

Project Profile

AT&T Experience Store
Dallas, Texas



System Features

The AT&T Experience Store is a first-of-its-kind retail environment, offering new ways to enjoy popular TV shows and movies from AT&T and WarnerMedia's brand family.

- A 16' x 9' Direct-View LED is used as a backdrop for TV shows and movies, while set pieces are placed in front of it to immerse store visitors into scenes from the featured show
- Store visitors are greeted by an 18' x 10' Direct-View LED video column-wrap with agile custom messaging
- A distinctive large format display brings visitors attention to current events using a 16' x 9' Direct-View LED display

Participants

Owner
AT&T

Architects
Gensler

General Contractor
The Beck Group

Consultant
Electrosonic

AV Contractor
Ford Audio-Video Systems

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