

## #DIGITAL SIGNAGE

### Company HQ Tells Story of the Internet Through Striking Visuals

BASED IN CINCINNATI, OHIO, Hyperquake is dedicated to creating and producing client experiences that uncover a unique story. From permanent installations to live events, its team of talented “Storybuilders” is empowered to build an engaging environment that inspires people to act. When approached by a worldwide technology leader to tell “the story of the Internet” for its Washington, D.C., headquarters, the experiential design specialists worked with leading integration firm Whitlock and Nashville-based PixelFLEX to install a visual work of art using FLEXUltra LED video with impact-resistant PixelShield.

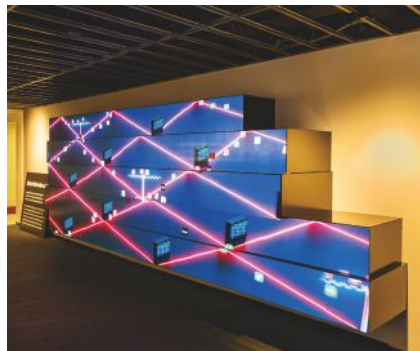
“The client desired to pair a visually striking digital installation with compelling content that demystified and revealed the physical nature of internet infrastructure,” says David Berninger, project manager, Hyperquake. “Since this piece would be a digital sculpture as opposed to a simple video display, we needed a high-definition solution that was visually seamless, versatile, and cost effective; which would allow our client to demonstrate the importance of an investment in innovation to deliver the future.”

Getting started on the design of the installation, Berninger was familiar with the possibilities offered from a PixelFLEX LED video system. Replacing an outdated LCD monitor wall, he was confident that a FLEXUltra solution would allow them to better tell the story through a unique and engaging visual experience.

“We had previously collaborated with PixelFLEX on another custom installation that was a great success and we wanted to continue that rhythm,” says Berninger. “Since LED video offers so much more flexibility than traditional displays, we were able to open up many more doors to explore the idea, and it allowed our vision for the design to be viable and executable.”

FLEXUltra from PixelFLEX LED allows for opportunities to experience true HD quality video with the creative freedom to define any

space. Utilizing impact- and scratch-resistant COB PixelShield technology for long-lasting performance, FLEXUltra is designed in a convenient 16:9 ratio and has a 160-degree horizontal and vertical viewing angle. With fully font-serviceable panels for quick and easy onsite installation and maintenance, FLEXUltra operates with a 3840Hz refresh rate to eliminate on-camera scan lines and flicker, and is available in 0.9mm, 1.2mm, 1.6mm and 1.9mm pixel pitch options.



*Hyperquake collaborated with PixelFLEX and integrator Whitlock to create the “This Is the Internet” digital sculpture.*

“The structure is a custom-fabricated piece consisting of five wood and metal frames that are cleated to the installation surface,” adds Berninger. “Using a robust media server, which is tied into a Crestron system for on-demand control, the dynamic content was then created to be shuffled around as necessary and still flow together seamlessly.”

Now complete, the new digital sculpture titled “This Is the Internet” has been creating a buzz inside the corporate HQ lobby.

“The new design is a great addition to the facility, and we have been busy expanding the capabilities of the installation further as everyone wants their own custom content for it,” says Berninger. “On this project, we were on a tight timeline, but PixelFLEX LED was able to deliver which was critical to the success. They are great collaborators

for a creative agency, and they are very solution-minded when it comes to creating unique digital experiences.”

>> @hyperquake, @Whitlock\_Collab, @pixelflexed

### Luxury Cinema Experienced Enhanced by Sleek Video Wall

IN FALL 2018, TCL Chinese Theatre announced plans for Theatre Box, a new state-of-the-art movie theatre complex, featuring restaurants, bars, and entertainment, to be located in the Gaslamp Quarter in San Diego. The luxury cinema aims to create a completely new experience for guests with eight dine-in theatres, as well as an expansive lobby that houses the renowned Sugar Factory.

TCL Chinese Theatre management sought to create an exciting and inviting environment and include the use of digital signage to wow customers. As a complete rebuild project, TCL Chinese Theatre had the opportunity to design a unique space that would be eye-catching enough to attract customers, even from outside the venue.

The display would need to be visible from anywhere in the lobby, as well as through the windows to the street. The selected location was directly above the escalators, as this spot can be seen far and wide. In addition to the video wall, TCL Chinese Theatre wanted Theatre Box to offer a sleek, sophisticated environment for customers as they walked into each theatre.

The theatre’s San Diego-based management group reached out to installation company Fluid Sound, based on its experience in high-end theatres and specialization in the design-build process for AV solutions.

Fluid Sound was tasked with creating custom solutions for Theatre Box that would meet an aggressive grand opening date in a mere four weeks. The idea set forth by TCL Chinese Theatre was to create a video wall composed of the largest displays possible to be hung on a 45-degree angle and installed directly over the escalators.

Fluid Sound enlisted NEC’s 75-inch Professional Series displays, based on the brand’s high quality offerings. To stream content, Fluid Sound chose a tvONE CORIOmaster mini - Modular 4K Multi-Window 1RU video

processor. With specific design parameters in place, the next step was finding a mounting solution that would support such large displays. Having worked with Peerless-AV in the past, Fluid Sound sought the company's support for a mounting option.

To support the weight capacity of the large displays, provide the flexibility and adjustability needed for this install, Fluid Sound chose Peerless-AV's Special Purpose Video Wall Mount (DS-VWM770). Designed to ease installation and maintenance, while allowing installers the ability to create unique video wall designs, Peerless-AV's DS-VWM770 offers features such as:

**Convenient Rear Access and Maintenance:** Offers 90 degrees of swivel when extended from the wall and can be simply pressed back toward the wall for a flush appearance.

**Customization:** Accommodates several types of mounting patterns and 0 to 360-degree display angles, allowing the designer the freedom to create their own pattern.

**Durability:** Can hold displays up to 125 pounds.

**Precision Engineering:** 10 points of micro adjustments assure the mounts are accurately positioned.

In addition, Fluid Sound needed a mounting solution for the displays that would be placed outside each theatre, with an enclosure in line with the space's luxury appeal. Fluid Sound wanted an enclosure that would not only offer a sleek, high polished look, but would also allow for a secure installation in a high-traffic area of the theatre. With a standard option available from Peerless-AV that fit NEC's 43-inch displays, Fluid Sound went with the Peerless-AV's Wall Kiosk Enclosure (KIP643).

To complete the video wall installation, Fluid Sound relied on lift baskets to reach the area above the escalator. Placing a ladder on the elevator was not only too unsafe, but it also would not reach the wall. With the method they used, Fluid Sound installers had no additional support where another installer could hold up the mounts as the brackets were being affixed to the wall. Featuring a keyhole design and special wall plates, the DS-VWM770 was able to hold the weight of the display while being assembled, without the need for additional support.

According to Dennis Pappenfus, Partner, Fluid Sound, "Peerless-AV's mounts made



*Integrator Fluid Sound used Peerless-AV's Special Purpose Video Wall Mount for the custom video wall above the TCL Chinese Theatre's lobby escalator, and a Wall Kiosk Enclosure for displays outside each cinema, in tandem with NEC 75- and 43-inch sets.*

this entire process possible. Without the quick-release and extension functionality of the mounts, the displays would not be able to be maintained and thus, the project could not be completed."

Fluid Sound's next focus was on the installation of the wall kiosk enclosures at each auditorium. Originally TCL Chinese Theatre decision-makers wanted to install the screen directly on the wall. However, Fluid Sound suggested an enclosure that would provide safety and offer a finished, polished look. Installation using the Wall Kiosk Enclosure with the 43-inch displays was seamless, Pappenfus reports.

**>> @PeerlessAV, #FluidSound, @NEC\_Display**

## #AUTOMATION

### Why Commercial Integrators Should Listen to Josh.ai

WHO OR WHAT is Josh.ai? Commercial integration professionals might not be familiar with the artificial intelligence (AI) solutions provider, which is introducing Josh.ai AV Room for control systems that allows for routing AV sources through Crestron and Control4 using voice commands — all without requiring the integrator to pre-program scenes or macros, according to the company.

However, commercial integrators that recognize that voice-commandable home control via Amazon Alexa and Google Assistant, for example, will naturally be demanded in the workplace ought to pay attention to Josh.ai.

The Josh.ai AV Room announcement comes with two major enhancements to Josh.ai's distributed AV offering. For Crestron projects, Josh.ai is releasing a Crestron AV Room Module, which is available as an update to the Josh.ai SIMPL Crestron Module.

For Control4 customers, Josh.ai announced the new Control4 AV Room Driver, available as an update to the Josh.ai Control4 driver.

Once connected to the network and an AV Room is programmed, Josh.ai will automatically populate the AV sources accessible in each room of a home, according to the company. This hardware agnostic approach allows Josh.ai to seamlessly support any system design — no matter the complexity.

As long as Crestron or Control4 is the routing backbone, Josh.ai will be able to communicate from endpoint to endpoint.

The interface has been designed with dealer feedback and guidance, allowing dealers to set up complicated distributed AV workflows accurately and efficiently, without re-doing the work they originally put into programming their control system.

Josh.ai offers an example of a homeowner walking into a room and saying, "OK Josh, watch season 3, episode 2 of *Mad Men*."

Josh.ai understands the request is coming from the theater, utilizes a knowledge graph to find that *Mad Men* is on Netflix, determines which AV source can provide that content, informs Crestron or Control4 what must be done, and — like magic — *Mad Men* starts playing.

It's not hard to picture a similar