Olympics.

Entertaining in open green spaces through movie screenings or sporting events provides a family-friendly environment for a shared community experience. As retail locations seek a return on their investment in digital, more and more locations look to the green space as a creative solution to boost revenue and foot traffic to their locations.

Strategically placed LED video helps retail/entertainment districts amplify their outdoor spaces into public destinations and attract popular food and beverage vendors interest.




# FREQUENTLY ASKED QUESTIONS

## IMPORTANT QUESTIONS TO CONSIDER

- Do you have an open space area that's not being activated or used to its potential?
- Does creating a feeling of community, (a live, work and play environment), important to your location?
- How do I integrate a large screen video display into my development's architecture?
- Will adding a video display increase my property value?
- What event sponsorship opportunities are possible?
- What advertising opportunities are possible?
- Have you thought about the increase in revenue food vendor leasing could bring?
- Will a green space video display help me retain tenants?
- Will this digital addition increase my foot traffic?
- If I invest in this technology, how do I get the word out?

For creative ideas on how to use open green spaces to entertain your local community and examples of how to pay for your display in the process, call, email or message us to discover more about our people, innovative products and future opportunities with Daktronics.



# THE PARK AT WRIGLEY

## THE PARK AT WRIGLEY

CHICAGO, IL

13HD TECHNOLOGY

26' x 48'

8MM TECHNOLOGY (QTY. 4)

20' x 5'

[www.daktronics.com/shopping](http://www.daktronics.com/shopping)

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