

# Meadowlark Shopping Center

## OVERVIEW

- Customer: Meadowlark Shopping Center
- Type: Outdoor Series
- LED Model : 25mm pixel pitch
- Size: 25mm (80 x 40) LED display
- Usage: Outdoor display for a retail strip mall

## HIGHLIGHT

- 10% increase in property value
- Immediate increase in enthusiasm and vitality among existing tenants
- Various tenants claimed a 20-40% increase in business within 3 months after install
- After-dusk patronage increased by 70% since passersby can now see a vivid LED display at night.
- Singlehandedly converted an underperforming property to a thriving one with full tenancy



## CUSTOMER NEEDS

Meadowlark Shopping Center is a retail strip mall based in Lakewood, Colorado, US. TWD Properties was seeking a solution to elevate the profile and marketability of their retail strip mall in order to stimulate vitality with their existing tenants and to increase tenancy rate.

## PRISMVIEW SOLUTION

TWD Properties used Prismview's LED signage for this retail strip mall, and another one that they owned, which triggered instant vitality and enthusiasm among existing tenants and led to an overall increase in property value of 10%. Hailed as being a game-changer for the property by rescuing it and its tenants from closure and into profitability.

## Bright and Vivid Picture Quality

One of the key concerns of TWD Properties was that the customer activity of the shopping mall dropped significantly after dusk, as the area looked less active and visible. However, since installation, the vivid imagery of their Prismview solution helped convey a strong presence and instantly triggered attention to the tenants that operated in the evening.

## Enhanced Weatherproofing

Due to operating in Denver, a city known for its chilly winters, TWD Properties had concerned over how well the installation would hold up amid snow and wind. After install and despite having to endure one of the snowiest winters in recent years, their Prismview solution never experienced any issues and this helped to support tenants with customer visits throughout the snowstorms.



## Easy Content Management Solutions and Content Creation Services

With over 15 tenants requiring constant changes and revisions to their content, TWD Properties felt overwhelmed with the challenges of keeping up with their display needs in addition to having to worry about tending to the needs of its other properties. Prismview offered the perfect solution to solve their concerns by enabling their Content Service Team to help develop compelling content for their tenants.

"We were successful in getting 100% of the property leased. It probably added 10% or so to the value of the property. We have done what we did here in other centers and it's had the same effect."

-David Barber  
Owner, TWD Properties

## 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](http://www.prismview.com).