

Project Profile

Coca-Cola Store at Disney Springs
Orlando, FL



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System Features

The Coca-Cola Store at Disney Springs is the flagship retail location for the Coca-Cola Company. In order to differentiate from the other retail experiences in the area, Coca-Cola decided to showcase a technologically driven interactive experience that would be a social media sensation.

- Audio system is separated into dedicated zones to differentiate output, including music, commercials and ambient sounds throughout the three-story complex
- HD displays showcase commercials and music videos
- 34' wide video wall comprised of ultra-thin bezel LCD displays in the retail area
- Specialized lighting projectors, LED strip lighting and a lighting program combine to create a simulated Aurora Borealis in the Polar Bear Experience
- Touch-screens provide user interactive content in the waiting area

Participants

Owner
The Coca-Cola Company

Architect
Baker Barrios

General Contractor
DPR Construction

AV Contractor
Ford Audio-Video Systems

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