Introducing the

Philly Welcome Wall

Philadelphia's largest interactive digital wall reaches 2.5 million annual visitors with 42 ft. of dynamic digital content.
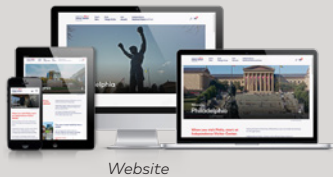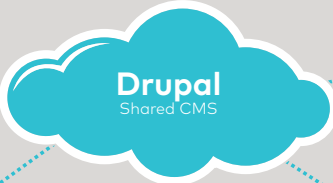
USER EXPERIENCE:

- Immersive, multi-user experience
- Designed to surprise and delight
- Responds, attracts, and engages

INSPIRING

FEATURES & FUNCTIONALITY:

- Comprised of 42 ft. of touchscreens and 6 Kinect cameras
- Uses motion-sensing technology to respond to passerby
- Unveils layers of content as a user approaches

Content sourced from central content management system

Drupal
Shared CMS

Website

Digital Wall

Graphic Displays

INTERACTIVE

ACCESSIBLE DESIGN:

Complies with **ADA Standards for Accessible Design**

Delivers content at an individual's eye-level for optimal experience for people of all heights, and those who use wheelchairs.

Typography, spacing, colors, and contrast provide maximum legibility and readability for people with low-vision and color blindness.

Touchscreens anchored 1 ft. from structure to provide necessary depth for people who use wheelchairs or other assistive devices.

CONTENT STRATEGY:

- Highlights fun, timely things to do in the region
- Encourages visitors to explore, discover, and interact
- Directs to staff for more information and purchases

INNOVATIVE