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Driving Technology Through Innovation

van Domburg Partners
a Midwich Group company


Nieuwenhuis
AUDIOVISUELE APPARATUUR ▶ APELDOORN



APENHEUL MONKEY ZOO ENTERS THE DIGITAL AGE

Park renovation includes Outdoor Digital Menu
Boards from Peerless-AV[®]

INSTALL BRIEF
DECEMBER
2021



Visited by around 500,000 people every year, Apenheul Zoo, in Apeldoorn, The Netherlands, opened in 1971 as the first zoo in the world where monkeys could roam freely in the forest and between visitors. The zoo is home to around 300 monkeys and 35 different species, living in large, beautiful habitats which stimulate their natural behaviour.

In 2018, Apenheul first started planning the renovation and rebuilding of a section of the park. The old main office building was to be knocked down to make space for two new animal houses, a playground, the biggest insect wall in the world and a new catering area. In early 2020, Apenheul Zoo contacted local value-added AV integrator Nieuwenhuis AV with over 15 years' experience in delivering AV products to the zoo. The company was required to help bring this new area of the zoo up to date with the latest indoor and outdoor digital solutions. Unfortunately, the covid pandemic put a temporary hold on the project, which was kick started again at the end of 2020.

Apenheul Zoo is not a stranger to digital signage, having purchased outdoor screens from competitive providers via Nieuwenhuis AV in the past. Together with Ronald van der Beek, Head of IT at Apenheul Zoo, Nieuwenhuis AV conducted visits to various display and AV equipment manufacturers to research and find the best outdoor kiosk solution for the project. Following a visit to Van Domburg Partners, part of the Midwich Group and the largest distributor in the Benelux region, the chosen product was the KOF546/55-1OHF Outdoor Digital Menu Boards from Peerless-AV in combination with 46" and 55" Samsung OHF Series Displays.



The KOF546/55-1OHF Outdoor Digital Menu Boards met all the requirements of Apenheul Zoo, winning over competitive alternatives for its elegant, minimalistic design but, most importantly, for its ability to house an external media player in the base. The menu boards are also all-weather rated, UL 48 certified, with a low operating cost, modular design.

In consultation with Van Domburg Partners, Nieuwenhuis AV was able to deliver the Peerless-AV Outdoor Digital Menu Boards, Samsung displays and AV components in a fast timeframe. Apenheul Zoo managed the network infrastructure connection and power supply itself. For the menu boards, Apenheul Zoo cast a concrete base with threaded rods to ensure a secure foundation. Nieuwenhuis AV installed the displays within with menu boards quickly and neatly and the content was up and running in no time; managed remotely from the zoo's IT department.





Apenheul Zoo is a long-standing customer of ours and is very satisfied with these outdoor digital menu boards from Peerless-AV. Customers are attracted to them and can find out the latest information about the zoo and catering offers in a far more dynamic way than with traditional static signage. The park plans to implement further menu boards around the park in the near future.



Marco Wegerif
Senior Project Manager of Nieuwenhuis AV


Peerless-AV has since introduced new Universal Outdoor Menu Boards that give customers the option to choose between three of the leading 55" outdoor commercial displays, including Peerless-AV's own Xtreme™ High Bright Outdoor Displays (XHB553), Samsung OHF Series Displays (OH55F/OH55A) and LG XE4F-M Series High Brightness Outdoor Displays (55XE4F-M). Optional extras include speaker/microphone kit, media storage fan and internal media player shelf.




The new models (KOF555-1/2/3) are more cost-effective, with flexibility in design and improved aesthetics to keep up with the look and feel of the next generation fast-food restaurants and offer a smoother, faster, smarter customer digital ordering experience.

About Peerless-AV

For over 80 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, dvLED and LCD video wall systems, complete integrated kiosks, professional carts and stands, and more. Whether a full-scale global deployment or high-volume custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way. For more information, visit peerless-av.com.



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