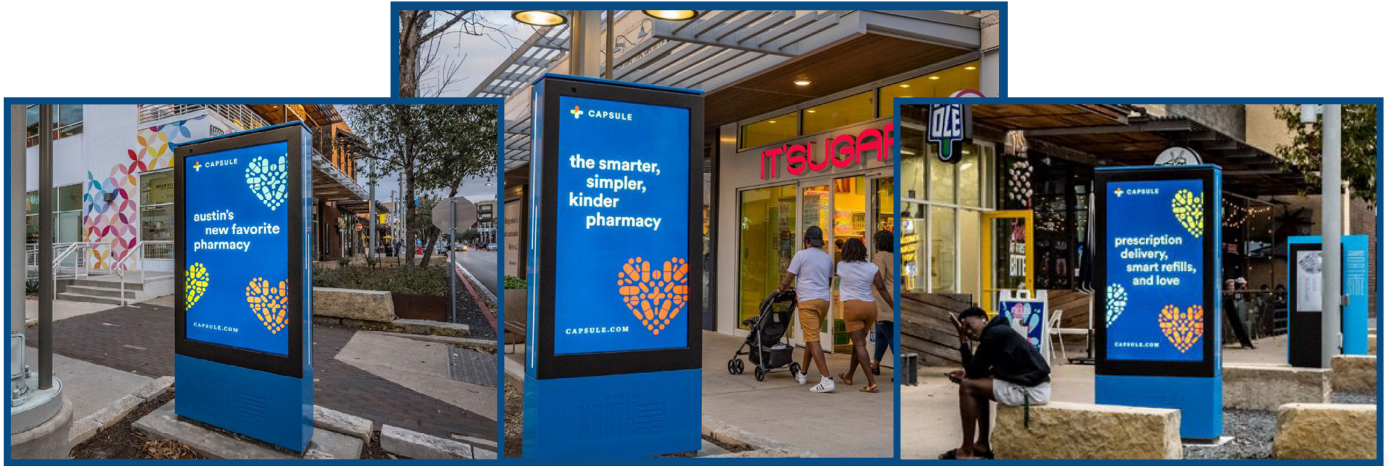


Feb 2022

Breathtaking new outdoor advertising kiosks deployed in Austin



Project Delivery dates

February 2022

Customer Requirements

Building outdoor screen solutions for sites in Austin is like wrapping an LCD in a ‘wet taco’, was something being said about deploying a digital signage network into Texas, where the weather conditions vary drastically from one extreme to the other. However, this did not deter Esprit Digital, who worked closely with Big Outdoor to deliver **10 custom-built double-sided kiosks** into Domain Northside centre. Big Outdoors’ requirements were simple: design and install full outdoor kiosks that would complement the high-end Domain Northside property **AND** be able to work **24/7/365** for at least 5 years in an ever-changing climate – quite a tall order!

Every detail and every component needed to be perfect, so the solution was designed from scratch. This included both the highest-quality metalwork and paint finish, which was specifically selected and signed off by Domain Northside themselves. There were also newly designed LED side strips to add a touch of real class to the overall appearance. To ensure complete reliability of the solution over time, each unit was fitted with Esprit Digital’s proprietary cooling and air filtration systems.

What Esprit Digital delivered:

10 x 65” Double-Sided Outdoor kiosks utilising the Dynascan 4000nit display which was covered with 9.52mm thick, Anti-Reflective & Infa-red Coated Glass, Advantech PC’s, 4G Router & Esprit Digital’s Thermal & Remote Management System - The Cortex. Esprit Digital also provided full installation services which included the removal of the existing paper structures.

Big Outdoor will be using these kiosks for OOH advertising in conjunction with a network of LED displays.

Find out how we can support your business

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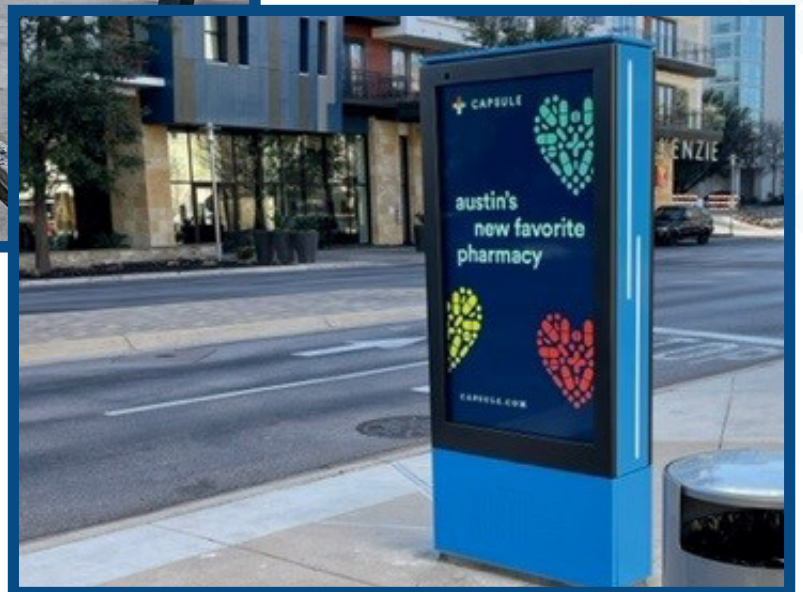
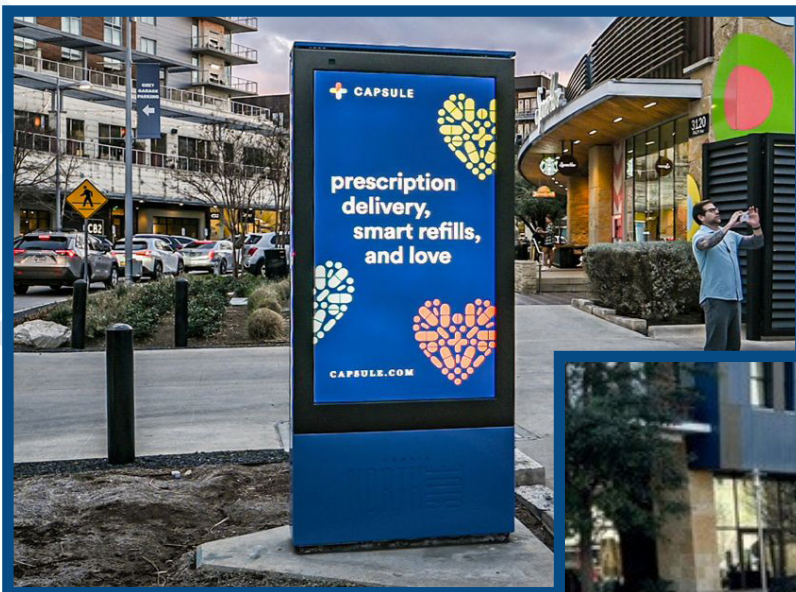
Customer Satisfaction

Travis COO, Big Outdoor said:

“With the launch of The Austin Digital Network, we are proud to bring large-format mixed with street-level DOOH to the fastest growing market in the country. There is no doubt that brands want to be seen on the highest quality street furniture and having worked with Esprit Digital before, they were the obvious partner for Domain Northside. In our opinion, these kiosks are the best-looking ones in the whole country and the first reactions from our clients and the public have been universally positive.”

“This is our second project with Big Outdoor after designing and building 10 x custom-built double-sided 55” outdoor kiosks for their NOHO West property, a retail and entertainment destination in the heart of Los Angeles. It has been absolute pleasure to work with the Big Outdoor team again on this latest deployment and we very much look forward to partnering on more projects very soon.”

James Wilder, ED Director of Sales



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