



Only the best for Supercar Showroom – Precision Engineered Mounting System Creates Seamless LED Display at Mulgari Cars

Peerless-AV and Absen team up to deliver the
perfect Direct View LED video wall install

CASE STUDY

OCT 2019



AV technology pioneer Peerless-AV® and LED manufacturer Absen have teamed up to install an LED video wall in the showroom of Mulgari Cars Ltd, bespoke styling and tuning body shop for performance and luxury vehicles. Mulgari wanted a video wall solution that would enable them to advertise their services to new and existing customers via a medium befitting its supercar studio image. LED was the ideal choice for its design flexibility, narrow pixel pitch, high contrast in ambient light, 24/7 performance and low power consumption. Absen N Series high bright panels and an easy-assemble, custom LED mounting system from Peerless-AV were chosen to deliver the ultimate visual wow factor.

Founded in 2011, Bracknell-based Mulgari Cars values precision and perfection to ensure that all vehicles leave the body shop looking and performing better than ever. Mulgari also offers super car storage services and manufacturers the ICON collection of unique performance cars. Owner Iain Campbell, a former director at AV distributor Midwich Group, identified the opportunity to reach an outdoor captive audience from a window overlooking the forecourt and a busy petrol station, and wanted to incorporate video wall technology from an industry he had been so involved in for over 20 years.

The LED video wall has successfully addressed the visual goals of the project, we have an in-house content creation team for our web and social channel advertising, which now extends to the new display platform and is clearly seen by visiting customers and drivers passing by the forecourt. Content had to be bright, eye-catching and professionally delivered at any time of the day, in peak direct sunlight conditions, to engage our target audience and build brand awareness, and I'd say we've achieved just that – it looks fabulous. We've had at least five enquiries a week through our door purely because of the content on our video wall.

Iain Campbell
Owner, Mulgari Cars

Peerless-AV was chosen for the project for its close cooperation with LED brand Absen, and the expert support provided by its SEAMLESS design consultancy programme. Following a site survey, CAD drawings and design sign off by all parties, a custom, self-supporting, in-window mounting structure was precision made for Absen's N4D panels and tested to UL safety standards.

Peerless-AV's LED mounting system provides the perfect pairing for Absen's N4D panels. The 4mm high bright LED panel is front install and service featuring unique fast swap LED modules with magnetic fixing points for fast and simple mounting and removal. Its super-thin, lightweight and modular design makes it easy to closely match LED display sizes to existing spaces.

A technical team of four managed the install, which was completed quickly and easily, without interruption to Mulgari. Firstly, all the equipment was laid out in the window space and the main frame was built. Locations were then marked out for the subframe and the upright was secured to the ground. Next, the team fixed the main frame to the subframe and aligned the adapters. The LED cabinets were hung in a 6x3 configuration, starting with the bottom middle and working out. Power and data were connected, any pixel alignment fine-tuning was achieved using the X, Y and Z axis adjustment, and then the video wall was fully calibrated. The whole process took five hours from start to finish, with all content displaying as it should.


Watch the time-lapse install video here, <https://vimeo.com/366464177>





About Peerless-AV

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.



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