

PROJECT INFORMATION

LOCATION: SCOTTRADE CENTER
IN DOWNTOWN ST. LOUIS

OPENED: OCTOBER 8TH, 1994

OBJECTIVE: INCREASE FAN
SATISFACTION THROUGH DIGITAL
SIGNAGE

RESTS ON THE SITE OF
HISTORICAL KEIL AUDITORIUM
BUILT BACK IN 1932

HOLDS APPROXIMATELY 175
EVENTS PER YEAR, BRINGING
NEARLY 2 MILLION GUESTS

HOME TO THE NATIONAL HOCKEY
LEAGUES ST. LOUIS BLUES

Waiting in line for an extended time just to find out you were standing in the wrong spot – that’s a popular pet peeve, and it’s happened to all of us. Recently, this growing problem for the St. Louis Blues’ hockey fans was researched, and some interesting causes were discovered.

They discovered that unclear labeling of the ticket windows was creating confusion. It was difficult for patrons of the stadium to discern if ticket windows were open, closed, or will call. To help get themselves out of the penalty box, the St. Louis Blues enlisted the help of Ponto Solutions.

Ponto Solutions quickly dove into the situation to gather as much information as possible and to understand the problem.





UNDERSTANDING THE PROBLEM

“One of the biggest challenges for the St. Louis Blues was people waiting in the wrong lines to get tickets,” explained Matt Abbrederis, the founder, and owner of Ponto Solutions. “With our new color-coded concept, we were able to replace the LED signs with Digital Signage and provide a large area to let the customers know which ticket windows are open, which windows are closed, and which windows were will call. This virtually eliminated customers waiting in the wrong lines, keeping their customers happy. We also had a challenge with stating signage showing upcoming events.”

Understanding that the Scottrade Center ticket window project for the St. Louis Blues required a partnership with an experienced and reputable mounting solutions company, Ponto sought the industry leader in custom A/V mounting solutions – Premier Mounts.

It was obvious from the start that the partnership between Premier Mounts and Ponto Solutions was going to be a real power play. “When we started working with Premier Mounts, we found they take the same approach,” said Abbrederis. “This made it easy to work with Premier Mounts, as we already spoke the same customer solution language, and have the same solution-based approach.”

SURMOUNTING CHALLENGES

There were major challenges associated with the installation of the new digital signage for the St. Louis Blues ticket counters. First of all, the mounts needed to be installed onto concrete. Mounting onto a brittle concrete surface requires specialized anchoring techniques. This ensures optimal utilization of the superior compressive strength of the material to ensure a robust and safe installation. Improper mounting techniques for concrete surfaces lead to degradation of the concrete support and eventual failure of the mount, which poses a serious safety risk to high traffic areas like ticket windows. Knowing the safety risk involved it was important to get a mounting solution from a company that knows a wide range of structures, and meticulously customizes the optimal installation design to incorporate all aspects of the support structure geometry, material, support loads, and environmental factors.

Second, the installation had to be performed on an accelerated timeline. The ticket windows are active sales points for the St. Louis Blues, so minimizing the interference with day-to-day operations was absolutely critical. Any mounting solution chosen would need to be quickly and easily installed to minimize interference with business operations and reduce installation costs.

“Premier Mounts does an excellent job of providing simple and reliable products that reduce installation time over other mount companies,” said Abbrederis. “This decreases the time to install and lowers the cost for the customer, which helps us win more deals.”



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DELIVERING LOWER TOTAL COST OF OWNERSHIP

Premier Mounts knows it is important to factor in the installation time and cost, maintenance cost and life of the mount when looking at the total cost of ownership (TCO) of an AV mount. By designing lasting mounting solutions that minimize installation time, and facilitate quick and simple maintenance activities, Premier Mounts delivers mounting solutions with the lowest possible TCO.

In the case of the installation at the Scottrade Center ticket windows for the St. Louis Blues, an additional mount was required at the last possible moment to complete the installation. Premier Mounts rose to the challenge and was able to deliver a product overnight in order to finish the project.

“In our business, we frequently come across custom mount needs,” said Abbrederis. “Premier Mounts has a team dedicated to engineering the best solution for any custom needs, and has the ability to manufacture onsite, reducing the turnaround time to fulfill orders.”



PREMIER PRODUCTS IMPRESS

Premier Mounts set out to do what it does best: solve the problem, and take care of the customer. Premier Mounts opted to install the PRF-M fixed low-profile flat panel mount, which offers streamlined presentation by holding displays less than one inch from the wall. Using stud installations and rapid assembly while offering simple panel rotation from landscape to portrait orientation, the PRF-M was the right choice. Its dual locking screws keep the panel secure while locking out unwanted rotation.

The P4263TP is a low-profile tilting portrait mount for flat-panels up to 175 lb. It's post-installation leveling, lateral alignment, locking security barrels, and an open mounting frame for easy access to power sources and cables made sense to add to the overall transition plan.

PRF-M

- Holds Flat-Panel Displays up to 15 lbs.
- Sits less than 1" from wall
- Two-piece design for easy assembly
- Simple rotation from portrait to landscape orientation
- Dual-locking screws keep panel secure while locking out unwanted rotation



P4263TP

- Holds Flat-Panel Displays up to 175 lbs in portrait orientation.
- Sits less than 2" from wall
- 10° of downward tilt
- Lock-It™ security barrel prevents tampering from unwanted users
- Built-in lateral shift for positioning



THE LATEST OF MANY SUCCESSES

The updated ticket windows were just the latest example of successful projects at the Scottrade Center. Premier Mounts and Ponto Solutions had already implemented comprehensive digital solutions in all the stadium suites, concession stands, and Bluenote Club.

By updating every aspect of the venue with eye-catching digital displays, the Scottrade Center is wowing guests in a big way.

CREATING A MEMORABLE EXPERIENCE

The finished installation at the Scottrade Center is a sight to behold. Its bright, attention-grabbing displays paired with the sleek aesthetics deliver a breathtaking experience for visitors. These engaging displays have made confusion at the ticket counter a distant memory.

Beyond improving the labeling of each ticket window, the newly installed digital signage also delivers the perfect platform to inform customers of the most current and relevant information, while being able to easily change content as frequently as needed. With the premium mounting solution from Premier Mounts, the stunning new ticket window signage for the St. Louis Blues Stadium has certainly scored with fans!

With Premier Mounts, your vision can quickly become reality. Learn more about our custom A/V mounting solutions and successful partnerships online at PremierMounts.com!

