

FRESENIUS

German Healthcare Company Fresenius Opens
New Webcast Studio with dvLED Backdrop

CASE STUDY

October
2022



Fresenius SE & Co. KGaA is a European multinational health care company based in Bad Homburg vor der Höhe, Germany. One of the largest private hospital operators in the country, the company also specialises in (Bio)Pharma and MedTech.

In March 2022, Fresenius released an open tender for the installation of a dvLED video wall in its new recording studio – EK3 Webcast Studio – that would be used as a virtual backdrop for webcasts, live streaming, and in house post-production. The objective was to transform this studio into a resource for Fresenius staff to book out for content creation to be shared across the group’s divisions or externally to inform customers about the latest corporate news, breakthrough studies, system-critical products and services, and more.

Mevis.tv GmbH, one of the largest system integrators in Germany, bid for the tender and were accepted for the company’s 20+ years’ experience delivering studio focused, live event and full-service AV projects for the healthcare and corporate industries. Mevis.tv worked with a set designer and local carpenter to design and create a flexible studio setting that would incorporate a two-sided back wall, one with recessed dvLED video wall and one with green screen, furniture, including presenters’ desk, ceiling lighting and LED strip lighting, with enough room for camera equipment, and the production team. A side control room would be used for studio technicians to operate all the technical equipment, lighting and sound board.



To support the dvLED video wall aspect, Mevis.tv called on AV technology pioneer Peerless-AV. Girders and rail lighting meant that a ceiling mounted structure was not an option. Peerless-AV proposed a freestanding mount structure fixed to the floor with the extrusion feet bolted into the concrete double floor. A lot of planning was required to ensure the mounting system would be stable enough to support the heavy weight of the dvLED cabinets.



From the outset, Peerless-AV was resolute that its freestanding system would deliver on expectations. The hardest obstacle was the tight schedule that Fresenius set. Sourcing AV products within short timescales had been a challenge for the past few years so the fact that Peerless-AV products were designed and manufactured- with fast delivery; was a deal clincher. Having a reliable partner made this project smooth sailing. Michael Möller and the expert LED team with Peerless-AV EMEA, provided pre-planning, reliable product drawings and assembly instructions, consultation support throughout and adhered to promised delivery dates. It couldn't have gone better.



Pascal Saputra
Project Manager, Mevis.tv.

Installation started at the beginning of August 2022 and was completed October 2022. Firstly, Mevis.tv communicated the cut-outs for the raised floor to the responsible trade according to Peerless-AV's planning documents. After that, the mount substructure was built, and the dvLED cabinets installed, without the modules. It was only when the wooden walls were built around the video wall, the LED strip lighting was installed and room was dust-free that the delicate modules were fitted and, in the final stage, the dvLED wall was calibrated.



The entire project process from start to finish was reliably and professionally supervised by the Peerless-AV team. The dvLED video wall was the critical part. Peerless-AV designed and manufactured and delivered a Kitted+ Series dvLED Mounting Solution consisting of bolt down substructure and mounting system with dedicated adaptors to support Unilumin Upanel II 1.2mm pixel pitch, front maintenance, cable-free cabinets in an 8x7 wall configuration, measuring 4.8 m (W) x 2.4m (H).

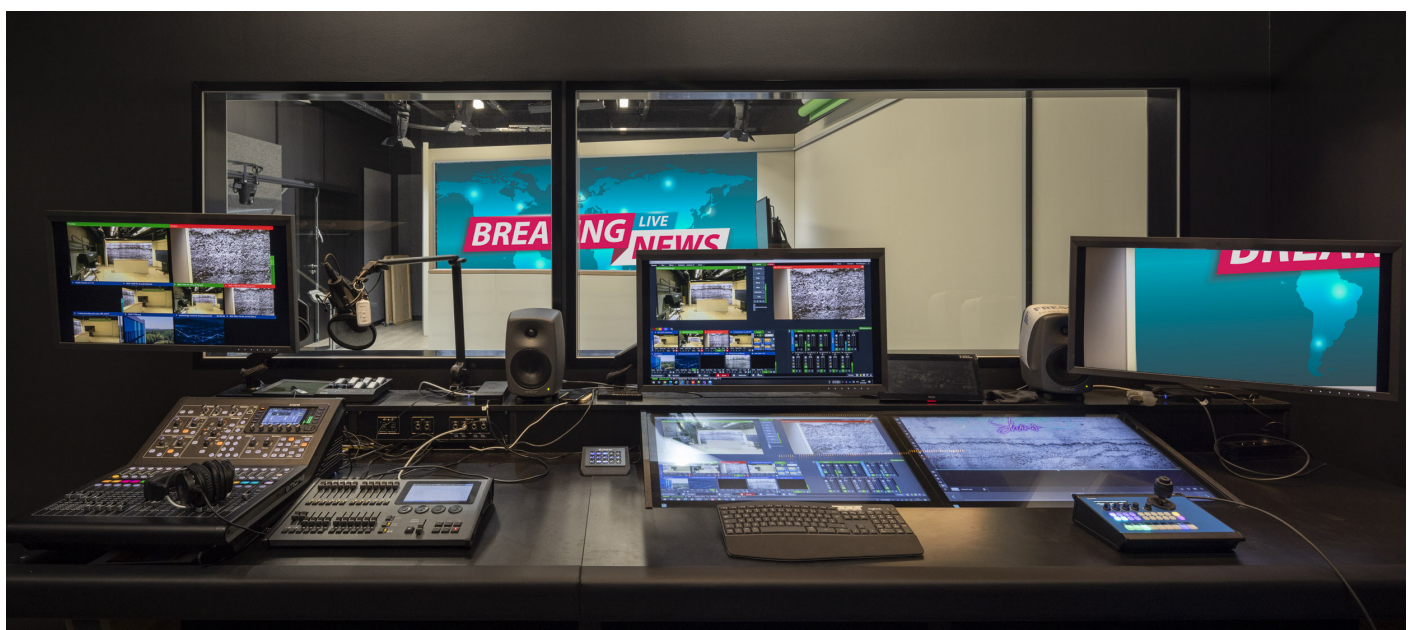
Christoph Pfäffle, Regional Director Unilumin D-A-CH, commented: “Peerless-AV and Unilumin have partnered on many LED projects, so we know our products fit perfectly together to deliver excellent results. Since the mount is dedicated for our Upanel II cabinets, when it came to hanging them, the whole process was straightforward, without any issues, and this is especially important when handing such fine pixel pitch LED. The finished video wall is picture perfect.”

The Peerless-AV Kitted+ Series offers all the features of the SEAMLESS Kitted Series dvLED Mounting System, which include precision X, Y, Z adjustment to ensure pixels are aligned and achieve a perfectly flat wall finish. It also offers a slim, space-saving and aesthetically appealing design, integrated cable management, easy-hang hardware, and a lightweight aluminium frame, helping integrators to build the perfect video wall quickly and easily.

“This was a great project to be involved in, requiring a substructure and mount system with high flexibility and precision adjustment in assembly,” said Michael Möller, Senior Sales Manager, Germany, Peerless-AV. “Our mount system’s compatibility with the Unilumin cabinets also meant the whole install was smooth and straightforward for Saputra Pascal and the Mevis.tv integration team.”

For the studio, Mevis.tv also specified three Panasonic AW-UE100 PTZ Cameras, supporting 4K 60p/50p*1 shooting, 12G-SDI output and IP transmission protocols, including NDI*2 and SRT*3. It includes a wide-angle lens with a 74.1° field of view and 24x optical zoom. One is on a rail system on a fixed axis opposite the green screen, one is fixed on the side of the control room window and the third is on a mobile system with teleprompter. Also in the studio are ceiling microphones from Sennheiser to amplify voices and reduces noise, and ceiling lights with motorised moving heads ensure presenters are lit adequately for filming.

The whole project is computer controlled in the control room to the side of the studio using hardware from Extron & vMix Pro Software. Furthermore, two touchscreens built into the presenters’ table enable tactile hands on drag and drop selection of content to show on the dvLED video wall behind.



The Fresenius EK 3 Webcast Studio is now in full use by all departments and the LED strip lighting can change according to department for a custom professional look and finish to productions. External participants such as stakeholders can also use the facility.



For Fresenius SE & Co. KGaA, we have already successfully planned and implemented projects in the past. The idea of a dedicated studio initially arose as a result of a strategy paper prepared by macom and an associated assessment based on stakeholder workshops and interviews. We were delighted to be entrusted again with the subsequent technological conception and detailed technical planning. This laid the foundation for the tender and implementation of the technical installations. With Mevis.tv and Peerless-AV, we had the perfect partners to realise the project in a short time and provide Fresenius with an ideal, demand-oriented studio environment. We are thrilled with the result.





**Michael Westfehling, Branch Manager Frankfurt at
technology consulting firm macom**

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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