

SunBriteTV[®]

“ALL-IN-ONE” SUNBRITETV DISPLAYS FULFILL GEORGIA AQUARIUM’S
OUTDOOR DIGITAL SIGNAGE REQUIREMENTS

SunBriteTV[®]
True Outdoor Television

[®]
GEORGIA AQUARIUM

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Georgia Aquarium, home to over 100,000 aquatic animals, is the largest aquarium in the Western Hemisphere and has been visited by more than 20 million guests since opening in 2005. With such high traffic, the aquarium's audio-visual team has little time for hassle. That's why Jerry Harris, Senior Director of Exhibits, Graphics and AV Services relies on SunBriteTVs outdoor digital displays in the outdoor box office for a turnkey solution to ticketing, special program information and on-site marketing needs.

"We wanted to keep the application as sleek and clean as possible," says Harris. "The last thing we need to worry about is a waterproof housing solution that requires additional maintenance. The SunBriteTV displays have been running consistently since we've had them for five years."

SUNBRITETV WEATHERPROOF DISPLAYS STAND THE TEST OF TIME
IN OUTDOOR INSTALLATION

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Harris originally saw the SunBriteTV displays at Digital Signage Expo in a residential application but they caught his eye as, at the time, the “only all-in-one system designed for permanent outdoor use.” While not directly exposed to sunlight, the box office area isn’t fully covered and experiences Atlanta’s notoriously erratic weather throughout the year including rain and extreme temperatures. All SunBriteTV models function flawlessly in temperature ranges from -40° to 122° Fahrenheit.

After a straightforward installation, Harris immediately put the outdoor-rated displays to work in the aquarium’s box office area where they fulfill a variety of tasks. Ticketing and pricing information is periodically interrupted by special program information or on-site marketing. Harris pointed out that even though the backgrounds are never static, the SunBriteTV displays have always properly displayed the images.

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“They’ve been running dynamic animated content for about 10 hours every day since the initial installation,” said Harris.

With a five-year proven track record of consistent and reliable performance, it’s no surprise that the aquarium has added a fourth SunBriteTV 55-inch display to accommodate its growing patronage.

SunBriteTV boasts a comprehensive offering of turn-key outdoor digital signage solutions with touchscreen, portrait and landscape options in a wide variety of colors and sizes.

All models are equipped with high-NIT screens capable of showing a bright, HD image any time of day or night. Touchscreen capabilities are also available for appropriate commercial applications.

All SunBriteTV displays are designed from the ground-up for year-round outdoor operation. A Watertight Cable Entry system prevents moisture from interfering with internal electronics while specialized gaskets and powder-coated exteriors make all SunBriteTVs completely weatherproof— and impervious to rain, snow, insects, dust, rust and grease.

For more information on the Georgia Aquarium, please visit <http://www.georgiaaquarium.org/>

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