

Case Study: Leisure

ASB | BAYPARK

ASB Baypark Uses ONELAN to Enhance Visitor Experience

Introduction

ASB Baypark is one of the most versatile and multi-purpose venues built in New Zealand. The \$42 million dollar facility can host a multitude of events - from community and national sporting fixtures through to trade shows, conferences, gala dinners, corporate hospitality and international musical acts.

Project objective

ASB Baypark is one of the most versatile and multi-purpose venues built in New Zealand. The \$42 million dollar facility can host a multitude of events - from community and national sporting fixtures through to trade shows, conferences, gala dinners, corporate hospitality and international musical acts.



Why ONELAN



- ONELAN digital signage was selected due to its ease of use, content and display options and scheduling capabilities.

End Result

- "ASB Baypark have utilised the digital screens to enforce our marketing and communication strategies including reinforcing the ASB Baypark brand, promoting the venue, growing event awareness, providing information and directions. We also offer clients who are hosting events, sponsors and external businesses the opportunity to advertise via the screens. Several of the screens located in our café are used to show entertainment e.g. usually the sports channel as we are predominately a sports venue on a daily basis. They are a highly flexible and effective medium for communicating to our clients" Karen Gemmell, Business Manager.

For Further Details

Our address:
Andersen House, Newton Road,
Henley-on-Thames, RG9 1HG, UK
T: +44(0)1491 411 400
F: +44(0)1491 579 254
E: Sales@onelan.com
www.onelan.com