

**peerless-AV<sup>®</sup>**  
Driving Technology Through Innovation

 **SNA DISPLAYS<sup>™</sup>**



Striking dvLED Displays at Forest County  
Potawatomi Community Center Supported by  
Peerless-AV<sup>®</sup> Custom dvLED Mounting Systems

**INSTALL RECAP**  
MARCH 2021







The [Forest County Potawatomi Community Center's](#) building design includes 13 networked interior direct view LED (dvLED) video screens from SNA Displays' [BOLD™ Interior](#) display series. The new digital displays are used primarily as scoreboards and to relay information to visitors.

Located near Highway 8 in Crandon, Wisconsin, the 105,000-square-foot community center is a hub for cultural education, recreation, athletics, competition, wellness, and social events. The center's creative vision was informed by the Forest County Potawatomi culture, from the two levels that follow the natural grade to lessen environmental impact to the floorplan inspired by how an eagle looks when flying.

The community center's amenities include a 20,000 square-foot wood court gymnasium, 20,000 square-foot fieldhouse with synthetic field turf, and an 8,000 square-foot pool. The fieldhouse is a training and competition venue for field sports such as lacrosse and a key venue for tribal events, seating 1,500 spectators.

Camera Corner Connecting Point (CCCP), a technology integrator specializing in AV solutions, managed the project. Peerless-AV® precision engineered all mounting systems for the ceiling hung and flat fixed wall-mounted displays on campus. Each mounting system was custom designed and fabricated with high engineering tolerances to ensure a proper fit during the installation process.

SNA Displays chose Peerless-AV for this project for its flexibility, cost effectiveness and superior customer service. The [SEAMLESS by Peerless-AV](#) dvLED Video Wall Integration Program ensured start to finish project support – from the design/manufacturing of custom Bespoke Series Mounting Systems to on-site installation support. SEAMLESS Bespoke solutions offer a meticulous fit for the most complex and challenging of dvLED video wall deployments, such as custom shapes and aggressive curves. The mount's precise fine-tune adjustment ensures exact placement of the dvLED panels at every single point.

Brian McClimans, VP Sales, North America and APAC, Peerless-AV, commented: “This was a technically complicated install that required our precision engineering and manufacturing expertise. We are proud to have worked with SNA Displays, CCCP and Polar Focus on such a prestigious community center of excellence.”

Polar Focus provided design and engineering services for the intricate mounting structure needed to hang the video circles in the fieldhouse and gymnasium. Because the venue's roof structure slanted upward from the center of the room and also from front to back, a unique solution was required to suspend the large center-hung video display systems.

**SEAMLESS BESPOKE**



## Fieldhouse

The most striking dvLED display feature in the community center is the fieldhouse's digital chandelier. The 2.98 mm pixel pitch center-hung display has two main digital signage elements, an outward-facing, 360-degree ring display and a downward-facing circular screen. The digital chandelier contains approximately 2.4 million pixels.

The fieldhouse also has two wall-mounted dvLED displays that employ a 2.5 mm pixel pitch. Both high-definition screens are 8' 10" high and 15' 9" wide with a resolution of 1,080 x 1,920 pixels wide for just over 2 million pixels each.





## Gymnasium

After the fieldhouse chandelier was installed, representatives from the Forest County Potawatomi Community Center opted to add a similar center-hung to the gymnasium's digital signage network. The gymnasium's digital chandelier measures 2' 5" tall and 24' 7" long (252 x 2,520 pixels). Like the fieldhouse center-hung display, it has a 2.98 mm pixel pitch; however, the screen is only the ring section.

Though the original purpose of the digital chandelier was to provide creative content during events, requested software upgrades allow both center-hung features to show live-event scoring.

There are four other digital signage installations in the gymnasium: three 2.5 mm dvLED displays measuring 4' 5" x 7' 10" (540 x 960 pixels) – one in each court – and a 2.5 mm main display that is 8' 10" high and 15' 9" wide (1,080 x 1,920 pixels).





## Common Area

The center's common area welcomes visitors with three wall-mounted, high-definition 2.5 mm interior displays. Two of the displays are 8' 10" high and 15' 9" wide (1,080 x 1,920 pixels). The third is 10' 4" x 18' 4".

The architectural elements of the common area required having multiple screens so all visitors could clearly see the video content. Camera Corner provided a cloud-based digital signage network that allows each screen to show either synchronized or unique content, and the video-over-IP routing system allows for flexible usage of the screens for the space.





## Pool

The facility's pool area has two 2.5 mm displays used for exercise videos, informational purposes, and family night activities. Both digital screens are 8' 10" high and 15' 9" wide with a resolution of 1,080 x 1,920 pixels. Furthermore, the pool dvLED display panels and internal components are conformal coated, and the Peerless-AV mounting system is made of a custom stainless steel to withstand high humidity and prevent corrosion.



Spokesperson at SNA Displays concluded, “The large number and complex configuration of the dvLED displays around the community center made this a truly exceptional project that required unique support solutions, and we know from our experiences with Peerless-AV on challenging dvLED infrastructure installations that they can deliver to the highest quality.”

Overall, the community center has approximately 22 million pixels of digital canvas.

With over 80 years of audio visual experience, our commitment to the creation of cutting-edge technology and standard-setting solutions has elevated us to the status of the industry's most innovative leader. Our Dedicated SEAMLESS dvLED Solutions Team sets the bar for high quality design, while achieving the pinnacle of aesthetic results. Our dynamic group of dvLED professionals include structural and mechanical engineers, product managers, project managers, installers, as well as sales and service personnel. The entire Peerless-AV® dvLED Solutions Team is there every step of the way to ensure every customer receives SEAMLESS product support & service.



### **EXPERT ENGINEERING & DESIGN**

Our experienced custom engineers & support staff work in a think-tank style environment, creating new & effective solutions specific to your needs.



### **CUSTOM PROJECT MANAGERS**

We provide a single point of contact, from the SEAMLESS dvLED Solutions Team, who oversees the project every step of the way, ensuring an ideal solution & timely delivery of your custom dvLED video wall solution.



### **FULL INSTALLATION SERVICES**

When we say that we are there every step of the way, we mean it. Our SEAMLESS dvLED Solutions Team supports the installation, maintenance, troubleshooting & even, post-installation services.



### **SEAMLESS dvLED MOUNTING SYSTEMS**

Our SEAMLESS dvLED Solutions Team exceeds industry standards, while achieving the pinnacle of aesthetic results. Choose between our Kitted and Bespoke Series dvLED Mounting Systems.

To learn more about the SEAMLESS by Peerless-AV® dvLED Video Wall Integration Program & mounting solutions, visit [peerless-av.com/SEAMLESS](https://peerless-av.com/SEAMLESS).



SNA Displays brings creative visions to life by building high-end digital displays as vivid and dynamic as the imagination. SNA Displays employs a team of SNAPros™ — engineers, skilled project managers, systems experts, installation managers, and support staff—whose mission is total project satisfaction.

SNA Displays is headquartered in Times Square and has worked with clients to design and build some of the largest and most recognizable digital spectacles in the world. Discover how Dreams Live Digitally® at [snadisplays.com](https://snadisplays.com).



ACP CreativIT and CCCP are focused on business outcomes and providing long-standing solutions to our customers that incorporates world-class technology. We have teams of pre, post and solutions architects and engineers who can design a full-scale solution to meet any challenges you have and bring your vision to life, as well as deploy, install, maintain and support you well into the future. With specialties in IT security, networking, data center, AV, physical security and unified communications, our team can provide your organization with an end-to-end solution.

For more information, visit: [www.cccp.com](http://www.cccp.com)









# About Peerless-AV®

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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).



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