

# Riverwalk Portal to the Arts Shines Over Tampa

## SITUATION

Lights On Tampa, an award winning program created to attract thousands of people to reflect on — and celebrate — public art in outdoor places, wanted to celebrate the 2011 return of the program in a special way with the ability to showcase a gallery of images integrated with short educational messages about the environment, well-being and humanities as seen through the lens of art.

## SOLUTION

The solution was achieved through the design and creation of a media “Portal to the Arts,” a joint venture between RBK Architects and Professional Communications Systems for the Riverwalk Development project. The Portal was designed as a pedestrian-friendly structure featuring multiple high-definition screens housed in a high-tech structure composed of materials complimentary to the architectural elements of the adjacent Children’s Museum.

The commercial quality screens, housed in environmentally protected enclosures, would be protected from water damage, theft and vandalism, and extreme temperatures common to Tampa. Special high-bright LCD panels with glare reduction coatings - approximately 3 times brighter than average consumer displays – would allow patrons to comfortably view content from a multitude of distances.

Through Professional Communication Systems’ recent success with the Straz Center digital signage system, the choice to utilize the Harris Infocaster enterprise digital signage system as the Portal’s media distribution and presentation system was an easy decision to make. The Harris Infocaster’s track record as a highly stable and durable solution had been thoroughly tested in many high profile digital signage deployments worldwide.

A key element in the design of the overall system was the method that would network together the components. Due to the vulnerability of the City of Tampa’s existing fiber network and security risk issues, it was determined that the best method to connect the Portal screens with the Infocaster network processing hardware would be through the use of underground fiber on a stand-alone network.

## RESULTS

Visual arts are an important element in bringing culture, art and information to the community of Tampa. The Portal to the Arts provided an exceptionally innovative and architecturally pleasing solution while providing the ability to present a variety of content throughout the day and evening, rain or shine.

As Tampa looks into the future of the Riverfront Development project, additional Portals will be created and located at strategic locations designed to maximize the impact they will bring to the community. Professional Communications Systems is pleased to be part of this extraordinary project and looks forward to the opportunity to expand the Portal network for the City of Tampa.

