



Project Highlight



CHICAGO, IL -The flagship Under Armour store on Michigan Avenue in Chicago showcases our dvLED expertise, transforming the retail experience with stunning visual displays. Visitors are immediately captivated by the Rotunda ceiling's 3mm LED screen, a remarkable display with a diameter of 1920 pixels, suspended 60 feet high. This feature not only grabs attention but also enhances the store's ambiance with dynamic, high-resolution content.

Ascending to the second floor, customers are greeted by a breathtaking 5-sided LED cube, over 15 feet in each dimension, hanging majestically above the escalator. This innovative installation provides immersive and engaging visual experiences, promoting the latest products and campaigns from every angle.

Additionally, a massive LED ring adorning the dome further exemplifies our commitment to being masters in the art of LED technology. This ring seamlessly integrates with the store's architecture, creating a cohesive and visually stimulating environment.

This project at the Under Armour store not only highlights our technical prowess but also demonstrates how advanced LED solutions can elevate the customer experience and drive brand engagement.



Learn More

ats-pro.com

Contact Us

1-800-755-3235

Follow Us

[in linkedin.com/company/atsproled](https://www.linkedin.com/company/atsproled) [@instagram.com/atsproled](https://www.instagram.com/atsproled) [f facebook.com/atsproled](https://www.facebook.com/atsproled) [@atsproled](https://twitter.com/atsproled)

