



## ACUITY UPGRADES NEW CORPORATE CAMPUS AUDITORIUM WITH UNIQUE LED DISPLAYS

Company culture is everything at Acuity Insurance, a company based in Sheboygan, Wisconsin. A true American success story, the company is ranked second on the list of Fortune's 100 Best Companies to Work For. But, Acuity is growing very quickly, and it found itself in a situation where it didn't have an auditorium large enough to hold all of its employees. It was clear that a new, larger auditorium was needed for company gatherings.

*"People who enter the theater for the first time gasp because it is most unusual to see so many seats arranged in such a vertical manner in a radius that is so close to the stage. It delivers the impact we were hoping to create."* – Acuity President & CEO Ben Salzmann

## THE CHALLENGES

Acuity attributes much of its success today on harnessing the American spirit of ingenuity and creativity -- and its positive, collaborative, open culture that includes quarterly, company-wide townhall meetings. But with rapid growth, they were faced with the challenge of building a venue big enough to hold everyone without making employees feel far away and disengaged from what was happening on stage.

The idea of a theater-in-the-round design created an intimacy and feeling of togetherness that Acuity desired, but it also created additional challenges. Part of the audience would always be looking at the speaker's backside. This reality generated the idea of having a multi-panel LED display, so that no matter where an Acuity team member was sitting in the theater, he or she could have a clear view of all the action on stage.

Recognizing this challenge, Acuity hired Acoustics by Design, a company responsible for developing the theater's new audiovisual system, and Camera Corner Connecting Point, which would install the display solution, to conceive of and then design and engineer the exact solution that would bring Acuity's vision to life.

*"We wanted something that would be clean looking from an installation perspective and offer the brightness*

*and resolution that the client's content on the screen was going to require. NanoLumens created a stunning solution that worked for everyone involved in the project."* – Acoustics by Design Senior Audio Visual Consultant Tim Hamilton

## SOLUTION

The solution created by NanoLumens is a breathtaking five-sided pentagon 3mm Nixel Series™ LED display solution that grabs the attention of everyone who sits in the new theater. Each of the five curved displays was joined together to create a single pentagon shaped structure that hangs suspended from the ceiling over the theater's central stage.

As critical as the NanoLumens LED displays are to the new theater's success, a 10 Danley speaker sound system with one large subwoofer and a six-camera video system to track speakers from every angle complete the technology package.

*"We had a very specific weight limit that we had to stay under when designing the display solution, the NanoLumens team demonstrated their value by creating a superior solution that came in under the maximum weight limit."* -- Camera Corner Audio Visual Systems Consultant Scott Tomashek



## RESULTS

It's not unusual for a first time visitor to the auditorium to feel awestruck when they walk through the doors. Acuity uses the theaters for their town halls, board meetings, staff meetings, and corporate events; and they use it for true employee engagement in order to show off new logos and marketing content to employees, so everyone understands the direction of the company. Due to the unique design, everyone seated in the auditorium can see the vibrant displays from any angle.

*"Their entire company is really energized about the direction of the company as well as being in the brand new space. The NanoLumens display was obviously a big part of that and the end result was a huge success. When you see the displays lit up with images, it's pretty incredible, especially with the unique five-sided design that they came up with."*  
– Camera Corner Audio Visual Systems Consultant Scott Tomashek



## PRODUCTS USED

Five Nixel Series™ 3mm LED displays measuring 10'H x 6.5'W were joined together in the shape of a pentagon. The structure was hung from the ceiling and measures 16' across the center and weighs a total of 3,600 pounds, including the winch, meeting the building's weight requirements. The calculated weight of the displays is only 1,900 pounds.

## ABOUT ACUITY INSURANCE

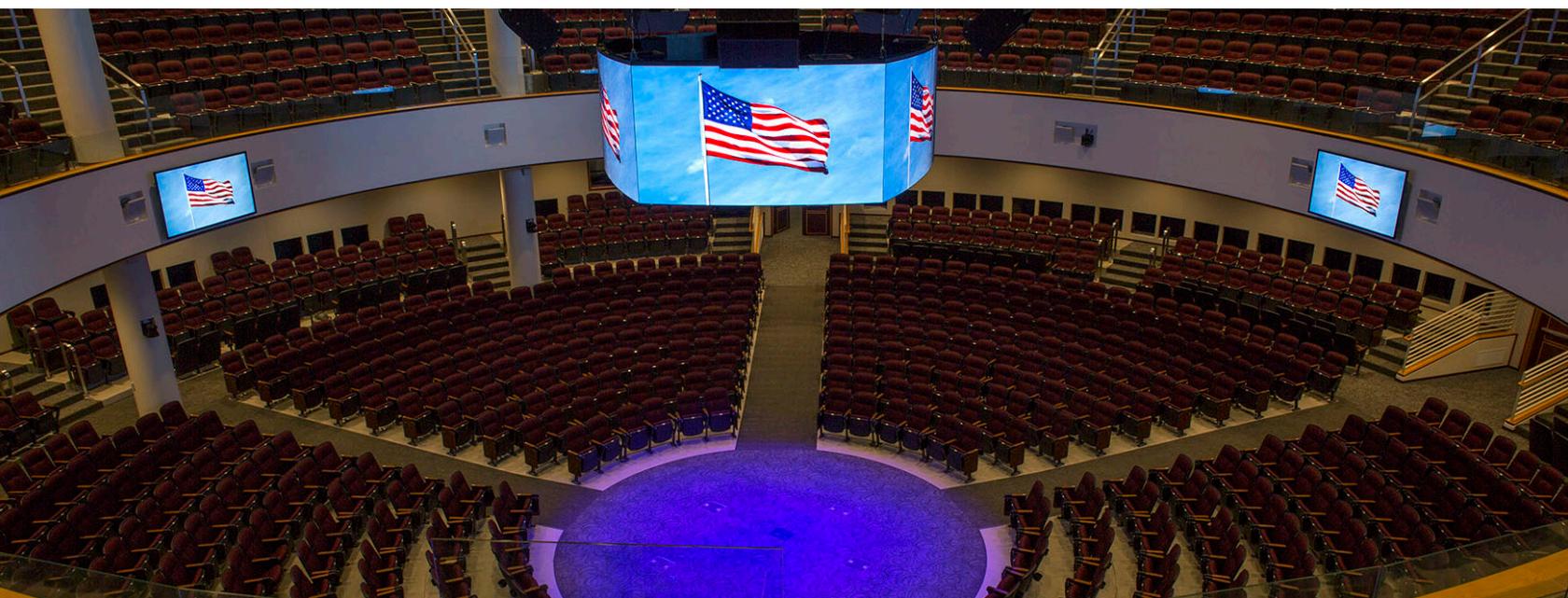
Acuity, headquartered in Sheboygan, Wisconsin, is a property and casualty insurer that operates in 25 states, generates over \$1.3 billion in revenue through 1,000 independent agencies, and manages over \$3.5 billion in assets. Named the #2 large company to work for in America, Acuity employs over 1,200 people.

## ABOUT ACOUSTICS BY DESIGN

Acoustics By Design, Inc., is one of the leading independent acoustical consulting firms in the Midwest. The firm provides acoustical consulting services to architects, engineers, building owners, facility directors, and municipalities. Acoustics By Design also includes an integrated team of consultants who design audio, lighting, and technical systems, and integrate them with the native acoustical environment. Headquartered in Grand Rapids, Michigan, Acoustics By Design serves clients in Michigan, Illinois, Indiana, Ohio, and Oregon in addition to the Pacific Northwest region. For more information, visit [www.acousticsbydesign.com](http://www.acousticsbydesign.com).

## ABOUT CAMERA CORNER CONNECTING POINT

Camera Corner Connecting Point started simply as Camera Corner in 1953, when it opened as a camera store in downtown Green Bay, Wisconsin. From a staff of two in 1953, the third-generation business has grown to a staff of over 120 employees that are involved with much more than simply cameras! The company has expanded its expertise into all types of technology that moves businesses and connects people to their jobs, to information and to each other. Camera Corner Connecting Point is the oldest technology store in Northeast Wisconsin. The firm is committed to provide its customers with quality products and services at the best value.



## ABOUT NANOLUMENS

NanoLumens, headquartered in Atlanta, Georgia, creates display visualization solutions that deliver truly immersive customer experiences and great return on investment. We provide unique solutions to problems that haven't been thought of yet. Our fully custom display solutions provide engaging customer experiences and the ability to realize solid returns on investment. Our brilliant displays, designed and assembled in the USA, are so thin, lightweight and curvable, they fit almost anywhere. 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).



*Acuity's company-wide Town Hall meeting held in the new 2,000--seat theatre in the round.*

