

Project Profile

AT&T Discovery District
Dallas, Texas



System Features

The AT&T Discovery District® creates a destination where technology and entertainment combine to create unique experiences. The District includes shopping, restaurants, and theater in a tech vibe environment that captivates young and old visitors.

- The Plaza | Line array speakers produce foreground music into the food hall and operate on an extensive fiber network
- The Exchange | An array of restaurants showcase 75" displays, digital signage and menu boards, zoned speakers, and integrated control
- Jaxon Beer Garden | 85" displays for event space, video distribution, touch panel control, outdoor and indoor displays, and foreground music speakers
- The Globe | Towering 30' tall, this unique feature includes narrow line array speakers to produce foreground music from hidden sources

Participants

Owner
AT&T

Architects
Gensler

General Contractor
The Beck Group

Consultant
Electrosonic

AV Contractor
Ford Audio-Video Systems

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