

ViewSonic Elevates Event Experience for Bankstown Sports Group with 135" LED Display Solution Kit



"We wanted something that could be moved in different locations. We had never seen anything like the ViewSonic All-in-One Direct View LED Display Solution Kit before. When we walked past and saw someone folding the screen – we knew it was the right one for us."

-Joseph Succar, IT Manager at Bankstown Sports Group



BANKSTOWN SPORTS GROUP

Address

8 Greenfield Parade, Bankstown
NSW 2200, Australia

INTERVIEWED

- Joseph Succar, IT Manager at Bankstown Sports Group
- Diana Pearce, Group Marketing Manager at Bankstown Sports Group
- Emily Brunton, Events Manager at Bankstown Sports Group

INDUSTRY

- Hospitality

CHALLENGE

- Offer a unique viewing experience of the Melbourne Cup Race in order to establish the Lady Banks Rooftop as a local key venue.
- Accommodate different spaces in the rooftop bar and other locations for events without permanently installing display equipment in each.
- Set up and operation of the display need to be handled by the staff to save cost, time, and effort.

BACKGROUND

Bankstown Sports Group is a leading actor in Sydney's hospitality industry. With over 100,000 active members and 13 dining and entertainment venues, it recently opened the Lady Banks Rooftop, a new premium rooftop bar with panoramic views over the city's skyline.

CHALLENGE

The Lady Banks Rooftop opened in October 2022. In a complex time for the hospitality industry, Bankstown Sports Group was looking to establish its new rooftop as a key venue in the Southwest Sydney area by hosting a public viewing of the Melbourne Cup Race, one of Australia's biggest sports events.

The Lady Banks Rooftop features an open-plan space with both indoor and outdoor seating. As it is bathed with lots of natural light, using a traditional projector or a large TV screen to broadcast the event would provide poor visibility and a negative viewing experience. Moreover, the venue manager didn't want to disturb the arrangement of the space with a fixed installation as it would only be used on special occasions.

Since it already regularly hosts events, Bankstown Sports Group preferred to avoid expensive rental equipment. It was looking for a display solution that could be installed easily, at will, without requiring external installers, while still providing an outstanding viewing experience.



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SOLUTION

- ◆ The ViewSonic LDS135-151 is a 135" All-in-One Direct View LED Display Solution Kit offering instant use and an outstanding audio-visual experience.
- ◆ The screen can be folded to save space, making it easier to move, store, and securely transport in the included flight case.
- ◆ Wireless content sharing enables quick and seamless multimedia broadcast without the need for additional equipment.

RESULT

- ◆ The LDS135-151, the first foldable All-in-One Direct View LED display in Australia, enchanted the guests and made the event a huge success.
- ◆ The solution kit has since been used at different Bankstown Sports Group venues, with set up and operation handled with ease by the staff.
- ◆ When not used during events, the marketing team promotes upcoming shows and activities on the screen.

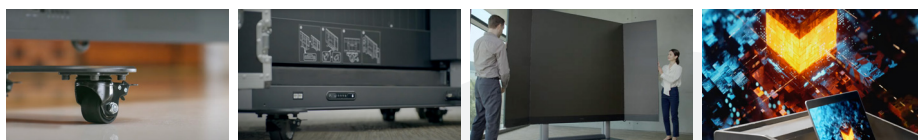


LDS135-151



SOLUTION

After careful consideration, Bankstown Sports Group decided to invest in a ViewSonic LDS135-151 All-in-One Direct View LED Display Solution Kit. Boasting a 135" display, this ready-to-use solution is designed to provide large audiences with a big screen experience. With all components integrated in the device, the display can be operated by anyone without requiring extensive training, sparing time and effort. With its foldable screen and omnidirectional wheels, the LDS135-151 can easily be moved within a room. Delivered pre-assembled in a flight case, it is convenient to transport between floors or from one location to another. The 135" frameless screen provides outstanding luminosity and true to life colors, enhanced by the greater visibility offered by the array of LEDs. Broadcasting sports games or shows only takes seconds thanks to the built-in OS and Wi-Fi, enabling wireless content sharing without the need for any additional equipment.



RESULTS

The LDS135-151 All-in-One Direct View LED Display Solution Kit participated in making the Lady Banks Rooftop event a huge success. Unfolding the screen just when the race was about to start drew out surprised gasps from the guests and all attendees could follow the live broadcasting like never before. This exceptional viewing experience provided by the display helped establish the rooftop as a premium venue.

After the success of the first public viewing at the Lady Banks Rooftop, Bankstown Sports Group could easily transport the solution kit to other venues and use it while hosting other events, such as the FIFA World Cup games. During sporting downtimes, the marketing team would repurpose the LDS135-151 All-in-One Direct View LED Display Solution Kit to promote upcoming events. Considering all the advantages the LDS135-151 is offering for both event hosting and marketing efforts, Bankstown Sports Group is currently planning on acquiring more units for its other venues, including larger wall-mounted All-in-One LED displays.

