



Delphi Display Systems Installs Large Format LED Signs for Zion Enterprises

Costa Mesa, CA, December 20, 2017 - Delphi Display Systems, Inc. – a global visual engagement technology company, announced today that they completed the installation of two large format LED digital signs at the site of the new headquarters for the Pacific Symphony and OC Music and Dance. Located at 17620 Fitch Ave. in Irvine, California, the site is owned by Zion Enterprises, a real estate development company founded by Charlie Zhang known for his creation of the Pick Up Stix restaurant chain.

The first LED sign was installed as a digital backdrop behind the 150-seat Black Box Theater stage located in the heart of the OC Music and Dance facility. The sign, measuring 20 ft. long by 8 ft. high, spans the entire width of the stage and provides a seamless digital canvas of high resolution LEDs to be used to create a dynamic backdrop of color, video and imagery that enhance every live performance.

“The LED signs are providing us with new, exciting ways to reach our audiences,” said Charlie Zhang. “They are very impactful, and add the perfect amount of elegance to our facility.”

The second installation is an outdoor LED dual sided monument sign facing MacArthur Blvd., the primary source of traffic by the facility. The sign, measuring 14 ft. long by 7 ft. high, provides the Pacific Symphony and OC Music and Dance with the ability to use bright and vivid digital content to promote their brands and provide information to motorists passing by.

“The Symphony has heard positive feedback from many Irvine residents about our sign and are now much more aware of our new home,” said John Forsyte, President of the Pacific Symphony. “In the long run, this will lead to more foot traffic in our ticket office, interest in the classes offered by our neighbors at OC Music and Dance, and enhance general brand recognition.”

Both organizations utilize Delphi’s Insight Engage® cloud based digital content management system software to schedule and update the sign on a regular basis.

“Delphi is privileged to be able to provide both the Pacific Symphony and OC Music and Dance with these digital signage platforms to help them enhance their brands and drive awareness and support from within Orange County and beyond,” said Ken Neeld, President and CEO of Delphi Display Systems. “We are thrilled to be able to play a role in supporting these critical sources of music and the arts in our community.”

About Delphi

Delphi Display Systems, Inc. provides customized digital signage hardware, software and service solutions that enable businesses to engage with, interact with, influence, attract and retain their end customers. Delphi’s advanced analytics and business intelligence capabilities enable its customers to optimize the effectiveness of their visual engagement strategy – and ultimately their profitability. Delphi serves the food service, education, corporate, and retail industries with solutions installed in more than 35,000 locations in 70 countries worldwide. Follow Delphi on Twitter [@DelphiDisplay](#) and like Delphi on [facebook.com/delphidisplay](#). For more information on the company and its products, visit [DelphiDisplay.com](#) or call 714-825-3400.

About OC Music and Dance

OC Music & Dance is Orange County’s first and only nonprofit community performing arts school. We are dedicated to providing the highest quality education and resources for our students, regardless of their ability to pay. Our programs feature private and group lessons across a broad spectrum of art forms, as well as curricula



for self-improvement, personal growth and professional development. Our brand new 21,000 square foot facility offers 8 music rooms, 2 large dance studios, 2 conference rooms, a fully equipped recording studio, an in-house café, and a 150-seat Black Box Theater. Our facilities are available to the public to rent for instruction, performances, special events, and board meetings. For more information on renting our space, please e-mail info@ocmusicdance.org.

About Pacific Symphony

Pacific Symphony, led by Music Director Carl St.Clair for the last 28 years, has been the resident orchestra of the Renée and Henry Segerstrom Concert Hall for over a decade. Currently in its 39th season, the Symphony is the largest orchestra formed in the U.S. in the last 50 years and is recognized as an outstanding ensemble making strides on both the national and international scene, as well as in its own community of Orange County. Presenting more than 100 concerts and events a year and a rich array of education and community engagement programs, the Symphony reaches more than 300,000 residents—from school children to senior citizens. For more information visit www.pacificsymphony.org.

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