



Go Big or Go Home: Under Armour and Prysm Systems Double-Team to Deliver the Wow Factor

When you want to impress Michael Phelps, you really have to go all out. As a frequent visitor to Under Armour's Baltimore headquarters, the most decorated Olympian of all time is very familiar with the global athletic performance brand's spectacular *Make You Famous Wall*. "Without exception, everyone who sees the wall is amazed — the impact is immediate and dramatic," remarked Kevin McDermond, program director for the company's brand creative team.

The famed wall — in reality a custom Prysm Systems visual workplace solution — measures 18 feet wide by 9 feet high: delivering over 160 square feet of pure digital excitement.

The original concept for the wall was ideated by Under Armour's Founder and CEO, Kevin Plank: "When our campus was being remodeled, Kevin wanted one central location where we could bring an athlete on our roster — or one we were recruiting — to show them exactly how Under Armour is making them famous," McDermond recounted.

He continued, "The solution is a massive digital-canvas where we can display a large variety of content to demonstrate how we're telling their story, not just in Baltimore, but all over the world."

COMPANY
Under Armour

INDUSTRY
Consumer Packaged Goods

HEADQUARTERS
Baltimore, MD

EMPLOYEES
Nearly 14,000 globally
(May 2017)

REVENUE
Nearly \$5B (2015)

PRYSM SYSTEMS SOLUTION
Under Armour *Make You Famous Wall*, custom, 160ft², Prysm-powered digital workplace

A Picture is Worth a Thousand Words

One of the company's tenured athletes recently visited his hometown of Baltimore and the wall. "Michael Phelps has an amazing personal story," commented McDermond. "We brought him

in and used the wall to graphically illustrate exactly how he's being globally portrayed in our stores; on our social media channels; on our digital web banners; and in our commercial spots. The solution tells a powerful visual story by bringing digital content to life and expressing the commitment we have to sharing his story."

The popularity of the *Make You Famous Wall* — with over 250 visits in the last 12 months — has enabled McDermond and his team to successfully choreograph each experience and ensure that every story strikes a personal chord. He elaborated, "The Prysm Systems wall is an incredible story-telling tool that invokes emotion and enables us to deliver on the power of the brand. Each curated experience allows our brand to convey emotion in a very real way and our athletes immediately connect with us on a personal level. It's not uncommon for our visitors to become completely immersed by the whole experience — it's just so unique and impactful."

A Touching Finish

Each customized presentation follows a similar format: "The clarity and resolution make viewing content on the Prysm Systems wall impressive on its own, but the 'touch' feature is one of the coolest parts of the whole visit," described McDermond. "When we're doing a presentation, we'll zoom in on specific parts of the story and then when we're wrapping up, we'll get the visitor to use the touch capability to actually sign the wall. We can then share a clip of the signing on social media to express our appreciation to the celebrity for stopping by. We keep a record to show subsequent visitors who have occupied the very same chair that they are sitting in, and it blows them away."

In the Footsteps of Giants

A list of visitors to the wall reads like a who's who of the world's most famous athletes, entertainers, influencers, leaders in business, and many more! In addition to Michael Phelps, recent guests include Misty Copeland, Tom Brady, Stephen Curry, Dwayne "The Rock" Johnson, Lindsey Vonn, Mark Wahlberg, as well as the key partners of the brand.

When there is not a guest presentation taking place, the wall displays a news feed of Under Armour athletes, game highlights, online product reviews, significant company announcements, marketing campaigns, and social media mentions. Under Armour employees — known as teammates — use the Prysm Systems wall as one of their primary sources for all things Under Armour." McDermond stated, "The wall gives the space a real energy and is always in high demand for meetings as the Prysm Systems solution really does add significantly to what gets accomplished."

Visit prysmsystems.com/software to learn more about the complete Prysm digital workplace platform.



"We consider ourselves to be great story tellers and the Prysm Systems wall is an incredible tool to help us deliver our message with passion and pride."

— Kevin McDermond, Program Director Brand Creative, Under Arm

Under Armour Customer Story

About Prysm Systems

Prysm Systems is a leading provider of cloud-based, digital workplace solutions to many of the world's largest global enterprises. The Prysm digital workplace platform drives a new era of digital transformation and enterprise agility. By enabling individuals and teams to explore all their data, content, applications and tools on hyper-visual, always-on digital canvases, Prysm Systems ignites innovative thinking, drives decisions, accelerates productivity and transforms presentations into experiences. Customers using Prysm Systems benefit from an open, enterprise-grade solution that integrates with existing collaboration tools and scales to hundreds or thousands of users, while meeting advanced security requirements. Prysm Systems was founded in 2005 in the Silicon Valley and has offices worldwide. Learn more at prysmsystems.com.

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