



Custom Kiosk Design for Digital Library Woody's Classic Cars & Baseball Museum

In a small Texas town just south of Abilene, a state-of-the-art museum opened in July 2018. Woody's Classic Cars and Baseball Museum is a 22,000 square foot museum dedicated to local resident Danny Lee "Woody" Wood and showcases his lifetime collection of classic cars and baseball memorabilia.

Construction of the museum took about 18 months, and the result is an amazing customer experience from the time you pull up outside of the museum.

A Journey Through the Past

As you enter Woody's museum, there are two sets of large glass doors, each honoring Woody and his wife Patti's passion of classic cars and baseball. One set of handles are crafted from chromed exhaust pipes, the others are made from custom baseball bats.

The front of the museum is designed to resemble a drive-in theater, and a large 18"W x 10"H LED wall mounted about 15-20 feet high ft is playing clips from old movies. Over head, the ceiling is comprised of florescent lights shining through panels of blue sky and fluffy clouds to create a sunny day in Texas.

The museum's main floor is the heart of the collection. The showroom has 27 classic cars from the 40s through 2014, including a Ford Model T, a Willys Jeep, a 1964-1/2 Ford Mustang, as well as Cadillacs and muscle cars.

The second floor balcony displays baseball memorabilia and signed items from Babe Ruth and Ty Cobb to Mickey Mantle, Nolan Ryan, Pudge Rodriguez, and up to current players like Jose Altuve and Adrian Beltre.

Enhancing the Customer Experience

After the museum opened, the owners realized they wanted a way for visitors to learn more about the various memorabilia on display. Their initial idea was to provide a digital reader that visitors could access. They discussed their options with Taurus Technologies, their audio-visual technology partner.



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To provide the best experience for all visitors, Taurus and the Woody's museum team defined the following capabilities:

- Static kiosk
- ADA compliant
- Electric height adjustable features
- Support a 24" touch panel display

Taurus then reached out to AVTEQ, Inc. to design and build a custom kiosk. AVTEQ's design team first selected Linak® DL6 lifting column to provide the height-adjustable capabilities for the kiosk. The compact lifting column offers a solid and stable lift while providing a quiet and fast adjustment.

The all steel construction of the kiosk ensures a secure and durable structure to withstand use over time. The 24" touch panel display along with the Total Channel digital reader offers visitors a unique experience to access an in-depth knowledge base on the vehicles and baseball memorabilia on display in the museum.

"We were very surprised with the final kiosk and all of its capabilities. The construction is solid and the height-adjustable component is amazing. We love it!"

After the first two kiosks were installed on the main floor, the museum management ordered two more for the second floor baseball section.

A Truly Unique Experience

Woody's Classic Cars & Baseball Museum is truly a hidden gem. From the moment you walk through the doors, you step back in time as you travel through the museum and the latest technology enhances the experience.

Taurus consulted with Woody's marketing team to ensure ideal implementation of AV integration and vision. Taurus was able to team up various contractors for seamless coordination and installation and continues to work with Woody's team on expanding their technology needs.



PRODUCT SOLUTION

- AVTEQ Custom Kiosk with height-adjustable electric controls
- 24" touch panel display
- Total Channel digital player

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- Woody's Classic Cars & Baseball Musuem



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