

Statue of Liberty Crown Café

Samsung MD-C Series Digital Menu Boards Powered by MagicInfo
Breathe New Life into Landmark Café Devastated by Superstorm Sandy



Overview



Customer Need

After Superstorm Sandy, the Statue of Liberty was closed for eight months to repair damage to the island's facilities. The closure became an opportunity for Evelyn Hill Inc., the food and retail services concessionaire at the National Park, to implement a planned redesign to the popular Crown Café. As part of the renovation, Evelyn Hill sought to utilize the latest digital signage technology to present café menus and promotions in a dynamic, attractive and cost-effective manner.

Samsung Solution

Working with leading integrator VideoSonic Systems, Evelyn Hill selected the Samsung MD-C Series of commercial displays to power the Crown Café's menu boards and to engage guests waiting in line. The Samsung Smart Signage Platform-capable displays – featuring an embedded system-on-chip media player and MagicInfo software – provided an integrated, easy-to-manage digital signage solution that lets staff directly adjust content and schedule updates throughout the day.

Results

Serving more than 600 guests an hour, the Crown Café has seen an improvement in service flow with the vibrant digital menu boards. The displays in the queue have also helped to lessen guests' perceived wait time. Most significantly, the Samsung displays eliminated the need for an external media player to deliver content, helping to reduce the cost of deployment and maintenance, as well as energy consumption.

The Customer Need

Dynamic Menu Boards and Displays, Energy-Efficiency and Easy Management of Content

While the lengthy closure of the Statue of Liberty hurt Evelyn Hill financially, it did provide the company the opportunity to move ahead with a planned redesign of the popular Crown Café. “On the positive side, it allowed us to do the renovation without interfering with visitors,” Hill says. “We were very excited to create a new, contemporary environment.”

Evelyn Hill has a long heritage of innovation, priding itself on introducing new technologies and design improvements as part of the regular renovations carried out at its facilities. In particular, the company has been an early adopter of digital signage, first installing flat-panel displays at one of the cafes way back in 2004, and later integrating dynamic video walls when the Liberty Gift Pavilion was constructed in 2010.

“When we partnered with Evelyn Hill to install those first digital signs, each display needed a dedicated PC to serve the content,” recalls Glenn Polly, president and CEO of VideoSonic Systems, a leading New York-based provider of audio visual systems that implemented the project. “By 2010, technology had evolved so we were able to use Samsung LCD displays with content run off internal media players.”

So, when Evelyn Hill approached VideoSonic to discuss the AV outfitting for the renovated Crown Café post-Superstorm Sandy, Polly knew that they would be looking to push boundaries and further streamline their digital signage.

The Crown Café menu boards and digital signage would need to be vibrant, slim and elegant, to fit with the modern interior of the renovated café. They had to be energy-efficient to conform with Evelyn Hill’s strong emphasis on environmental sustainability. And, lastly, they needed to be streamlined, easy to manage and to enable smarter, automated content updates.



The Customer

Statue of Liberty Crown Café

When Superstorm sandy made landfall on the East Coast on October 29th, 2012, Liberty Island was hit hard, with the storm surge flooding 75 percent of its 12 acres. While the Statue of Liberty itself survived the storm unharmed, many of the facilities that supported the iconic attraction took a heavy beating, resulting in the closure of the island to visitors for more than eight months.

For Evelyn Hill Inc., the official food and retail concessionaire for Liberty Island and several other National Park service monuments, the closure was devastating. “The eight months that the Statue of Liberty was closed was a tough time for us all,” said Brad Hill, president of Evelyn Hill.

According to a park service report, 3.7 million people visited the Liberty Island in 2011, generating \$174 million in economic activity and supporting 2,218 jobs.

Hill is the third generation of his family to lead Evelyn Hill Inc., which has been serving visitors to the Statue of Liberty for more than 80 years. The company operates the Statue of Liberty Crown Café and the Liberty Gift Pavilion, as well as another café and gift shop on neighboring Ellis Island.

Through the years, Evelyn Hill has honed its focus on environmental sustainability and on providing healthy, locally produced and organic food selections. Opened in 2010, the Liberty Gift Pavilion is one of only five Leadership in Energy and environmental design (LEED) Platinum buildings constructed in New York City in a national park. It features recycled materials, LED lighting, a geothermal heating and cooling system, and rooftop rainwater recycling. In addition, Evelyn Hill recycles or composts over 94% of its waste.

The Samsung Solution

MD-C Series Displays Featuring Embedded Media Player and MagicInfo Content Management Software

Evelyn Hill Inc. selected Samsung’s 40-inch MD-C Series LED-direct lit commercial displays for its digital menu boards at the renovated Crown Café on Liberty Island. A total of 10 displays were installed above the nearly 50-foot span of the service counter, providing a dynamic, attractive and modern look. Additionally, the café featured three 40-inch displays at the entrance while a number of 22-inch LED-backlit Samsung displays were installed in portrait format on pillars along the queuing line, displaying promotional menu items interspersed with fun facts and trivia about the Statue of Liberty to keep guests engaged.

Aesthetically, the MD-C series displays provide bright, full HD images, with their narrow bezels and thin profile accentuating the appearance that the menu boards are floating above the counter. Utilizing energy-efficient LED-direct-lit technology, they are more affordable to deploy and contribute to lower ongoing operating costs. In fact, LED-lit LCD displays consume an average of 40 percent less power than traditional LCD panels with cold-cathode florescent lamp (CCFL) backlights.

Most important, however, the MD-C series features the Samsung Smart Signage Platform, a new integrated solution built around an embedded system-on-chip media player that resides directly on the display’s circuitry board. The System-on-Chip, which combines a

Dual Core CPU, a full codec video processor, and between 4GB and 8GB of storage depending on the model, eliminates the need for a PC or external media player to serve content.

As Polly of VideoSonic explains, this not only reduces hardware costs but also results in savings in installation and provides a cleaner design. Other advantages of the system-on-chip media player include less maintenance and display downtime due to fewer potential points of failure, and reduced power consumption.

The MD-C Series also comes preloaded with Samsung’s MagicInfo software, a management tool which that enables any non-professional user to schedule, play and update display content simply and conveniently.

“MagicInfo is very powerful,” says Polly. “It’s user-friendly and easy to grasp. It delivers dynamic content that can change depending on time of day and guest traffic. It can be programmed ahead of time, and managed from anywhere.”

According to Hill, the overall value package of the Samsung Smart Signage displays with MagicInfo meant the choice was obvious. “I have been to tradeshow to see the displays from a number of different manufacturers,” he said. “I’m very impressed with Samsung product – it is high quality, easy to use and the service has been excellent over the years.”

Quick Profile

As used at Statue of Liberty Crown Cafe
Samsung MD-C Series Commercial
LED LCD Displays



DISPLAY SIZES (DIAGONAL)	32 / 40 / 46 / 55 inches
PANEL TECHNOLOGY	60 Hz Direct-LED backlit LCD
RESOLUTION	1920 x 1080
BRIGHTNESS	350 nits
CONTRAST RATIO (TYPICAL)	5000:1
RESPONSE TIME	8 ms
SCREEN DEPTH	3.7 inches
INTERNAL MEDIA PLAYER	Cortex A 9 1GHz Dual Core, 1GB DDR3, 5GB FDM
BEZEL WIDTH	16.3 mm (bottom 21.9 mm) for MD32C; 17.4 mm (bottom 22.0 mm) for MD40C / MD46C / MD55C
WEIGHT	14.1 lbs for MD32C; 21.6 lbs for MD40C; 27.6 lbs for MD46C; 42.1 lbs for MD55C
FEATURES	Samsung Smart Signage Platform compatible; MagicInfo software (Lite, Premium s, VideoWall-S); RS232C/RJ45 MDC; Plug and Play (DDC2B); Video Wall (10 x 10); Smart Scheduling; Smart F/W update
POWER CONSUMPTION (Typical/Max)	47W / 77W for MD32C; 58W/110W for MD40C; 65W/121W for MD46C; 165W/86W for MD55C
ENVIRONMENTAL	Energy Star® 5.0 compliant; RoHS compliant
STANDARD WARRANTY	3 years on-site (parts/labor)

The Results

Easy Installation, Lower TCO and New Capabilities

When the first ferry boats arrived at the Liberty Island around 9 a.m. on July 4, 2013 following its eight month closure, the Statue of Liberty Crown Café was ready to serve guests in a newly renovated, contemporary environment featuring its streamlined new digital menu boards.

According to Polly, installation of the Samsung MD-C Series displays was as “quick, easy and straightforward” since—without an external media player – the only cables required are power and Internet. “For the most part, with the MD-C series, everything comes in the box,” he explains. “there’s nothing else you need to buy.”

For Evelyn Hill, the Samsung Smart Signage Platform displays have provided a streamlined and cost-effective digital signage solution, representing a significant evolution from earliest displays it deployed with PCs in 2004.

The digital menu boards are operating seamlessly and provide a dynamic, customer-friendly ordering experience. The café serves more than 600 guests an hour and the menu boards have improved the service flow. In addition, the displays on the café queue featuring menu items and Statue of Liberty facts and figures have helped to reduce the guests’ perceived wait time. “The response to the new technology that Samsung has brought to Crown Café is terrific,” says Hill.

The Samsung MagicInfo content management software has also allowed Hill to add “AV Manager” to the many hats he wears, updating content from his PC and sending it out instantly to all the displays. “Having the embedded media player is perfect for our type of operation. We’re a café with a consistent menu and we want to provide the information to guests without a problem,” he says. “MagicInfo is made for the everyday person to use. It is really simple to learn and execute – upload, add to playlist, schedule and you’re done.”

The Crown Cafe is taking full advantage of MagicInfo’s “day-parting” capabilities. Hill is able to schedule automatic updates to promote specific menu items throughout the day and have the displays power down on time at the end of the day. Plans are also under way for additional, dynamic content for the displays, including employee-focused messages before the café opens, and information for guests on the organic foods the café offers, on nutrition and on Evelyn Hill Inc.’s environmental programs.

“Evelyn Hill and the Statue of Liberty Crown Café are an excellent example of how digital signage is becoming simpler, easier and increasingly cost-effective for businesses of all sizes,” says Kevin Schroll, senior product marketing manager for commercial displays at Samsung’s Enterprise Business division. “They have tapped into the potential of smart digital signage to simplify message delivery and their business.”



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