CUSTOMER CASE STUDY

The Wall of Honor

How Lucit helped a North Dakota nonprofit save hundreds of staff labor hours per month with automation



Wall of Honor slide example



Publishing new honorees was a slow process

30+

minutes of staff time per honoree submission

Families sent photos and service details by email or through an online form. The Wall of Honor team processed each submission and used a photoshop template to design a slide for the honoree.

Staff then selected the local screens and uploaded the slide to each screen individually depending on the location of the screen.

Each honoree took forever to publish, and ensuring the right honorees were on the right screens was nearly impossible

Lucit solves complex content scheduling

Automated

The process of gathering honorees from the public

The existing screen network could not handle the complex automated geo-fencing and geo-scheduling the Wall of Honor Required

The Lucit platform is built specifically for complex dynamic scheduling needs based on data, including geographic data

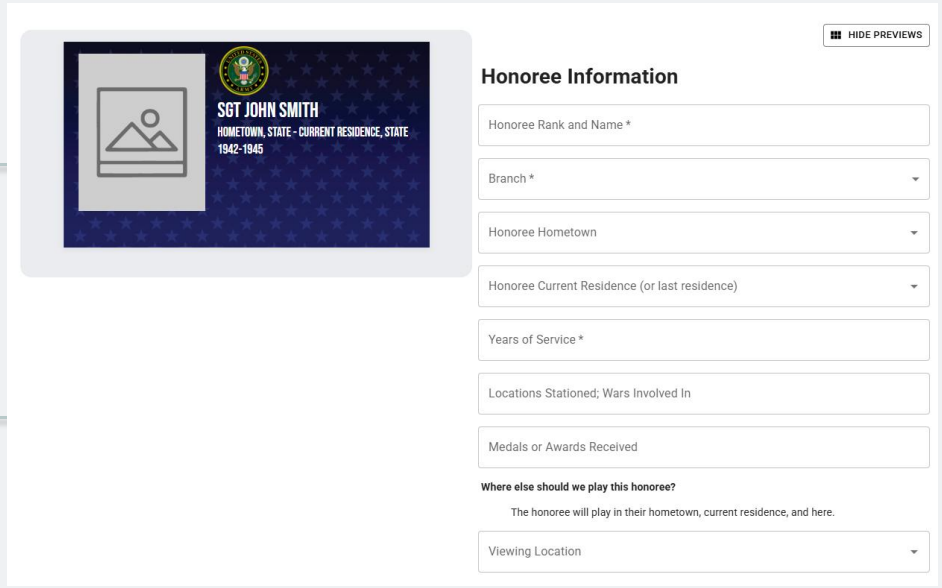
Lucit simplified the deployment, and simplified the scheduling of very complex rules

From a family's submission to a local screen

01 **Submit or update** Families add a photo and service details through The Wall of Honor's white-labeled Lucit User Interface.

02 **Review and approve** A reviewer approves the submission. Lucit's tools turn the submitted content into a screen-ready honoree slide.

03 **Match to nearby venues** Each screen has a custom geographic boundary. It automatically selects approved honorees from its area for the local rotation.



Who keeps the network running?

Lucit runs the screens

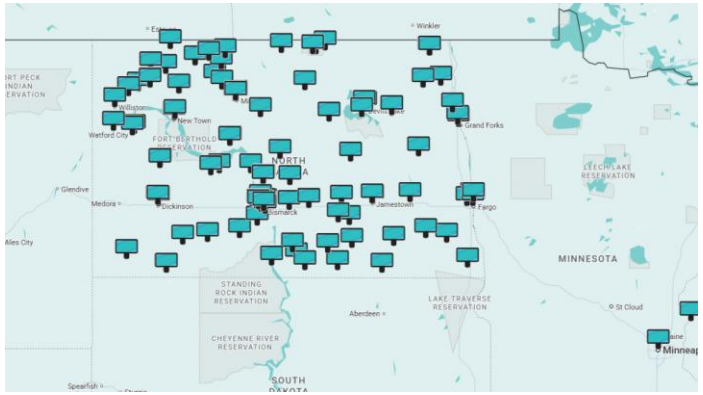
Lucit redeployed the entire network with new screen controllers running the Lucit Lightning player.

Sponsors manage their ads

Lucit agency tools give advertisers control over their own creative. Analytics cover every advertiser and honoree. And are provided via Lucit reporting

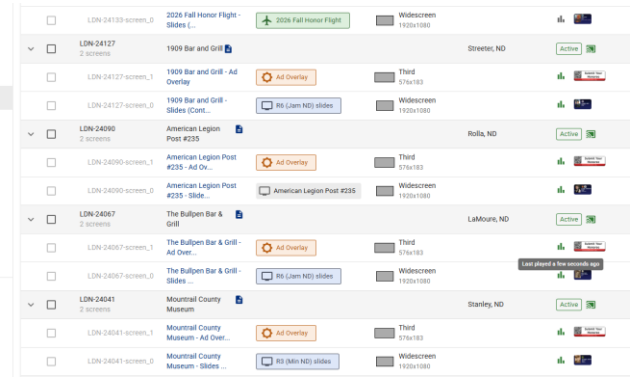
Lucit manages daily operations

The managed service covers customer support, deployments, ad approvals and content scheduling.



The team can see the network

At any given moment, the Wall of Honor team can see the status of the screens and what content is running on each one



Local recognition across 150 screens

18M

weekly network impressions

150

screens in community venues

5,000+

veterans and active-duty service members honored

Sponsors collectively receive millions of impressions as their ads run alongside tributes to the people these communities know.

As of, November 2026.

About Us

About The Wall of Honor

The North Dakota nonprofit recognizes veterans, active-duty service members and first responders. Its screens share their photos and service histories in bars, restaurants, schools and other gathering places.

thewallofhonor.org

About Lucit

Lucit builds software for digital out-of-home media. Its platform turns data and community submissions into screen content, delivers it to the right locations and reports where it ran.

lucit.cc