



CASE STUDY

Illuminating Messages. Ultra High Brightness Window Displays at The Hub – Gold Hill Baptist Church

PRODUCT

Ultra High Brightness Window Display

melford

Gold Hill Baptist Church is a vibrant community hub committed to spreading messages of faith, hope, and love. Seeking innovative ways to engage with their congregation and the wider community, the church partnered with Melford Technologies to enhance their communication capabilities.

THE CHALLENGE

Gold Hill Baptist Church faced the challenge of visibility and readability of digital displays in their highly reflective environment. Standard screens struggled to overcome the glare and tinted glass, making it challenging for passersby to view important messages and announcements.

THE SOLUTION

Melford Technologies provided Gold Hill Baptist Church with Ultra High Brightness window displays designed to overcome visibility challenges even in highly reflective environments. These displays were strategically installed using Melford's dual pole floor mount system, ensuring optimal positioning for maximum impact.

KEY FEATURES

- **Ultra high brightness** – Melford's window displays boast exceptional brightness levels of 3500 CD/M2, ensuring that messages remain visible and legible even behind tinted glass and in bright environments.
- **Dual pole floor mount system** – Melford's installation expertise ensured secure and effective placement of the displays, maximizing visibility and impact.
- **Integration with Now Signage CMS** – The displays were connected to the church's WIFI network and integrated with Melford's award-winning Now Signage CMS software. This enabled the church to remotely manage and publish scheduled content to the screens, providing flexibility and convenience.

BENEFITS

- **Enhanced visibility.** The Ultra High Brightness displays overcome visibility challenges, ensuring that messages are clearly visible to passersby both day and night.
- **Remote management.** The integration with Now Signage CMS empowers the church to easily update and publish content to the displays remotely, saving time and effort.
- **Engagement.** The eye-catching displays captivate attention and engage the community with important announcements, events, and messages of inspiration.

By partnering with Melford Technologies and leveraging their expertise in digital signage solutions, Gold Hill Baptist Church has enhanced their communication strategy. The installation of Ultra High Brightness window displays coupled with remote management capabilities has empowered the church to effectively engage with their congregation and the wider community, spreading messages of faith and inspiration with clarity and impact.

Want to learn more about our [Ultra High Brightness Window Displays](#)?

CONTACT US