

Case studies - NBA Café

Unique project in the first NBA Café in Europe, with the management of screens and LEDs, integrating interactivity, corporate communication and social wall.

The project integrates a customised music channel for NBA and 25 screens in different formats: video wall, vertical totem, interactivity or social wall; in addition to several LED panels that are fully integrated into the restaurant's furniture. For each of the different formats of screens and LED panels, Waapiti's content department has created and adapted the different contents.

The presence of communicative screens guides the customer from the street to the interior of the restaurant. On the exterior façade, the window jambs on the first floor are decorated with 10 LED panels with welcome messages to the restaurant.

In the entrance hall, the most dynamic and social space is located: 2 vertical screens located one above the other that show a social wall in real time and an interactive screen where the menu can be consulted.

The stairs leading to the first floor, decorated with LED panels with animated content, also stand out in the same place.

In short, an impressive and complete sensory experience.



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AMBIENTALIZACION MUSICAL

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