



HIGHLIGHTS

Location
Portland, Oregon

Industry
Public Venue

Application
Digital Signage



DIGITAL SIGNAGE WALL HONORS MUSEUM DONORS

The Portland Art Museum, the seventh oldest museum in the United States, is internationally recognized for its permanent and private collections, and the support it receives from a loyal patron society, a planned giving program, and a constantly growing family of individual donors. Recently, the museum's development staff saw the need for a more fitting way to recognize these supporters, acknowledging that its existing, static donor wall system was outdated, costly to maintain and update, and difficult to read. A comprehensive research effort resulted in the decision to utilize modern digital display technology – a Clarity™ Matrix LCD Video Wall System by Planar Systems – and proudly showcase museum support on a stunning electronic canvass.

The museum opted for a Clarity Matrix video wall comprised of nine displays, arranged in a three-wide-by-three-high (3x3) configuration, to be installed – by Portland-based Mtek Kiosk, Inc. – on a wall in the foyer of the member entrance. The nine Clarity Matrix displays, each 46" in size, form a seamless image area approximately 10 feet long and six feet high. The design of the system allows it to mount very close to the wall – with all electronics and power supplies installed off-board and out of sight – so that it integrates cleanly with the space and yet is completely accessible whenever maintenance is required. Because it is network-based, the Clarity Matrix video wall receives content electronically, meaning that museum staff can add or change donor names, development program and other information quickly and efficiently. The color and vibrancy of the Clarity Matrix video wall makes any and all content easily readable and visually appealing.

"It is abundantly clear from the feedback we have received from staff, donors and visitors, that the Clarity Matrix video wall was the right choice," says J.S. May, the museum's director of development. "It allows us to acknowledge our supporters in a dramatic fashion, and with a system that will meet our needs well into the future. The technology is well proven and reliable, it is much more cost-effective than our static donor wall, and is further evidence that the museum is forward-looking but with an eye to its history and rich tradition."

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