

# Sydney Aquarium, Australia

Puma displays play a key role in attracting more aquarium visitors

**“More people who have been walking past are now walking in.”**

**James Fulford**  
CEO  
Sydney Aquarium

Opened in 1988, the Sydney Aquarium is one of the largest aquariums in the world and ranks with other leading aquariums such as Monterey Bay, California, and Osaka, Japan. It is the largest overseas tourist attraction in Australia, with 1,200,000 visitors each year, 60 percent are from overseas.

## Digital signage selected to showcase exhibits

As part of a major renovation effort, the aquarium recently installed digital signage at its entrance area based on Clarity's Advanced Performance Liquid Crystal Display (AP/LCD™) technology. Aquarium officials committed to the Clarity Puma 50" displays to showcase exhibits and activities within the facility in an impactful manner and thereby increase visitor traffic. Recognizing the exceptional image projection capability of the Puma displays, the aquarium timed the installation to display footage from the Australian debut of the Disney/Pixar movie, *Finding Nemo*.

“Until now, we used conventional signage in the entrance foyer area, which gave passers-by a hint of what is offered inside the aquarium, but which did not compel everyone to buy a ticket,” says James Fulford, Sydney Aquarium CEO. “With the Clarity Puma displays running the *Finding Nemo* footage, as well as other promotional content, we're able to showcase the facility in dramatic fashion, which we expect will really drive up traffic levels through the turnstiles.”

## Puma displays specified for banner-style configuration

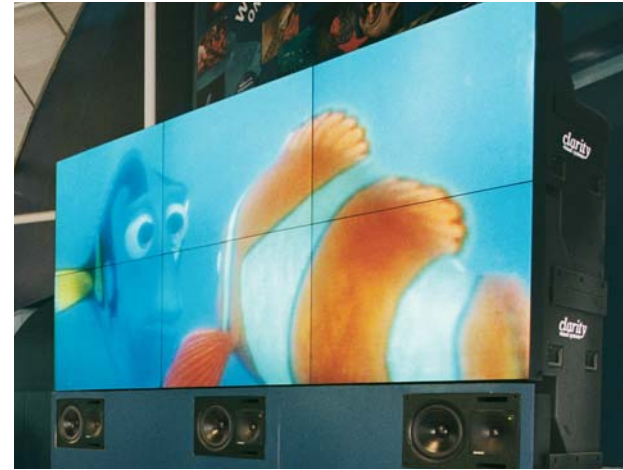
With the involvement of audio/video reseller, IDT, and Switched On Living, one of Australia's leading audio/video integration companies, the aquarium decided to purchase the Clarity Puma displays in June 2003. A short time later the order was placed and the Puma displays were delivered, enabling Switched On Living to complete the installation in time to accommodate the Australian release of *Finding Nemo* in late August.



**clarity**  
visual systems

“As a result of Clarity’s exceptional responsiveness and the ease with which the Pumas went in, we had the displays up and running in plenty of time – the total install and commissioning time was less than two days,” said David Beauchamp, Switched On Living’s managing director. “It was such a positive experience that we’re really looking forward to our next Clarity project,” he added.

Beauchamp and the IDT team – headed by Gerry Wilkins, managing director – had specified a three by two banner arrangement installed in the aquarium foyer above eye level. This configuration results in an image area totaling approximately 90 sq. ft. (8.3 sq. m.). Beauchamp and Wilkins had also recommended the XP version of Puma, which provides a 1024 x 768 (XGA) resolution and a screen brightness of 124 ftL. “This high brightness capability was an important factor in Puma displays favor due to the high level of sunlight and glare the foyer area experiences,” said Beauchamp. “It ruled out the other display technologies we evaluated including plasma.”



### Puma display dual-lamp system leads list of features

Beauchamp said the dual lamp system is an important Puma display feature. “We activated both lamps in each display during the start-up and calibration phase, but then switched to a single lamp for normal operation. There was virtually no difference in perceived brightness, and we have a backup lamp that will turn on automatically should a primary lamp ever fail,” said Beauchamp. “With this feature, we’re pretty much guaranteed a trouble-free run.”

#### The solution

The Sydney Aquarium features:

- Six 50" Clarity Puma XP displays with Advanced Performance Liquid Crystal Display (AP/LCD™) technology
- Suite 7.1 processor by Audio Design Associates
- Seven active monitors and two active sub woofers by Genelec

Project team:

- Switched On Living
- IDT, Australia
- Clarity Visual Systems

Other features in the favor of Puma, he said, were its thin mullions, which allow for a virtually seamless image; its front-panel controls, which make for easy operation by the aquarium staff; and its on-board processor, which controls how and where the Finding Nemo footage and other content appears on the displays. “We could not have achieved this level of performance with other products,” Beauchamp added.

“The Clarity Puma display is a great product and one that has truly exceeded our expectations,” aquarium CEO Fulford said. “We know that we’re catching the attention of more people, so it’s proving its potential as a powerful traffic builder.”



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