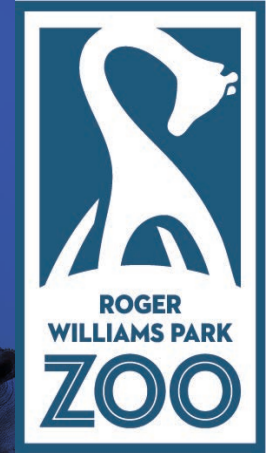


Country's Third Oldest Zoo - Roger Williams Park Zoo - Among the First to Adopt OptoGlo Solar Signs



OVERVIEW

Roger Williams Park Zoo is the country's third oldest zoo and a leader in conservation and animal care. Located amid 40 acres of beautiful woodlands, the Roger Williams Park Zoo provides approximately 800,000 visitors from across the state and around the world with the opportunity to see animals from all over the globe.



CHALLENGE

The ability to quickly update exhibit and wayfinding signs across 40 acres, as well as the flexibility to create and position special event signs in dynamic areas posed a unique challenge for the zoo.

Equally challenging was finding a sustainable, customizable, and cost-effective product that would meet their requirements of improving and enhancing both daytime and nighttime experiences for their visitors.

01 Nighttime Wayfinding

02 Versatility + Mobility

SOLUTION

Provide solar-powered a-frame sign stands with necessary mobility for distribution across large areas.

OptoStand

We delivered 22 solar-powered OptoStands, which support signage on one or both sides. The OptoStand' rugged wheels enable transport across any terrain, making it easy for staff and event planners to quickly position in key locations or adjust to traffic patterns.

- Support signage on one or two sides
- Handle for ease of transport
- Rugged aluminum construction
- Swappable 24" x 36" poster print
- Stainless steel anchor plate (supports 200 lbs of weight)
- Rugged wheels for transport across any terrain

OptoPrint + Print Support

To ensure maximum daytime and nighttime visibility and rapid message swaps, we coordinated with Roger Williams Zoo art team to batch process dozens of prints for various events, providing quick turnaround print and cutting services to produce prints that shine bright day or night.

OptoPrints are printed on rugged polycarbonate sheets that create the illusion of being white while allowing 85% of sunlight to pass through to the OptoSign embedded solar collection cells, ensuring maximum brightness.

As a certified HP Partner, our OptoPrints are rendered using HP Latex Inks to provide waterproof, light-fast, and conformable prints that are incredibly beautiful, rugged and exceptionally scratch and weather-resistant.

RESULTS

Through our combined products and print support, we quickly delivered and deployed several OptoStands and OptoPrints ahead of time and under budget to achieve multiple outcomes.

Filling multiple gaps in wayfinding locations resulted in improved visitor navigation and clarity of event information and times.

Supporting multiple events with custom display messaging increased visitor awareness and participation – particularly with nighttime events.



TESTIMONIAL

"OptoGlo's event signs have been a welcome addition to our nighttime experiences, adding an extra layer of visual excitement to shows such as the Holiday Lights Spectacular and the Jack-O-Lantern Spectacular. Having visible and attractive nighttime signage has always been a challenge for us and these have not only enabled us to provide our visitors with the information they need but do it in such a way that feels organic to the show. The solid frames and bright light panels seem like part of the presentation, not something that was added after the fact.

After the first year of using the OptoGlo event signs, we quickly doubled our inventory as we found more and more opportunities to include them in our events. They also look great in the daytime too!"

Leigh Picard
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