



TAMPA BAY  
PERFORMING  
ARTS CENTER

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## It's all about the experience

### EXPERIENCE MARKETING TAKES SHAPE AT TBPAC

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Tampa, Fla. — At the Tampa Bay Performing Arts Center it's not just the show – it's the entire experience. TBPAC has just completed installation of an ambitious sound and video project aimed at enhancing the patron experience.

The project involved networking 23 Sharp Aquos high-definition monitors, as well as 48 speakers in the lobbies and around the 335,000-square foot campus. The monitors and speakers have been divided among many geographic zones to ensure that patrons encounter relevant and targeted images and sounds based on the show they're coming to see. The new monitors came as part of an innovative marketing relationship with Sharp, the official HDTV provider of TBPAC.

“We provide the best quality on our stages, and we wanted the best in high-definition TVs, too,” said Michael Kilgore, TBPAC vice president of marketing and customer experiences. “Sharp has been a great partner in this project. The images we get from those monitors are just amazing.”

The monitors feature a welcome from TBPAC President Judith Lisi, scenes from upcoming performances and recognition of some of the center's highest-level sponsors. They also double as “hold monitors” for latecomers who miss the beginning of performances.

But it's not just about the visuals. Sound is an important component, too. Ticketholders to *Jersey Boys* heard hit music from 1962-1966, when The Four Seasons were ruling the charts. Fans of Club Jaeb, a singer-songwriter showcase, hear selections from upcoming artists in the series. Patrons leaving *Mamma Mia!* danced to their cars to a reprise of hits from ABBA.

“It's been wonderful watching people as they gradually become aware of the new sights and sounds,” Kilgore said. “With the subtle walk-in music, especially, it's almost subliminal, but you can see their expressions change as the music reaches them. As they leave, it's a little more obvious and it's great to see how this extends the show to the parking lots and beyond.”

In addition to Sharp, TBPAC's project team worked with Professional Communications Systems, a Media General company that specializes in integrating broadcast, audiovisual and video communications, on design and implementation. “They more than lived up to their marketing promise – ‘solutions visualized,’” Kilgore said of PCS. PCS recruited and incorporated other participants, including Harris Corp. for program content and scheduling, AMX for the automated control system and Symetrix audio signal processing.

For more information about the Tampa Bay Performing Arts Center and its upcoming events, please visit TBPAC's website at [www.tbpac.org](http://www.tbpac.org).

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