

CASE STUDY

BARCLAYS CENTER



In the heart of Brooklyn, Barclays Center is setting a new standard as the showcase venue for the world's most thrilling entertainment and sports events.

SOLUTION OVERVIEW

Interactive kiosks deliver wayfinding, interactive games, and event information at Barclays Center in Brooklyn, New York.

TECHNOLOGY PARTNERS

LG-MRI - BoldVu® Kiosk
smartLINK - Wayfinding Software and CMS

COMPONENT DETAILS

LG-MRI

BoldVu® 75" | BV1475PD
- Dual-Sided Kiosk
- 3500 Nit Daytime Luminance
- 10-Year Performance
All-Glass InfiniteTouch®

smartLINK

SkyOS Software Platform
- 3D Mapping
- Content Scheduling
- Audience Analytics

INTERACTIVE KIOSKS DRIVE FAN ENGAGEMENT

Barclays Center is a major sports and entertainment venue in the heart of Brooklyn, New York and is home to the NBA's Brooklyn Nets and WNBA's New York Liberty. After only eight years of operation, Barclays Center was named one of the top 20 venues of the decade by Billboard and Venues Now, and the arena has established itself as an industry leader in sports and entertainment, hosting some of the greatest entertainers in the world in addition to major events, such as the MTV Video Music Awards, Rock and Roll Hall of Fame Induction Ceremony, 2015 NBA All-Star weekend, the NBA Draft, and special New Year's Eve shows featuring artists like Jay-Z, Coldplay, Elton John, and Billy Joel.

Barclays Center has enhanced their fan experience by working with smartLINK Ventures to install three interactive digital kiosks on the arena's main plaza entrance. These kiosks now provide fans, visitors, and residents access to a variety of information including a schedule of upcoming events at Barclays Center, a fully-rendered 3D map of the arena that highlights the arena's shops along with food and beverage offerings, and the chance to take a selfie at the kiosk as a keepsake of their visit. Barclays Center will also use the screens for brand promotions, generating more visibility for their strategic corporate partners.

A HIGH-PERFORMANCE DIGITAL KIOSK PLATFORM

Barclays Center features a variety of food and beverage offerings in the arena. The new installations are integral in helping visitors discover different available options, and help them navigate the multi-level property. The digital kiosk platform is a collaboration between software and hardware partners:

LG-MRI is known for high-performance outdoor digital signage solutions. With crowds arriving on Barclays Center's plaza to enter the arena, the high-visibility of the 3500 nit, 75" BoldVu® kiosk proved the best hardware platform for the property.

smartLINK is crafting the on-screen experiences across the kiosk network. Their cloud-based content management software platform, SkyOS, provides Barclays Center with a simple toolset for publishing creative content to the interactive displays.

Interactive experience powered by:

smartLINK 



DRIVING FOOT TRAFFIC INTO THE ARENA

One of Barclays Center's top priorities is engaging and empowering visitors to explore the property while on-site and experience all the arena has to offer.

"The new interactive kiosks have been a great addition to the Barclays Center plaza," said Kyle Love, Senior Director of Facilities Presentation at Barclays Center. "Beyond the improvement from static to digital signage, we have been impressed with the flexibility and reliability of both LG-MRI's creative hardware solutions and smartLINK's dynamic software platform, and look forward to working with them as we continue to enhance our digital presence inside and outside the arena."

CONNECTING BRANDS WITH ACTIVE FANS

smartLINK's SkyOS platform is an all-in-one, web-based mapping, content management, and data insights platform for interactive signage. At Barclays Center the experience consists of four main interfaces: the ad loop, home screen, location finder, and map.

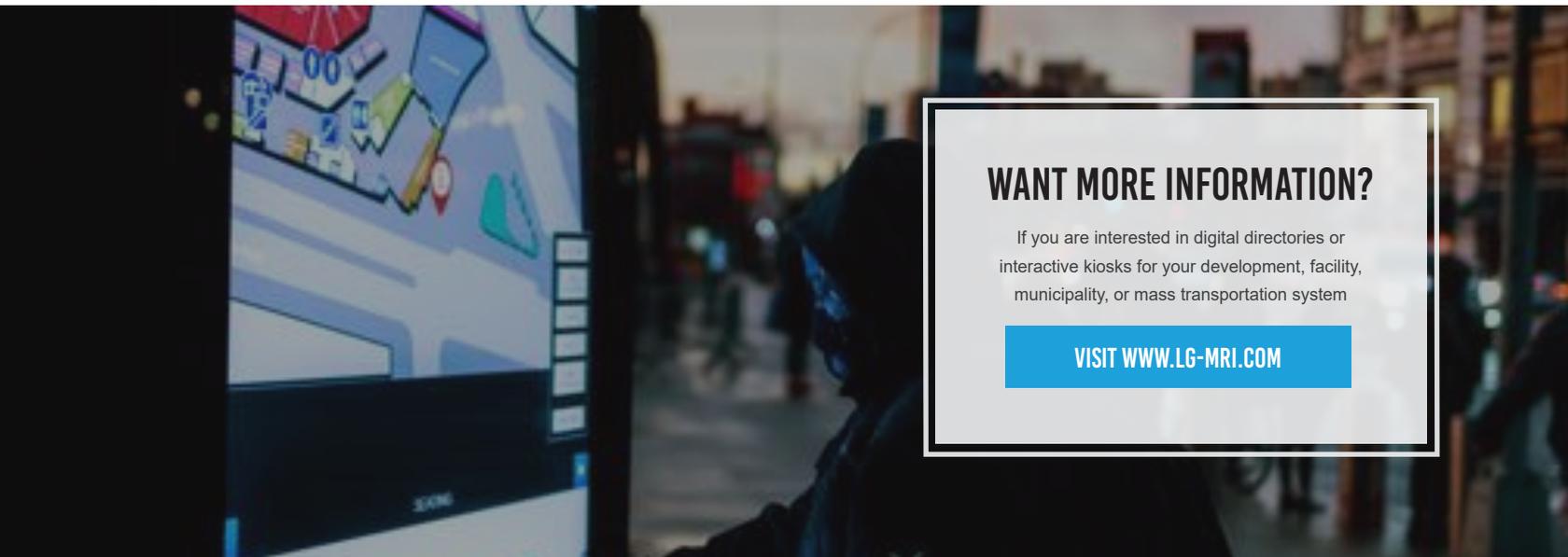
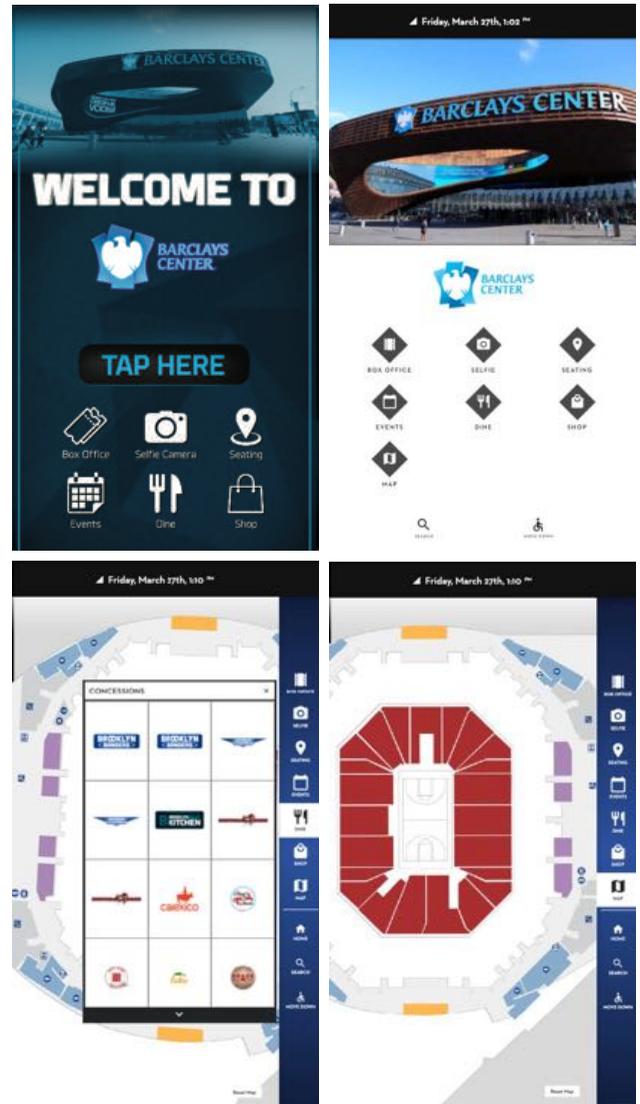
Ad Loop: screen time is allotted for brand promotions. Digital inventory is also reserved for event information and exclusive offers.

Home Screen: primary navigation to other features within the directory app including shops, restaurants, amenities, parking, event schedules, selfies, and a general search function.

Location Finder: smart filters provide additional information about places of interest and show where on the property they reside.

Map: a 3D map shows a user's current position and walking directions to a specific location. Full 3-axis tilt and zoom controls make the map feel and behave like the maps commonly used on mobile devices.

Equipped with LG-MRI's InfiniteTouch™ PCAP touchscreen, the interactive content is navigable with gloved hands and even when the screen is wet. With an average user session lasting between 20 and 30 seconds, Barclays Center has achieved their goal in making the digital kiosks a fan and brand activation touch-point at the arena.



WANT MORE INFORMATION?

If you are interested in digital directories or interactive kiosks for your development, facility, municipality, or mass transportation system

[VISIT WWW.LG-MRI.COM](http://www.lg-mri.com)

LG-MRI technologies' features and benefits depend on system configuration and may require enabled hardware, software or service addition. Performance varies depending on system configuration.

Copyright 2021, LG-MRI. All rights reserved. LG-MRI and the LG-MRI logo are trademarks or registered trademarks of LG-MRI and/or its affiliates in the US and other countries. Third-party logos and trademarks are property of their respective owners. The use of the word partner does not imply a partnership relationship between LG-MRI and any other company.