

# peerless-AV<sup>®</sup>

Driving Technology Through Innovation



## IN WINDOW DVLED FOR BERLIN FLAGSHIP RETAIL STORE

Peerless-AV's SEAMLESS Bespoke Mounting Solutions set the stage for digital storytelling in the Berlin flagship store of a sporting goods manufacturer

### INSTALL BRIEF

APRIL  
2022





dvLED is gradually conquering the video wall market, and for a variety of reasons. As well as the unlimited creative possibilities the technology presents in both indoor and outdoor applications, the cost is decreasing, OEMs are investing, ultra-narrow pixel pitch is increasing, lifespans and power consumption are improving. dvLED applications in the retail sector range from basic flat-to-wall 130-165” FHD walls, where the retailer wants to make a bold statement, up to giant and unique bespoke video walls of any size, shape or configuration, such as curved convex and concave with missing rows, suspended, half globes, indoor to outdoor through pane glass, on a track system, floor pedestal, recessed – anywhere where a retailer has a creative vision and wants to make maximum impact.

A world-famous sporting goods manufacturer recognises the powerful visual impact dvLED displays have in the competitive retail environment and recently invested in additional dvLED technology at its newly opened flagship store in Berlin. Since December 2021, a dvLED video wall, supported by a custom made Peerless-AV mounting system, has been in use in the store’s shop window as a digital storytelling medium for the brand’s sustainability messaging.

IT service provider InfraStor GmbH was responsible for end-to-end project management of the new dvLED installation. The primary objective was that the sustainability content would be clearly visible to the public from the pedestrian zone in a famous shopping street in the city of Berlin.



“However, at 310 x 320 cm there was only limited space available. The area needed to be maximised to the full and the design of the dvLED solution also had to be integrated into the overall design concept of the store, in which further LED displays in the entrance and around the elevator shaft blend with retail goods and plant showcases. The installation time on site was limited, therefore a fast and smooth setup was essential. In addition, the solution needed to be functional, easy to install and slim to wall to save space in the window location,” explains Max Schwarzkopf, Project Manager at InfraStor.

For this install, the video wall load needed to be taken by the floor as well as the wall. InfraStor recommended a SEAMLESS Bespoke dvLED Mounting System from Peerless-AV to support digiLED LED modules in a 5x9 (600 x 337.5mm) configuration. Bolted to the floor (sitting 50mm high) and bolted back to the wall, the mounting system was custom manufactured to have a meticulous fit with built in x, y and z axis adjustment to ensure the video wall surface remains flat.

SEAMLESS Bespoke solutions offer a meticulous fit for the most complex and challenging of dvLED video wall deployments; particularly suitable for video walls where the dvLED cannot be mounted directly on a wall and a substructure is required. The series offers the flexibility to create custom shapes, aggressive curves and wrap around corners; situations where the highest precision and tolerances are required. Bespoke solutions can also be manufactured for special requirements, such as to withstand strong vibrations or seismic activity. Peerless-AV was also chosen for its flexibility, cost efficiency, innovative technical capabilities and excellent customer service – all aspects of SEAMLESS by Peerless-AV, the company’s dvLED video wall integration program. The program ensures that the complete SEAMLESS dvLED Solutions team is available throughout the process to ensure that every customer receives quality product support and service.

Thanks to a previous test setup, the installation was completed within a very short time. “If the timing allows, we always try to carry out a test setup in order to check for any possible complications in advance,” says Schwarzkopf. “This saves time and nerves during integration at the customer’s site, where often only a short time window is available.” Two InfraStor technicians assembled the Peerless-AV mounting system and DigiLED cabinets in a 5x9 configuration, and after only two and a half days the displays were fully operational and running high definition, attention grabbing content.

“ The extensive adjustment options of the Peerless-AV mount system have enabled a perfectly flat dvLED video wall surface without visible lines between the cabinets, so that the customer is very satisfied with the result. The solution fits perfectly into the store environment and the current “Renew Berlin” sustainability campaign messaging can now be optimally displayed to shoppers and passers by.


**Max Schwarzkopf**  
**Project Manager at InfraStor**




Michael Möller, Senior Sales Manager, Germany, Peerless-AV commented: “This project is a great example of our expertise and experience in delivering unique, custom made mounting solutions and precision components, designed specifically for the leading dvLED display brands and to meet the support needs of our integration partners to ensure a successful installation. For this flagship store, we also added a custom brushed stainless steel trim around the border of the dvLED video wall to conceal the sides of the cabinets and to provide a completely finished appearance.”

# About Peerless-AV

For over 80 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, dvLED and LCD video wall systems, complete integrated kiosks, professional carts and stands, and more. Whether a full-scale global deployment or high-volume 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).



 Peerless-AV  
Unit 3 Watford Interchange,  
Colonial Way, Watford  
WD24 4WP

 +44 (0) 1923 200 100  
 [sales@peerless-av.eu.com](mailto:sales@peerless-av.eu.com)  
 [www.peerless-av.com](http://www.peerless-av.com)

 [twitter.com/peerlessaveu](https://twitter.com/peerlessaveu)  
(@PeerlessAVEU)

 [instagram.com/peerlessaveu](https://www.instagram.com/peerlessaveu)

 [linkedin.com](https://www.linkedin.com/company/peerless-av-europe)  
(Peerless-AV Europe)

 [facebook.com/PeerlessAVEurope](https://www.facebook.com/PeerlessAVEurope)