

# peerless-AV<sup>®</sup>

Driving Technology Through Innovation



## sprinklr

Peerless-AV<sup>®</sup> helps global brand wow customers with installation of large video wall in NYC headquarters.

2018  
**scn**  
SYSTEMS CONTRACTOR NEWS  
**INSTALL  
OF THE YEAR**

**CASE STUDY**  
January 2018



# The Challenge

Sprinklr  
CASE STUDY

As the social media management system for many of the world's largest brands, Sprinklr's New York City headquarters is a busy place with both employee and client foot traffic every day. Like many office buildings, the lobby is the first place clients arrive when visiting Sprinklr's office. To truly evoke the innovative nature of Sprinklr, and to feature one of its flagship products, Sprinklr Display, the company sought to create a wow factor from the moment someone steps into its office.



4x2 Video Wall in Sprinklr's NYC Headquarters

# The Solution

Sprinklr  
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In addition to developing a strong visual impression, Sprinklr also wanted a solution to best showcase its products and work. As visitors stepped into the office, Sprinklr wanted to first grab their attention, then get them thinking about how they could use the company's services and products. Sprinklr knew they wanted to incorporate a seamless grid of TV monitors to make the most of the real estate in the office and to truly showcase its Sprinklr Display product.

In June 2017, with this vision in mind, Sprinklr turned to one of its partners, Ideacage, a cloud-based content management and display control solutions company. Having worked together for multiple years, Ideacage understood Sprinklr's needs and created various design options, resulting in a 2x4 data visualization wall showcasing Sprinklr Display.

Relying on Ideacage's experience, Sprinklr utilized all recommended vendors, including Peerless-AV®. For this project, Ideacage selected Peerless-AV's award-winning SmartMount® Supreme Full-Service Video Wall Mounts (DS-VW775).



“

We always like to work with Peerless-AV when it comes to integration projects. From the moment we place an order, to the final distribution and installation, the support team is always there to help. We do not get that same type of cooperation when working with other mount manufacturers.

”

**Stephen Loeckle, Chief Technology Officer**  
Ideacage

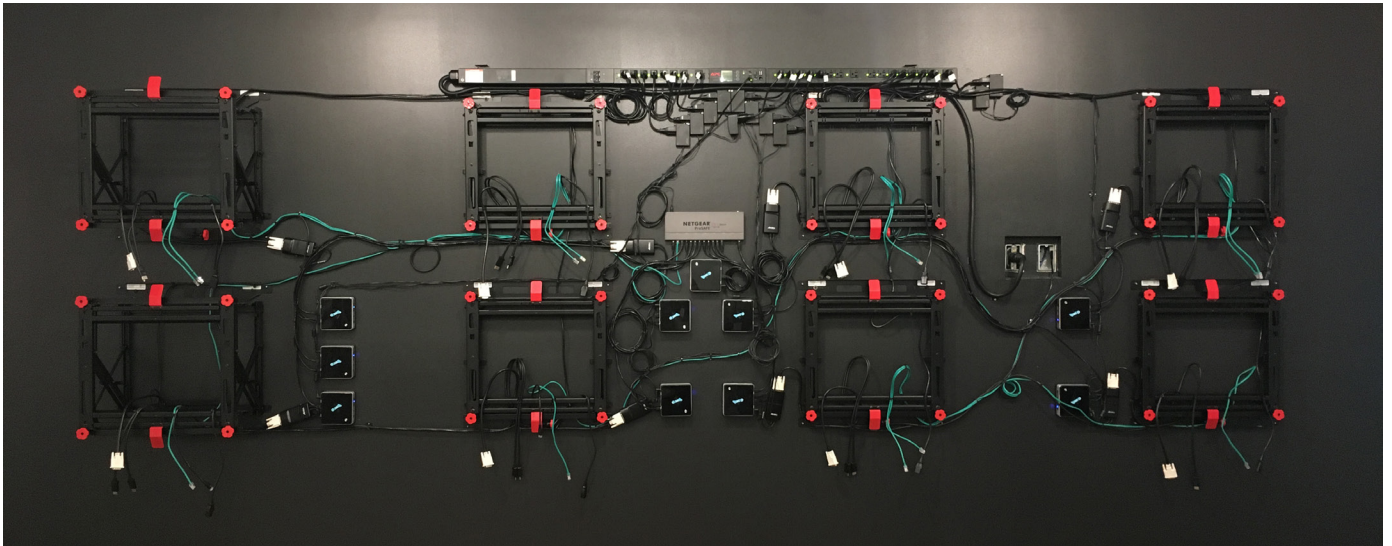
Designed with such integrators in mind, Peerless-AV's SmartMount® Supreme Full-Service Video Wall Mounts are ideal for creating video walls. These innovative mounts offer an enhanced feature set centered on ease of installation and display alignment, such as:



- ✓ **Tool-less micro-adjustments** both vertically and laterally allow for simple fine-tune adjustments
- ✓ **Reusable display-dedicated wall plate spacers** can be used for both portrait and landscape applications, resulting in faster installation time and lower costs
- ✓ **Convenient pop-out serviceability** is 25% lighter than previous models, making the displays easier to hang and service later on
- ✓ **Enhanced cable management** features new tabs on the scissor arms that control cables so they can effortlessly travel in and out with the display
- ✓ **Peerless-AV's Video Wall Locator app** eliminates the tedious calculations and on-site guesswork, reducing the time required for installation

# The Installation

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Installation began in August 2017, with Ideacage utilizing eight Peerless-AV SmartMount® Supreme Full-Service Video Wall Mounts and eight 55" NEC monitors. For a project that would have traditionally taken up to two hours to install, it took only 20 minutes.

“I really like the slim design of the DS-VW775 over previous generations,” said Loeckle. “With more space allocated between monitors, we are able to utilize Ideacage media players behind the mounts so there is no need for an entire tech closet with additional equipment. And, thanks to the micro-adjustments of the wall mounts, the monitors are able to lay completely flat, even on un-even walls.”



Watch a time-lapse video of the installation at <https://vimeo.com/253443511>

# The Results

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Between the quick and easy installation, outstanding service and support from Peerless-AV, the quality of the products, and minimal challenges, the final product – a 16-foot-wide video wall – was completely finished in just two short days.

With the installation of the video wall, Sprinklr now has a place to showcase its own solution and company-wide activities, including graphs depicting social media streams and employee sentiment, as well as videos and images highlighting company events.

The new video wall has given Sprinklr's lobby a modern look and feel that has made a significant difference

in the overall vibe of the office – clients are impressed when they walk in and employees are excited to experience a more interactive environment that shares the creative nature of the company.


Further, based on the success of this installation and the quality of Peerless-AV's mounting solutions, Sprinklr has implemented a second video wall in its Portland, Oregon office.




# About Peerless-AV®

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For over 75 years, passion and innovation continue to drive Peerless-AV® forward. We proudly design and manufacture the highest quality products, ranging from outdoor displays to complete kiosk solutions, digital signage mounts to wireless systems. Whether a full-scale global deployment or custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way. For more information, visit [peerless-av.com](http://peerless-av.com).



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