

# CASE STUDY



KEYWEST TECHNOLOGY

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The space was once home to an 81-space parking lot. Now, the corner is a combination courtyard and parking plaza.

It's easy to understand why the Old Market area of Omaha, Nebraska, generates a good deal of civic pride among residents.

Home to an interesting blend of restaurants, bars, galleries and specialty boutiques, the Old Market ranks among Omaha's Henry Doorly Zoo and the TD Ameritrade Park, home to the NCAA Men's College World Series, as an important city attraction.

Located in downtown Omaha, the Old Market — with its covered walkways and brick-paved streets dating back to the turn of the last century — exudes a unique warmth and charm that makes the area a favorite

among the thousands of residents and tourists who visit every year.

Like many historic districts around the nation, the Old Market is an interesting blend of old and new — historic structures with renovated interiors to meet today's contemporary tastes. Renovation, however, extends beyond the interiors of the structures within the Old Market. Outdoor spaces, too, have seen remarkable rehabs and repurposing.

One such project involved a piece of property owned by the Greater Omaha Chamber of Commerce. "Something had to be done about that property," says Greater Omaha Chamber Vice President-Communications Karla Ewert. "The sidewalks were crumbling and the spot did not live up to the standards we wanted for the Old Market."

## THE OPPORTUNITY

The need to improve the lot presented the chamber of commerce with the opportunity to do something special. David Brown, president and CEO of the Greater Omaha Chamber, decided the space should be used to raise awareness about outstanding local businesses as well as buildup the greater community of Omaha. Digital signage was an obvious

## KEYWEST TECHNOLOGY PRODUCT LIST

- ▶ MediaZone Digital Signage Software
- ▶ MediaZone Media Players
- ▶ Absen Outdoor LED Video Wall



A new interactive feature was also unveiled at the opening — a relaxed "O! Guy" sculpture casually leaning on the back of the LED video screen, welcoming visitors.

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More than 150 area business leaders and residents celebrated the official opening of the Greater Omaha Chamber's courtyard at the northwest corner of 13th and Howard streets.

For its part, Keywest Technology worked with a variety of city officials, the chamber, key business leaders and architectural, engineering and consulting firm HDR, to guide the display portion of the project.

At the heart of the digital signage system is the Keywest Technology MediaZone scheduling and management software and media player. Welcome messages and other digital signage content is created and scheduled by Greater Omaha Chamber officials using MediaZone editor on a networked PC.

Keywest Technology contracted with Audio Video Information and Entertainment Systems (AVIES) to install and test the system. Keywest personnel provided training to chamber personnel on how to create playback lists, manage changes and update content. Together, 'O! Guy' and the digital signage system under the control of MediaZone have been welcoming visitors to the Old Market since June 2010.

While the sign does not advertise individual Omaha businesses, it is used to recognize members of the area's business community for accomplishments, such as being chosen the chamber's small business of the month, as well as to seek new members for the chamber of commerce. The sign also promotes activities and events throughout the city.

solution, but Brown wanted to ensure that whatever was ultimately done included an artistic touch.

Brown turned to the Hot Shops, Omaha's arts center for help. Les Bruning, a local sculptor and one of the founders of the Hot Shops Arts Center, came up with the answer – a bigger-than life interactive sculpture that welcomes visitors to the Old Market. Bruning incorporated the chamber's "O!" marketing theme into the design and presented a mockup of the 'O!' Guy sculptor to the chamber for consideration.

"When I first saw the model, my initial reaction was, 'Are you kidding me?'" recalls Ewert. "Then a minute later I was laughing, and I knew it would be a hit with the community."

## THE SOLUTION

Combining the 'O Guy' sculpture with a 15-foot-by-12-foot LED screen under the control of Keywest Technology's MediaZone software, the chamber had its solution.

Thanks to the foresight of the Omaha Chamber and business leaders who chose the digital signage system from Keywest Technology, it's also fulfilling its primary mission: to welcome the public to the historic Old Market and promote the greater community.



Read official news release from the Greater Omaha Chamber.

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This pedestrian-friendly, interactive, public green space for visitors and residents serves as a recognizable western gateway to the historic Old Market.

## THE RESULT

As the College Baseball World Series was underway in June at the TD Ameritrade Park in Omaha, those not lucky enough to make it to the ballpark could still enjoy the outdoors and watch all of the action on the big-screen LED display at the newly renovated "O! Guy" space in the Old Market.

The spot has become a favorite with children who like to make the interactive "O! Guy" sculpture track their movements by turning its head. It's also become a gathering spot for friends meeting downtown and business people looking a pleasant outdoor space for lunch.

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Watch YouTube video to see live shots of the installation.

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