



## THE UNIVERSITY OF KANSAS GIVES BUSINESS A NEW DESTINATION, HEADLINED BY THE STUNNING DISPLAYS IN THEIR NEW CAPITOL FEDERAL HALL SCHOOL OF BUSINESS

As one of the country's most prestigious institutions, The University of Kansas knew they needed a destination point for students determined to move business forward. To promote the spirit of innovation the school is so committed to, the administration understood that the new Capitol Federal Hall School of Business had to foster a higher level of collaboration between faculty, students, and visitors. The administration desired a space that could provide large open areas where all visitors to the building could serendipitously interact but in order to manufacture this kind of spontaneous networking, the building needed an anchor, a focal point that would immediately draw everyone's attention.

## THE CHALLENGE

The University of Kansas sees itself as a pillar of experiential learning, but to bolster that image in today's rapidly evolving collegiate landscape, the institution knew their business school facility had to feature state-of-the-art technology. Unlike large corporations though, universities are not afforded much flexibility when it comes to long-term investments in technology, and administrators from the University of Kansas needed to have the utmost confidence in the adaptability and longevity of their purchase. The University faced another obstacle in that the building was designed to allow an incredible amount of natural light to flood through large glass windows. That eliminated the consideration of any type of projection system or traditional LCD video wall, and necessitated the type of technology that could outshine the sun and adjust its brightness based on the levels of ambient light.

*Background: A member of the Association of American Universities since 1909, the University of Kansas consistently earns high rankings for its academic programs. KU is a major public research and teaching institution with more than 28,000 students and 2,600 faculty on five campuses. The four-story Capitol Federal Hall building is 166,500 square feet with 18 classrooms, 125- and 350-seat auditoria, 205 offices, and labs and spaces for students' use.*

## THE SOLUTION

After assessing the unique challenges presented by the University of Kansas, NanoLumens began the project by partnering with Gensler, the world's leading collaborative design firm, GastingerWalker&, a full-service architecture firm, and The Sextant Group, a tech consulting firm. In order to most effectively cultivate the extemporaneous interactivity the University administration craved within Capitol Federal Hall, the atrium of the building needed a focal point that could attract attention even when flooded with natural light. This came in the form of a strategically placed coffee bar, but the team knew the presence of caffeine alone would not be enough to bring people together. They introduced the idea of large format displays into the design plan, and since the fine-pitch display needed to be bright enough to grab the attention of passersby even in full sunlight, the solution was clear, and the coffee bar was subsequently framed with two stunningly brilliant NanoLumens Engage Series™ displays. Both NanoLumens displays feature a 2.5MM pixel pitch that enables crystal clear viewing up close and from every viewing angle, critical in a building featuring large open spaces, while also hosting the ability to self-adjust brightness based on the surrounding levels of ambient light.

*"Louis Pasteur's quote, 'Chance favors the prepared mind,' served as an inspiration to the design team who operated under the belief that serendipity could not only be encouraged, it could be manufactured." - David Broz, Principal, Gensler*





## THE RESULTS

As Craig Park, Principal Consultant at The Sextant Group emphasized, “Although the lobby displays were not part of the original architectural concept, once NanoLumens solutions were selected, they became the centerpiece of the main atrium.” Today, the Engage Series™ display solutions play a critical role in providing daily business school, university, and national news updates for students, faculty and visitors. The displays are also used for special events hosted by the School of Business during the year. Park went on to say that, “In projects like this, there’s no looking back... Once a university commits to a solution, they’re making a long-term investment they have to know they can rely upon.” Fortunately for The University of Kansas, an additional advantage to the NanoLumens Engage Series™ displays is the ease with which they can be serviced. Protected by an industry leading six-year warranty that covers each display down to the individual pixel, the Engage Series™ displays are also fully front-serviceable, so any necessary maintenance can be conducted much more quickly and easily than other display technologies.

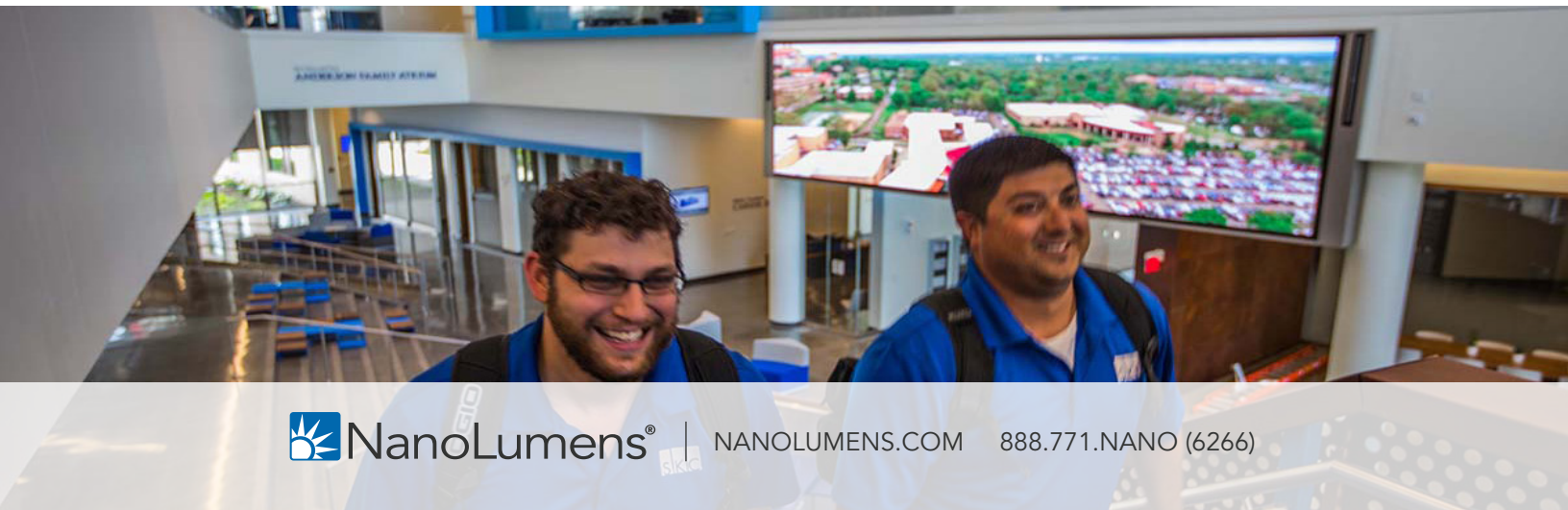
*“The building was designed to foster creativity and interaction. There are all sorts of interior spaces where students, faculty, visitors, and donors, can literally bump into each other; all of the interaction starts at the coffee bar in the main atrium across from where the NanoLumens Engage Series™ LED displays are positioned.” –Dan Nenonen, Partner, GastingerWalker&*

## THE TECHNOLOGY

Utilizing the NanoLumens patented Engage Series™ technology, the University of Kansas unveiled 2.5mm pixel pitch displays that feature crystal clear viewing from every angle, and in bright daylight, measuring 30' by 7.9' and 15.75' by 3.15'. The displays have a native screen resolution greater than HD, and will remain state-of-the-art for years to come.

## ABOUT GENSLER

Founded in 1965, Gensler has been ranked Building Design & Construction #1 University Architect the past 2 years. With more than 3,500 active clients in virtually every industry, we work across the global economy. Our clients are remarkably diverse: large and small, private and public; for-profit and nonprofit. We help them grow, sustain and transform: whatever it takes to embrace their future. We're organized around each client relationship. Client needs, expectations and strategy provide the context for every project we carry out. Gensler designers strive to make the places people live, work and play more inspiring, more resilient and more impactful.



NanoLumens®

NANOLUMENS.COM

888.771.NANO (6266)

## ABOUT GASTINGERWALKER&

Founded in 1981, GastingerWalker& is a diverse group of committed, insightful, and progressive-minded professionals who are enthusiastic about the product and process of architecture and design.

The business philosophy of the firm is to develop clients, not one-time projects. We believe the key to being successful is by providing the best possible service and gaining our clients' trust. We promise partner involvement, design consciousness and a deep respect for our clients' budgets.

At the core of our firm is a progressive approach to design that views each element of a project as integral to the whole. The practiced collaboration between our architects and interior designers creates a comprehensive understanding of your project – from building systems and consumer needs to appealing environments and an optimistic sense of place. We create integrated environments that transcend mere visual interest to positively affect the way that our clients think about and experience their space.

## ABOUT THE SEXTANT GROUP

Founded in 1995, The Sextant Group, Inc. is one of the largest independent technology consulting firm of its kind in North America. With over 1500 projects for more than 600 owners in 44 states and 11 countries, The Sextant Group serves global corporate, higher education and healthcare clients from offices across North America. The Sextant Group has corporate headquarters in Pittsburgh and satellite offices in Atlanta, Boston, Columbus, Denver, Los Angeles, New York, Omaha, Phoenix, Raleigh and Washington DC. For more information, visit [TheSextantGroup.com](http://TheSextantGroup.com).

## ABOUT NANOLUMENS

NanoLumens, headquartered in Atlanta, Georgia, creates display visualization solutions that deliver truly immersive customer experiences and great return on investment. NanoLumens digital displays are designed and assembled in the USA and are extremely slim, ultra-lightweight, energy efficient, and feature a bright, seamless, high resolution picture quality that can be viewed from any angle without color shift or image distortion. The company's patented display technology can transform the way marketers engage their customers in every type of retail, hospitality, stadium, arena, transportation, and public event environment.

All NanoLumens displays accept input from nearly any device or content management system. There is no need for special software, hardware, or special personnel to display content beautifully. With a profile of only a few inches and operating with nearly zero heat or noise, all NanoLumens displays can be installed on virtually any surface without being obtrusive, adding the 'WOW' factor to any indoor or outdoor environment without taking up precious space. With quality backed by an industry leading, Six Year Warranty, NanoLumens is your collaboration partner for visualization solutions that live up to your imagination. For more information, visit: [www.NanoLumens.com](http://www.NanoLumens.com)