

DALLAS LOVE FIELD

Michael Clay - Executive Director, Texas Music Project



A LEARFIELD COMPANY



PRODUCT INFORMATION:

Screen Size: 8'2" H x 14'9" W

Product: GoVision 3.9mm

Location: Dallas Love Field Airport, Main Terminal

THE GOVISION SOLUTION:

Dallas Love Field Airport partnered with the Texas Music Project to create a live music performance stage inside the main terminal to entertain airport guests as a centerpiece for the latest airport renovation project. GoVision worked with the airport officials, stage designers, sound company, and artist booking agency to create a beautiful performance venue with a signature, high resolution video screen backdrop and content control system that was easy for the non-technical staff to utilize for the performance artists, sponsors and advertisers. With approximately 15.5M passengers passing through the airport each year the, GoVision LED Screen added, as a secondary purpose, an incredibly valuable sponsorship asset to the airport.

CLIENT QUOTE:

"Texas is known worldwide for its musical contributions and the state boasts more Hall of Famers and Grammy winners than any other place on Earth. With millions of people passing by this stage in the years to come, we have created a new platform for live performances by talented artists, fully equipped with state-of-the-art sound, lights and video."

- Michael Clay, Executive Director, Texas Music Project

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