

Calvary Community Church

OVERVIEW

- Customer: Calvary Community Church
- Type: Outdoor Series
- LED Model : 20mm pixel pitch
- Size: : 20mm (288 x 96) LED display
- Usage: Outdoor display for a community church

HIGHLIGHT

- 35% increase in phone calls to the church regarding events being displayed.
- 20% increase in Sunday attendance at church within the first 2 months since installation.
- 40% increase in Sunday attendance at church with 6 months since installation.
- 40% increase in charity and donation efforts during Christmas holidays due to showcased display during December



CUSTOMER NEEDS

Calvary Community Church has two locations and is based in Phoenix, Arizona, US. Calvary Community Church sought to find a better medium to announce their events and public service messages designed to share their message of God to local daily traffic that drives past the signage.

PRISMVIEW SOLUTION

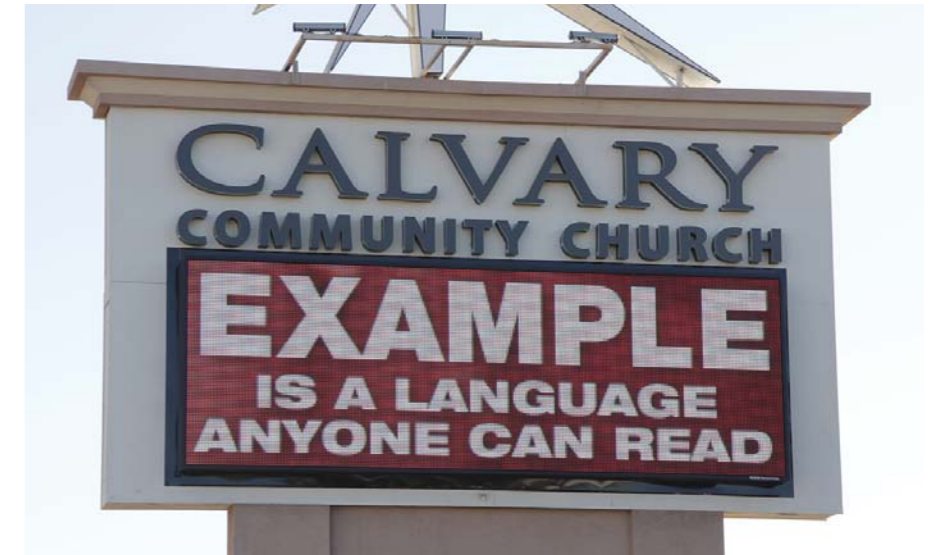
Calvary Community Church used Prismview's LED signage to create innovative and touching content to reach out to prospective church members in need of the support offered by the church. A touching message resonated with one passerby who later became a regular church member and attributes this solely due to the effectiveness of the digital signage and its content.

Easy-to-Use Interface

Despite church staff not being highly technical and new to sophisticated content solutions, their local Prismview representative was able to help them adapt and learn how easy it is to manage their signage through drag-and-drop functionality and making use of the vast library of prepared templates.

Superior Reliability

As the main customer target for Calvary are those who are driving past the signage, it was imperative to have vivid content that is compelling enough to capture the attention of drivers and make them remember it. The tremendous quality of Prismview has had a direct link to the new growth in church members who only learned about the church by driving past the sign.



Engineered for Sustainability

As Calvary had initial concerns about ROI and energy usage, Prismview's optimized power system has provided the potential of thousands of dollars in operating cost savings over time.

"The sign has been very effective at advertising of different events that we have. We can definitely see the difference when we put something up on the sign."

-Dan Holter Assistant Pastor, Calvary Community Church

About Prismview LLC

Prismview LLC, a subsidiary of Samsung Electronics Co., Ltd., is a leading LED signage manufacturer with thousands of successful global deployments. As an LED industry pioneer for more than 20 years, Prismview's reliable signage technologies deliver dazzling image quality, best-in-class energy efficiency and installation simplicity for customers across a range of markets. Samsung Electronics acquired the company, then known as YESCO Electronics, in March 2015 to add LED expertise to its diverse display portfolio. To learn more about Prismview and view its complete LED signage offerings, visit www.prismview.com.