

CASE STUDY:

THE FRANKLIN INSTITUTE



AT A GLANCE

Project Highlights

- Multi-location digital signage upgrade across entrance and café areas
- Custom mounting structures engineered for aesthetic and functional needs
- Seamless, centralized content management with Scala
- Designed to improve guest flow, wait times, and promotional visibility

Key Products

- Scala Digital Signage Software
- Scala Ultra Small Form Factor Hardware
- Samsung Professional Displays
- RP Visual Custom Mounting Structures



OBJECTIVES

The Franklin Institute Philadelphia's premier science museum needed a more efficient, impactful way to communicate ticketing information, promote upcoming exhibits, and modernize food-service signage. Printed signs were costly, time consuming to update, and limited in visual impact. The goal was to introduce digital signage solutions that streamlined updates, reduced perceived wait times, and enhanced the visitor experience from the moment guests walk through the door.

SOLUTIONS

- **Modern Digital Video Walls:** Installed a large format video wall at the ticketing entrance to improve communication and capture guest attention immediately
- **Custom Display Structures:** Built two custom floor-standing monitor ribbon walls one 3x1 at Foodworks Express Café and one 4x1 at the Ff Café using RP Visual custom mounting solutions
- **Centralized Digital Signage Software:** Implemented Scala digital signage software and hardware for streamlined content creation, scheduling, and deployment
- **Ongoing Training & Support:** Provided hands-on guidance, training to help the Franklin Institute team manage content and maximize system value

RESULTS

- **Enhanced Visitor Experience:** Dynamic content reduces perceived wait times and creates an engaging entrance experience
- **Operational Efficiency:** Museum staff can quickly update messaging without printing costs or delays
- **Stronger Promotions:** Upcoming exhibits, programs, and events receive more visibility through vibrant, centrally managed digital signage
- **Trusted Partnership:** AVT provided thoughtful planning, custom fabrication, onsite installation, and ongoing support suited to the Museum's unique environment.

