

## Columbus Zoo and Aquarium

*Keeping It Green: Columbus Zoo and Aquarium Installs Peerless-AV® Xtreme™ Displays*



### The Challenge

In mid-2014, the Columbus Zoo and Aquarium embarked on a project with Peerless-AV® to revamp the facility's signage. A well-known, non-profit organization welcoming approximately 2.2 million guests annually, the zoo was relying on static wayfinding signage and a handful of flatscreen TVs showcasing videos via the zoo's internal digital content network.

In hopes of enhancing visitor experience, the Columbus Zoo and Aquarium sought out a rugged, reliable, and weatherproof solution to keep guests informed on zoo and aquarium updates, events, and severe weather warnings. With 10,000 animals representing 600 species spread across the facility's six regions – Australia and the Islands, Congo Expedition, Shores, Asia Quest, North America, and Heart of Africa – preservation of the natural habitat that each region emulates was key.

This conservation-minded organization also hoped to reduce the use of printed materials to assist in keeping the environment green. Located in Powell, Ohio, the Columbus Zoo and Aquarium faces a multitude

**WHY  
MESS  
AROUND**

— WITH —  
**anything  
else?**



“The Display’s patented design completely seals all components, including cable entry, against outdoor conditions such as rain, snow, sleet, dust, insects, and even pressure washing.”

of weather challenges, including snow, ice, moisture, bright sun and humidity. Open 363 days of the year, the Columbus Zoo and Aquarium remains a visitor attraction even during winter months with its annual holiday lights display. As such, the zoo and aquarium needed a solution offering clarity and outdoor capabilities.

### The Solution - Peerless-AV® Xtreme™ Displays

With Peerless-AV®’s track record in the industry, the Columbus Zoo and Aquarium turned to the company for its Xtreme™ Displays. The Display’s patented design completely seals all components, including cable entry, against outdoor conditions such as rain, snow, sleet, dust, insects, and even pressure washing. With outstanding picture clarity and accessibility, the Xtreme™ Displays provide ease of serviceability. With no fans or filters, the cost of maintenance is greatly reduced as well.



Strategically located where they will be most visible to visitors, the Columbus Zoo and Aquarium decided to install displays at the front gate entrance of the zoo, in the special events area, in guest services, as well as at the entrance of each region. Peerless-

AV®’s Xtreme™ Displays allow the facility to reach its visitors more clearly and efficiently.

### The Results

Installation of the 39 Xtreme™ Displays began in May 2014 and will be ongoing throughout the end of the year. With over a quarter of the displays currently installed, the Columbus Zoo and Aquarium has been able to further enhance



its dynamic property. The zoo and aquarium holds numerous after-hours events as well as interactive programs throughout its business hours. With the Xtreme™ Displays, visitors are consistently provided with updated and informative content. Utilizing its internal digital content

network, the Columbus Zoo and Aquarium's staff has found it easier to connect with visitors and share relevant and interesting information via the Xtreme™ Displays.

With its initial success, the Columbus Zoo and Aquarium plans to continue providing an enhanced experience for its visitors with weather warnings and ride information shared via additional Peerless-AV® digital signage solutions.

“As a dynamic property with shows, talks, and events occurring year round, we needed a solution that would help us further promote these activities, while maintaining the true essence and habitat of the zoo and aquarium,” said Gregg Oosterbaan, VP, Technology, Columbus Zoo and Aquarium. “With Peerless-AV®, we were able to install a non-intrusive solution that required very little maintenance on our end, and afforded us the ability to share information in an exciting way. We can't wait to continue the installation and add even more signage.”

**For more information about Peerless-AV® Xtreme™ displays, please visit: [www.peerless-av.com](http://www.peerless-av.com).**



2300 White Oak Circle  
Aurora, IL 60502

630.375.5100

[marketing@peerless-av.com](mailto:marketing@peerless-av.com)

© 2014 Peerless Industries, Inc. All rights reserved.