



BUGA National Garden Festival Chooses Peerless-AV® Outdoor Displays for Visitor Wayfinding

CASE STUDY

SEPTEMBER

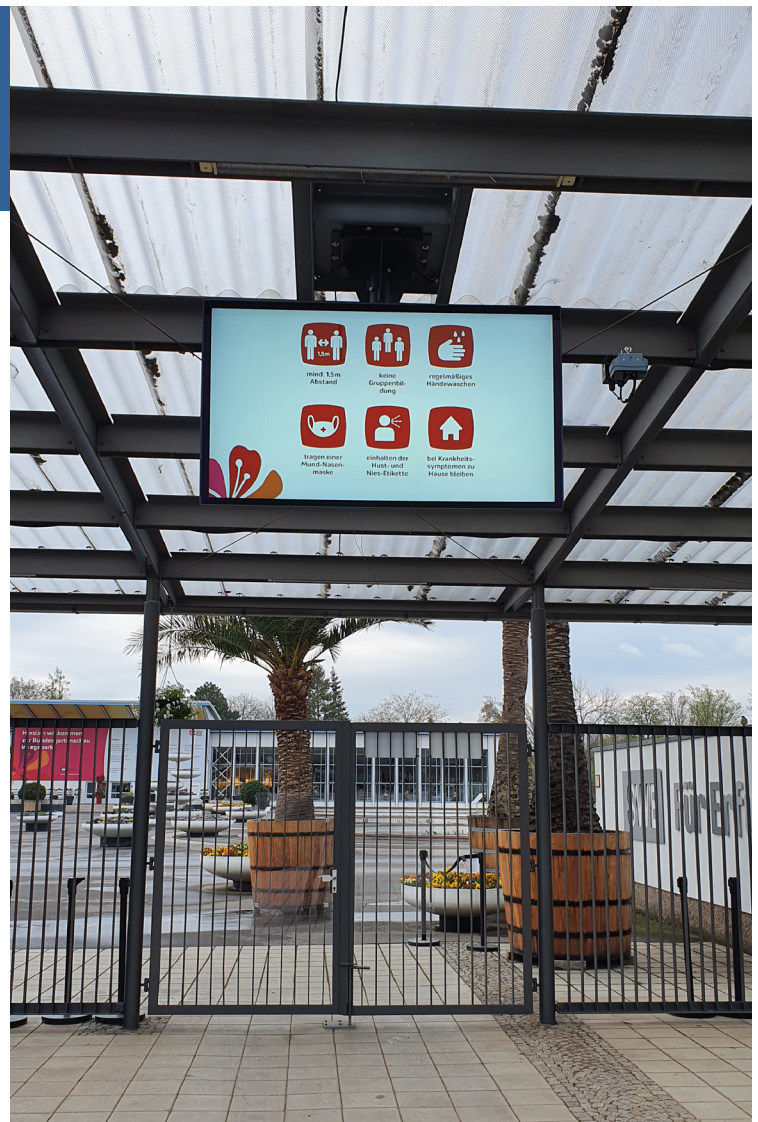
2021



BUGA Erfurt 2021 opened on 23 April and runs to 10 October in Thuringia, central Germany; 171 days celebrating the renaissance of Erfurt's heritage as the city of flowers. Taking place every two years, the National Garden Festival is an internationally renowned horticultural exhibition that transforms Germany's most beautiful cities with fields of flowers in bloom against historic backdrops. BUGA Erfurt 2021 attracts visitors from all across Germany and Europe, includes 430,000 m² of exhibition space and covers an area of 87,000 m², with over fifty themed gardens, 23 indoor floral displays, exhibitions, and a wealth of other attractions. Such as 'Danakil', the first desert and jungle house of its kind.

THE CHALLENGE

Egapark is the epicentre of the BUGA festival; a historic 36-hectare park. To help guide visitors at the entrance to the park and provide information about the exhibits, ticket prices, safety procedures, opening hours and so on, BUGA sought the assistance of systems integrator inSynergie GmbH. The outdoor nature of the end application meant a truly outdoor digital signage solution was required that would offer daylight readability, reliability in fluctuating temperatures and resistance to all-weather conditions. BUGA also wanted a solution that would be aesthetically appealing to visitors and that could be either used standalone or integrated within a kiosk.



After site visits and careful installation planning to ensure the right technology was chosen for the environment, inSynergie GmbH proposed the Xtreme™ High Bright Outdoor Display from AV technology pioneer Peerless-AV.

With an IP66 and NEMA 6 rating, the Xtreme High Bright Outdoor Display offers the highest particle and liquid protection in the industry. It also has the widest operating temperature range (-35°C to 60°C), IK10 rated impact resistant safety glass, and a unique, fully sealed, ventless design, without filters or exhaust fans.

A fundamental feature is optical bonding, which not only reduces glare and reflection through the UV absorptive gel between the glass and the screen but prevents entry of moisture and formation of condensation. It also creates a higher level of sharpness and perceived brightness but, most importantly, it does this without any extra investment or additional HVAC requirements necessary for the heat generated by these high bright screens.

Polarisation and automatic contrast adjustment are other important features incorporated in the Xtreme display to ensure content is always readable, even when viewed with polarised lenses and sunglasses, and ambient light sensors automatically adjust the 1300:1 high-contrast panel to best match the lighting conditions.



We were well aware of the field proven quality of the Xtreme displays and were confident that they would deliver the level of outdoor performance required for BUGA. They can not only withstand extreme temperatures and humidity, but they work exceptionally in direct sunlight offering a clear, crisp picture.



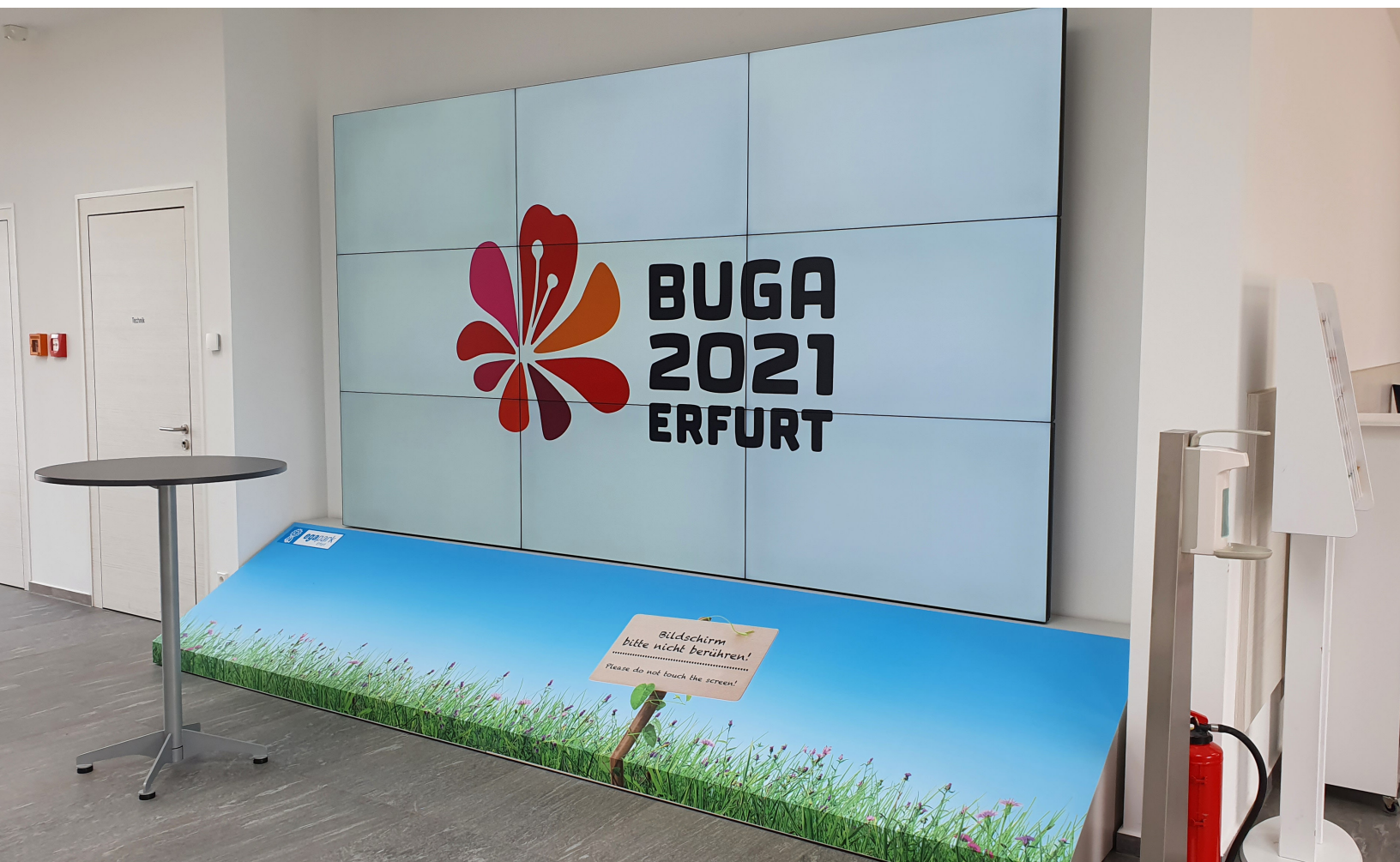
Christoph Hörsch
Project Manager, inSynergie GmbH

THE INSTALLATION

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The installation took place in March 2021. Eight 55" XHB552-EUK displays, with wind-rated (up to 90mph) ceiling tilt mount (ECMU-02-C-S), are installed at egapark's various entry points to direct and inform visitors. One XHB552-EUK, with outdoor flat mount (ESF655P), has also been installed within a custom outdoor kiosk in the park. The outdoor mounts feature a powder coating to ensure resistance to rust.

A further nine SmartMount® Full-Service Video Wall Mounts with Quick Release (DS-VW765-LQR) have been installed in combination with NEC 55" Multisync UN552VS in the BUGA merchandise store. Designed for the fastest installation and easy service access in recessed video wall applications, this mount is packed with time saving features, including no tools micro adjustment and reusable custom wall spacers.



“ Peerless-AV provided exceptionally good technical support throughout this project and the result has 100 percent lived up to expectations. The end customer is also very happy and the displays have been successfully helping visitors navigate the garden festival since it opened in April.



Christoph Hörsch
Project Manager, inSynergie GmbH


The Xtreme displays have enabled BUGA to add a digital age element to the festival. They are providing an important wayfinding and information solution that also blends into the environment for an enhanced visitor experience.






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.



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