

Samsung KX Experience Space 10-metre-wide Custom Curved LED Screen gets SEAMLESS by Peerless-AV Treatment

CASE STUDY

JULY

2020



Samsung KX is a new showcase that redefines the future of retail. This new home of innovation brings together culture, community and cutting-edge technology in a dynamic environment alongside local partners. Samsung KX represents the future of retail, designed to give guests the ultimate immersive brand experience where they can discover, be inspired and learn through a range of stimulating events, workshops and performances.

Opened on 31st July 2019, Samsung KX is located in London's new Coal Drop's Yard shopping district representing a landmark destination for culture, innovation, community. The 20,000 sq ft venue is open seven days a week, inviting guests to walk around, feel relaxed and unrestricted in space full of air and light.

The site is split into different zones for a mix of live events, workshops, performances and cutting-edge technology experiences including a connected kitchen, living area, sound lounge, flexible working space Samsung personalisation area and an in-house café. The key USP of Samsung KX is having everything in the Samsung portfolio under one roof and showcasing the full capabilities of connected living to help make lives easier.

Tasked with delivering the technology for this exceptional experience space was integrator Snelling Business Systems. Snelling worked with consultants Hoare Lea Intelligent Buildings throughout the project, which has lasted just over a year, to deliver the AV and IT infrastructure in line with the Samsung KX vision.

For the centrepiece of the venue, Samsung KX wanted a creative and digital playground to attract and inspire, but also to showcase the latest technology innovation. The concept of 'Screenmax', a giant curved LED videowall that would be the first Samsung LED implementation globally of such a size, was to be made a reality.

The Solution - SEAMLESS by Peerless-AV

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The technology selected to deliver the Samsung KX vision is a jaw dropping 10.08m wide x 4.32m high, vertical concave curved Samsung LED screen weighing 975kg, and consisting of 168 cabinets and a total of 1,008 LED modules.

A custom mounting system was required that would provide the necessary structural and precision engineering capabilities to support the overhanging weight of the screen and ensure a safe and visually pleasing result.

Extensive experience acquired through years of partnering with Samsung on global AV projects meant that AV technology pioneer Peerless-AV was entrusted as the chosen supplier to develop this custom mounting solution under tight timescales.

Samsung have a great existing relationship with Peerless-AV for mounting solutions for LFD screens so it made complete sense to go to them for LED mounting solutions on this prestigious installation. They have demonstrated many times over, their ability to make light work of even the most challenging and complex of installations. The custom mounting system they delivered was an essential component in achieving the vision of the hugely impressive curved LED screen at Samsung KX.



Damon Crowhurst
Head of Display, Samsung Business UK

The Solution - SEAMLESS by Peerless-AV

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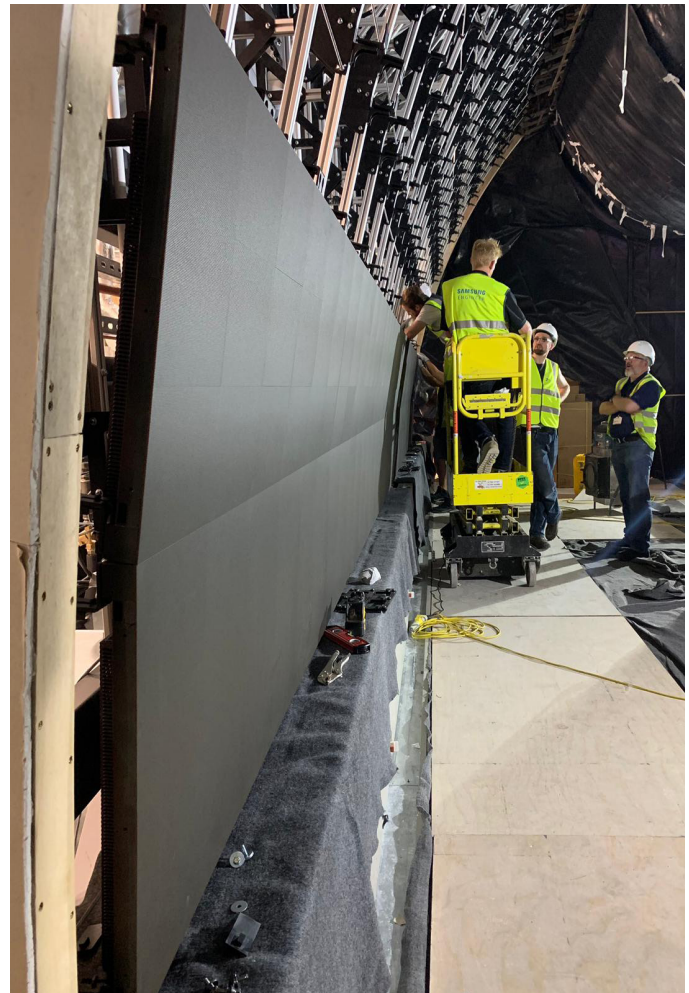
Peerless-AV was tasked with delivering a huge custom mounting structure for the venue and, in cooperation with the Samsung KX technical team, Snelling and other third parties, assisted in the product design and specification process to deliver the best LED mounting solution for the application environment - the biggest European install for Peerless-AV's LED mounting system to date. As part of the agreement, a unique, all-inclusive SEAMLESS by Peerless-AV design consultancy support offering was provided from start to finish. This encompassed full CAD drawings and structural integrity reporting, FEA reports on stress, load and deflection testing, and on-site support from Peerless-AV's expert LED team.



Samsung KX 'Screenmax' LED wall features 21 wide x 8 high IFH015 LED panels in a vertical concave curve. The 1.5 pixel pitch LED panels leverage a compact, lightweight design and offer superior picture quality, uniform brightness and intuitive usability.

Paired with Peerless-AV's LED mounting system, the cabinets can be accessed by the front or rear to service and maintain components. Cable management is integrated into the mounting frame, which sits on a custom steel structure surrounding a complex cooling system for the building. Each arc cross section had height and depth adjustment built in to remove any irregularities in the steel structure to create a consistent foundation to mount the cabinets on.

Not only was the Peerless-AV custom mounting system quick and easy to install, but its quality assured modularity made it straightforward to transport to the venue and prevent any damage. Precision engineered with displayspecificadaptorsandmounting patterns, the mounting system has an aluminium frame which helped to minimise wall load. Predetermined adaptor rail locations helped speed up assembly, while tight tolerances and spacers ensured the LED cabinets were positioned correctly. Adjustment on the X, Y, and Z axis assisted with any wall imperfections, aligned pixels and smoothed any installation irregularities.



For anyone planning to visit, the result is truly impressive, taking curved LED design possibilities to another level. For more information visit [Samsung.com/uk/explore/kings-cross/](https://www.samsung.com/uk/explore/kings-cross/)

Facts & Figures:

Size: 20,000 sq. ft.

Property Developer: Argent LLP

Architectural design: Heatherwick Studio

Design: Cheil

Construction: Portview Ltd

Furniture: Brinkworth

Technology fit out: Snelling Business Systems Ltd

Consultants: Hoare Lea Intelligent Buildings


LED: Samsung IFH015 LED panels




Mounts: Peerless-AV Custom LED Mounting System



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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