



SERVING UP GREAT CUSTOMER EXPERIENCE

Exterior LED digital display enhances unique restaurant venue.
 Dynamic LED display creates engaging atmosphere.

INFINITY-SMD: 6.667mm pixel pitch (10'x 16')



LED DISPLAY TECHNOLOGY

A restaurant's brand is no longer only about food. Restaurant companies that are able to pull ahead of the pack are the ones that have committed to innovation in customer experience—changes that go beyond good service and focus on establishing the connections with guests¹.

Challenge

A one-third of an acre parcel of land between two buildings in downtown Spartanburg, SC, sat vacant for decades until Spartanburg, SC-based Johnson Development Associates and Hub City Hospitality Group saw the potential. They knew that to attract patrons they needed a unique concept that would create an exciting customer experience.

Similar to establishments like Dallas' Truck Yard and the backyard of Chicago's Parson's Chicken and Fish, they envisioned an entirely outdoor restaurant, a first in the Carolinas. The budding concept — part beer garden, part family tailgate — garners a near cult-like following to these other venues.

Solutions

Retaining McMillan Pazdan Smith Architecture, the team

created FR8yard, a vibrant beer garden with ample outdoor seating, delicious cuisine and live music. The outdoor eatery and entertainment venue, made up of shipping containers that have been connected and turned into a full commercial kitchen and bar, as well as restroom areas, opened in December 2017.

FR8yard has a variety of seating areas, including authentic German beer garden tables, wooden drinking rails and "rooftop" seating above the shipping containers. Patrons can order drinks and food from within the old shipping containers while watching sports on a massive LED digital screen, playing bocce ball, or hanging out by the fire pit.

Initially, the plan was to have a giant projection screen to show sporting events and movies, but Hub City Hospitality Group partner Richard Heatly said they decided on a large LED digital screen instead after Hilton Digital counseled them that this technology would better meet the venue's needs

"We wanted something that would enable us to show big time events outside during the day as well in the evening," Heatly said. "Whether it's sports or other type

¹<https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consumer-business/us-cb-restaurant-cx-pov.pdf> (accessed January 16, 2018).



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of live entertainment, we'll be able to show it."

Hilton Digital turned to long-time display partner California-based Optec Displays, Inc., to find just the right solution.

"Over the many years we've worked with Optec Displays, their products have proven exceptionally reliable in exterior applications and the company is also innovative in solving unique installation challenges," commented Scott Andrews, Hilton Digital director of sales.

The 10' x 16', 6.667mm- pitch Infinity-SMD™ LED display can be seen from a 160° horizontal viewing angle, which is important for this outdoor venue. And, because much of the programming will be sporting events, the Infinity-SMD's 60fps and fast refresh rate provide smooth video playback, as if the viewers were watching on a stadium's Jumbotron.

The exterior display has weatherproof features, including water-proof modules that are certified IP65/IP54, making it resistant to harsh external elements like rain, strong winds, dust and direct sun.

Optec Displays' software is used to set up the video scaler that then pushes content to the display. The software also offers on-demand brightness timing, allowing the display to adjust its brightness based on exterior light.

Results

The name FR8yard gives a nod to Spartanburg's history as a major railroad hub. But, what will make FR8yard successful will be the energy generated in an open-air venue with high quality food, beverages and unique recreation components, such as the large-scale LED digital display.

"To our knowledge, this is one of the first container constructions for hospitality in South Carolina, and certainly in Spartanburg," said Eric Holman, a partner of Hub City Hospitality. "It's really a family-friendly, dog-friendly social hub," Holman continued.

By installing this large, dynamic, anti-glare and anti-reflective display, a unique venue becomes an even more vibrant and high-tech atmosphere that is quickly turning into a popular community gathering place.

FR8yard patrons may watch college football and basketball games, premier sporting events such as the Kentucky Derby, Super Bowl, and the Olympics, or unique entertainment programming like the Academy Awards. This large outdoor LED display provides the perfect viewing opportunity for accommodating the venue's 350-guest capacity.



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